

# Communications Functional Team

## CFT Application Process

To ensure standardized, integrated and consistent communications for Scouts Canada, members must adhere to the following application process in order for their request to potentially escalate to the CFT for support.

PROCESS	REQUESTING PARTY	ACTION	REQUESTS TO
Step 1	Group Commissioner, Camps (properties), Event Committees, Council, Relationship Managers, functional teams, other	Before submitting an application to the CFT process, check the Brand Centre for existing resources.	Brand Centre
Step 2	Group Commissioner	Outline request, desired outcome and key performance indicators.	Relationship Manager
	Event Committees <sup>1</sup> , Relationship Manager, other		Council
	Camps		Properties
	Council	Validate incoming requests as applicable and escalate to Communications Coordinator for application guidance.	Communications Coordinator
	Functional teams		
Properties			
Step 3	Communications Coordinator	In consultation with requestor, complete CFT Application Form.	CFT Application Form



# Communications Functional Team

## CFT Application Process – Visual Version

To ensure standardized, integrated and consistent communications for Scouts Canada, members must adhere to the following application process in order for their request to potentially escalate to the CFT for support.

