Action & Communication Strategies and the Big Idea

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The Big Idea

Charting possibilities through connected communities.

- Establishing an integrated presence in the community and highlighting testimonials of the target public to emphasize relatability and opportunity.

Action and Communications Strategies

Key Public 1: Underserved Athletic Communities

Key Message: Boathouse in a Box expands access to water-based sports by **bringing structured rowing and paddling programs and resources** directly into the community, **empowering individuals through teamwork and leadership development.**

Action Strategies:

- Partner with local schools, youth organizations and recreation centers to host special events on the waterfront or in-center.
    - Generating awareness in-person through word of mouth and demonstration is one of the most effective ways to build an audience through this key public. Younger students, especially, need in-person exposure for incentive.
- Offer free or reduced-cost introductory rowing and paddling clinics.
    - This could be used for publicity and also sustain long–term interest in building new events for the community to engage with.
- Provide scholarship opportunities for students, teams, etc.
    - This could be utilized as a philanthropic effort to generate awareness for the Boathouse in a Box, but also the long-term opportunities associated with an upcoming phenomenon.

Communication and Messaging Strategies

- Outreach through local schools and nonprofit organizations
    - Credibility - Aligns with the Boathouse in a Box initiative with trusted community institutions, showing the effort is connected to community impact.
    - Charisma - Personable trainers and executives willing to visit places and teach highlights how this initiative is more than a recreational site; it's a two way investment into community relationships.
    - Control - Structured presentations and direct engagement shapes an effective communication strategy to set the standard for what Boathouse in a Box is all about.
    - Rationality - Highlighting clear benefits such as accessibility, leadership development, team building, athletic opportunities, and opportunity within a blossoming sport.
    - Emotionality - Emphasize inclusion, teamwork, unity, and empowerment by connecting with people and the water.
    - Verbal communication - Informational sessions, presentations and open communication with educators, coaches and community leaders.
    - Nonverbal communication - Demonstrations of participation and teamwork in water sports activities.
    - Taglines/logo - Charting Possibilities. For consistency, we will use the same tagline for each strategy targeted towards the Underserved Athletic Communities. This ultimately goes back to our big idea as well.
- Local media coverage highlighting accessibility and community impact:

    - Credibility - Getting earned media through media coverage enhances Boathouse in a Box's credibility by serving as an independent voice to highlight the initiative's impact. It reinforces a commercial idea incorporating itself into the community.
        - Utilize NBC media coverage through the 2026 Canoe Slalom World Championships as much as possible.
    - Charisma - A spokesperson to communicate with local media showcases the personable, exciting and community-driven attitude of Boathouse in a Box.
    - Control - Controlling the narrative by communicating the initiative's mission and purpose helps expand awareness to the broader public.
    - Rationality - This gives Boathouse in a Box the opportunity to present facts and outcomes of past works through Riversport, while also spotlighting goals for Boathouse in a Box.
    - Emotionality - Human-interest stories to elevate the brand and by highlighting transformative experiences.
    - Verbal communication - Building a repertoire of quotes, sound bites and interviews.
    - Nonverbal communication - Visual media, such as photos and video footage
    - Taglines/logo - Charting Possibilities.
- Social media storytelling highlighting participant experiences and success stories:
    - Credibility - Showcase authentic and relatable narratives from participants to build excitement and awareness for other schools, coaches and communities.

    - Charisma - Highlighting examples of people exemplifying this key public to get them to engage in similar activities.
    - Control - Owned media allows for control of narratives, content, engagement and direct communication with broad audiences.
    - Rationality - Direct outlet to share upcoming programs and information, while highlighting testimonials and human-centered content.
    - Emotionality - Tone of the content can emulate key messages of personal growth, teamwork and shared moments of unity and achievement on the water through Boathouse in a Box.
    - Verbal communication - Copy from content, interviews and testimonials.
    - Nonverbal communication - Visual demonstrations through videos and photos to capture community engagement.
    - Taglines/logo - Charting Possibilities
- Community leaders and coaches as advocates (maybe as possible influencers?)
    - Credibility - Associating Boathouse in a Box and programming with individuals who already hold influence and an established community presence.
    - Charisma - These advocates can share their own experiences and enthusiasm for water sports and the opportunity it presents.
    - Control - Credible and relatable testimonials who can spread awareness around Boathouse in a Box through word-of-mouth.
    - Rationality - Forefronting leaders with professional experience and people who understand youth development.

