



The Competitive Edge
Workshop I: Wednesday, May 9, 2018

Participant Workbook

Current Approach to Marketing & Recruitment

What should change? What should stay the same?

Keep This...	Adjust This...	Begin This...

Marketing & Recruiting Tasks for a Specialty Program Start Up

1. Ensure the specialty program narrative is clear and relevant – making a strong connection to the existing camp and a clear distinction of specialty.
2. Research opportunities to interact OUTSIDE (Programming opportunities, parlor meetings, and related community events)
3. Research opportunities to interact INSIDE (National organization, existing camp families/stakeholders, tours...)
4. Establish a Community & Raving Fans Outreach Plan (who are the other influencers and stakeholders for this specialty program?)
5. Design a home on the website for the specialty program. Determine the other collateral materials needed for the specialty.
6. Develop a social media strategy for this unique program. Include a joint approach with the larger camp and strategies that are just for the specialty program.
7. Document a Marketing & Recruitment Plan - breakout by month to calendar communications, key cities/communities, and recruitment activities/strategies
8. Train the team on the new narrative and help them navigate the differences between “camp” and “specialty program”
9. Establish (or re-establish) a clear <i>Inquiry to Close</i> game plan (Be sure to create a very clear lead follow up strategy)
10. Confirm pricing, incentives, discounts, scholarship... (Have something “happening” as much as possible.)
11. Confirm Weeks and any flexible options
12. Leverage Summer 2018 – promo video, photos, testimonials, b-roll video for future social media, focus groups, etc...

Create an Action Plan for the next FOUR months:

June:

July:

August:

September: