

It's All About Communication.

Over the past year, it has become amazingly apparent that private, not-for-profit, day, resident and travel programs have one common weak link ... and that would be that few, if any camps have a "Communication Plan".

They all have marketing strategies, but virtually none have clarity about their written and in-person "conversations" that they have with families and friends.

FINE TUNE YOUR COMMUNICATIONS TO INCREASE SALES.

Focus groups with families confirm that camp promotional materials tend to look and sound the same. There are few, if any distinguishing characteristics and key messages are often lost in a verbose and dated presentation style. Even campers and their families are frustrated by generic newsletters, recycled handbooks and repetitious year-round snail and email communications. Learn Boot Camp techniques to improve your communications. Target networks, feature key messages and strengthen relationships to increase enrollments.

DRILL #1 ... TEST YOURSELF & YOUR LEADERSHIP TEAM. How do you respond to the question "why should I select your camp over the others?"

DRILL #2 ... ASSESS THE FRONT LINE. How do those answering the phones represent you? How do counselors respond to the next year question?

DRILL #3 ... REVIEW EMAIL RESPONSES. Are messages "professionally playful", personal and in keeping with your desired impressions?

DRILL #4 ... SCRUTINIZE YOUR WEBSITE. Is it easy to retrieve? Is it engaging? Is it user-friendly? Is there redundant information? Are the visuals powerful? Are the folks in charge accessible?

DRILL #5 ... REVITALIZE LETTERS TO TARGET GROUPS. Is there warmth that reflects the community of camp? Are they individualized or formatted in such a way that they seem personalized? Do they get to the point?

DRILL #6 ... INVESTIGATE ELECTRONIC COMMUNICATIONS. Use analytics to determine the level of success of each transmission. How can you avoid being deleted?

DRILL #7 ... MAP OUT A COMMUNICATION PLAN. Allow for the creative process, development, execution and timely outreach.

JUNE / JULY / AUGUST	SEPTEMBER – DECEMBER	JANUARY - MAY
<p>Current campers</p> <ul style="list-style-type: none"> • <i>Extensions / returns</i> • <i>Program progression</i> • <i>On-site evaluations</i> • <i>Birthdays</i> <p>Current camper parents</p> <ul style="list-style-type: none"> • <i>Awareness</i> • <i>Extension options</i> • <i>Immediate response</i> • <i>Assessment tools</i> <p>Inquiries</p> <ul style="list-style-type: none"> • <i>Tour plan, follow up</i> • <i>“Wish you were here”</i> <p>Alumni / age-specific</p> <ul style="list-style-type: none"> • <i>Engagement options</i> • <i>Camp event</i> • <i>Call to action & tools</i> <p>Donors, friends, volunteers</p> <ul style="list-style-type: none"> • <i>“Real” tours</i> • <i>Call to action & tools</i> <p>Community partners</p> <ul style="list-style-type: none"> • <i>Non-impinging use</i> • <i>Engagement options</i> 	<p>Current campers</p> <ul style="list-style-type: none"> • <i>Monthly connections</i> • <i>Reasons to return</i> • <i>Bring a friend</i> • <i>Thanksgiving notes</i> • <i>Holiday greetings</i> <p>Current camper parents</p> <ul style="list-style-type: none"> • <i>Confirmation of choice</i> • <i>VIP status</i> • <i>Partnering w/parents</i> <p>Inquiries</p> <ul style="list-style-type: none"> • <i>Immediate response</i> • <i>Personal connections</i> <p>Alumni / age-specific</p> <ul style="list-style-type: none"> • <i>Revitalize memories</i> • <i>Current understanding</i> <p>Donors, friends, volunteers</p> <ul style="list-style-type: none"> • <i>Personalize annual appeal</i> • <i>Solicit leaders</i> <p>Community partners</p> <ul style="list-style-type: none"> • <i>Develop win-wins</i> • <i>Collaboration celebrations</i> 	<p>Current campers</p> <ul style="list-style-type: none"> • <i>Reunions</i> • <i>Mini-camps</i> • <i>Ambassador options</i> <p>Current camper parents</p> <ul style="list-style-type: none"> • <i>Ambassador options</i> • <i>Session status</i> • <i>Value of experience</i> <p>Inquiries</p> <ul style="list-style-type: none"> • <i>Family fun days</i> • <i>Referrals</i> <p>Alumni / age-specific</p> <ul style="list-style-type: none"> • <i>Call to action & tools</i> • <i>Ambassador options</i> • <i>Event / Camp service</i> <p>Donors, friends, volunteers</p> <ul style="list-style-type: none"> • <i>Mission connectors</i> • <i>Ambassador options</i> <p>Community partners</p> <ul style="list-style-type: none"> • <i>Awareness</i> • <i>Youth advocacy</i> • <i>Ambassador options</i>

DRILL #8 ... MAINTAIN A “COMMUNICATION CHRONOLOGY”. Use a notebook to facilitate your efforts.

DRILL #9 ... DEVELOP AN ACTION PLAN. Using the Boot Camp Communication Alphabet, prioritize the items that you can implement immediately to maximize each “conversation” that you have with families and friends.

- A. Confirm your “elevator speech” and educate all seasonal & year-round staff.
- B. Answer your phones and know when to not answer your phones.
- C. Leverage your voice mail system.
- D. Always be current.
- E. Respond immediately to all inquiries, messages and requests.
- F. Engage the caller immediately. Focus on the child.
- G. Secure relevant information on an intake form which mirrors web info.
- H. Listen to responses.
- I. Conclude with a powerful “connecting” statement.
- J. Set the stage for continued “conversations”.
- K. Utilize an “open me” label on your brochure envelope.
- L. Personalize your brochure when sending.
- M. Enter data to facilitate ongoing follow up.
- N. Maintain contacts.
- O. Utilize relevant, succinct and exciting language and do spell check.
- P. Use your real signature (1st name only) over your full name and title.
- Q. Develop a “Leadership” presentation.
- R. Avoid generic salutations.
- S. Ditch standard inquiry letter formats.
- T. Feature the Owners / Directors on the website and other promo materials.
- U. Use pics of great faces of kids as often as possible.
- V. Individualize emails to create receptivity.
- W. Confirm that Newsletters are targeted, relevant and being opened.
- X. Design intriguing vehicles for direct mail.
- Y. Use a contact for print advertising.
- Z. Avoid “same old, same old”.

Design your own Boot Camp.

Right now, take the time to prioritize the 6 Drills that will help you communicate better and increase enrollments for 2010.



Drill #
Drill #
Drill #
Drill #
Drill #
Drill #

WANT TO STAY MOTIVATED?

Go to the Camp Consulting website listed below to register for FREE monthly operational, marketing and program HINTs.

www.Camp-Consulting.com