    - Emotionality - Highlight people who have a passion for leadership, mentorship and community empowerment.
    - Verbal communication - These include public endorsements, testimonials and presentations.
    - Nonverbal communication - These include participation, interactions and demonstrations during possible events or sessions.
    - Taglines/logo - Charting Possibilities
- Visual storytelling showing teamwork and community engagement (through like a website or newsletter):
    - Credibility - Authentic visual proof showcasing community and inclusivity, demonstrating the impact Boathouse in a Box can have on communities.
    - Charisma - Building consistent imagery around teamwork and inspiration through resources offered by Boathouse in a Box, such as rowing, paddling, kayaking, etc, to convey excitement and accessibility.
    - Control - Intentionally selecting visuals and written copy reflecting community participation and integration to reflect how Boathouse in a Box is represented.
    - Rationality - Opportunity to share logistics or to eliminate hesitations by showing the Boathouse's structure, equipment and activities.
    - Emotionality - The goal is to appeal to this public on a personal level, making anyone feel as if they can achieve shared teamwork and development through Boathouse in a Box.

    - Verbal communication - Accompany visuals through written captions, copy or voiceovers and other forms of narrative assistance to emphasize the visual tone of Boathouse in a Box.
- Nonverbal communication - Emphasizing visuals exuding collaboration and unity through creative tones.
- Taglines/logo - Charting Possibilities

Key Public 2: Young Professionals

Key Message: Boathouse in a Box offers young professionals a unique way to **build community** through collaborative water sports that promote both **personal well-being and connection**.

Action Strategies:

- Develop corporate and group team-bonding programs.
    - This promotes audience engagement and investments to build upon Boathouse in a Box's role in the community. This can also be an outlet to highlight the organizational performance of Boathouse in a Box's effect within the community.
- Partner with local businesses, networking groups and professional organizations.
    - By partnering with local businesses and organizations, Boathouse in a Box could leverage possible sponsorships and corporate social responsibility efforts aligned with Boathouse in a Box and Riversport America as a whole.
- Host young professional social and networking nights at Boathouse sites.
    - By creating a subversion of a "happy hour" or work event, Boathouse in a Box can establish itself as a hub for networking opportunities and further emphasize the shared community of local businesses and professionals with the broader public.

- Offer seasonal leagues or competitions for working professionals or teams.
    - Over the summer, Boathouse in a Box can incentivize participation from different organizations, teams, and professionals through fun competitions or leagues to draw out this key public and other audiences.
- Create wellness-focused programs emphasizing the physical and mental benefits of water sports.
    - Programs emphasizing the science of water sports, such as unity, resilience, teamwork, etc, to showcase the mental benefits of this exercise would be an interesting aspect to incorporate with Boathouse in a Box.

<u>Communication and Messaging Strategies</u>

- Visual campaigns on LinkedIn, Instagram, or TikTok (or just social media in general)
    - Credibility - To position Boathouse in a Box as a professional and lifestyle hybrid by communicating through channels this audience is active on.
    - Charisma - Dynamic content portraying the challenge and excitement around water sports with the underlying social aspect emphasized in the Boathouse in a Box initiative.
    - Control - Control over channels and types of content geared toward specific social media platforms.
    - Rationality - Highlight benefits such as wellness, networking and team building for a demographic plagued with routine and monotony.
    - Emotionality - Make people want to make a lifestyle change and incorporate a routine change with aspects of Boathouse in a Box, whether it be community building or personal wellness.

    - Verbal communication - Informational or inspiring captions and testimonials
    - Nonverbal communication - Visual media to aid the theme and tone of teamwork and interaction with the water.
    - Taglines/logo - Your achievements are our achievements. For consistency, we will use the same tagline for each strategy targeted towards the young professionals group as well.
- Partnerships or collaborations with young professional associations and chambers of commerce.
    - Credibility - Align the initiative with established community leaders and organizations that already serve this public.
    - Charisma - Create a welcoming and unique setting for professionals to collaborate and build connections.
    - Control - Riversport can use consistent communication through trusted points of contact or other networks to elevate the messaging for Boathouse in a Box.
    - Rationality - Direct demonstrations showing the benefits of participation, in hopes of future financial and community investments.
    - Emotionality - Emphasize shared experiences and a sense of belonging in professional communities.
    - Verbal communication - Event announcements and partnership messaging
    - Nonverbal communication - Participation at events through group activities or other collaborative experiences on the water.
    - Taglines/logo - Your achievements are our achievements.

- Influencer-style storytelling featuring young professionals with an established online presence.
    - Credibility - Audiences tend to trust recommendations or stories from people within their own demographic.
    - Charisma - Forefronting influencers who embody lifestyle benefits associated with the Boathouse in a Box initiative can generate awareness for other young professionals.
    - Control - Boathouse in a Box can select influencers whose values and content align with the initiative.
    - Rationality - Highlight practical benefits such as stress relief, personal fitness or possible networking opportunities.
    - Emotionality - Highlight excitement and a shared camaraderie experienced through water sports participation.
    - Verbal communication - Everything with influencer-style content should be verbal and direct on the chosen platform they utilize.
    - Nonverbal communication - Visual aids such as photos and videos.
    - Taglines/logo - Your achievements are our achievements.
- Promotion through networking events and community organizations.
    - Credibility - Leverage established hubs for Boathouse in a Box to share its mission and goals with events and organizations this audience trusts.
    - Charisma - There is an underlying experimental element with attending or hosting these types of events, in hopes of creating a memorable opportunity for collaboration outside traditional “happy hour” or workplace events.

    - Control - Riversport can coordinate messaging across multiple networks to ensure consistency about events, new opportunities and different program goals.
    - Rationality - Present clear information around Boathouse in a Box events and programs while explaining the associated benefits.
    - Emotionality - Emphasize fun and adventurous experience with peers.
    - Verbal communication - Promotional materials and announcements
    - Nonverbal communication - Engagement participants experience at Boathouse in a Box.
    - Taglines/logo - Your achievements are our achievements.
- Content highlighting teamwork, leadership development and wellness benefits
    - Credibility - To not frame Boathouse in a Box as more than a promotional or recreational activity, but as a hub for personal and professional growth. This also sets content apart from possible competitors.
    - Charisma - Emphasize the transferable skills learned at Boathouse in a Box, such as collaboration, communication and teamwork.
    - Control - Controlled, owned media messaging to reflect the key messages and the Boathouse in a Box's mission and long-term benefits.
    - Rationality - Explain or highlight the measurable benefits of participation and involvement, such as physical health and stress reduction.
    - Emotionality - Showcase moments of teamwork, personal or group achievements or personal fulfillment by trying something new or building a new skill.
    - Verbal communication - Include blog posts, case studies, corporate social responsibility efforts or testimonials.

- Nonverbal communication - Visuals emphasizing coordination, group celebrations and personal accomplishments.
- Taglines/logo - Your achievements are our achievements.

Crisis Communications

- Drowning or death on the water:
  - Pre-emptive action; focus messaging on safety and training of staff; explain protected vs. open water (most RIVERSPORT facilities will use protected water)
- Insufficient training execution leading to injury/death:
  - Rectifying behavior; focus on the victims and create steps or strategies to ensure it never happens again.
- Water poisoning or environmental threats:
  - Vocal commiseration and pre-emptive action; if the crisis was preventable, steps needed to be taken on Riversport's behalf to resolve it. If a crisis was unpreventable, communicating transparently with the public is essential to make sure they know what is being addressed.

Message Map

Big Idea: Charting possibilities through connected communities.

Young Professionals: Boathouse in a Box offers young professionals a unique environment to build relationships and collaborate through team-based water sports outside of traditional networking settings.

<u>Themes:</u>

1. Community and Networking
2. Wellness and Work life

3. Leadership and Teamwork

Proof Points/ Facts:

1. Corporate team building programs for businesses and organizations.
2. Partnerships with local chambers of commerce and young professional organizations to promote events, different leagues, and net working opportunities.
3. Young professional social events and networking evenings at boathouse in a box sites.
4. Programs for young professionals focused on wellness, and competition through water sports.

Underserved Athletic Communities: Boathouse in a Box expands access to water sports by bringing kayaks, canoes, and paddle boards directly into communities that may not have the chance to access the water as easily.

Themes:

1. Access to new Opportunities.
2. Youth Development and Leadership
3. Engagement and Inclusion

Proof Points/Facts:

1. Boathouse on wheels delivers equipment to local waterfronts, making it accessible for people who do not have equipment.
2. Partnerships with schools & recreation centers providing day passes or camps for the youth.
3. Team-based activities for sports teams that will help build communication and trust.
4. Opportunities for youth programs to build leadership through a water sport.

5. Media coverage highlighting community impact and engagement through positive, successful stories.