

## Engaging Alumni and Parent Ambassadors

- Has to be part of an overall marketing/recruiting strategy
- Selection of cities is critical
  - How do you segment markets and what is your philosophy?
- Selection of families
  - ABC - Alumni, Board and Current Campers (parents of current campers)
    - Data, Data, Data, Data.....
  - Gatekeepers and influencers in the community
  - Motivated, Willing and Malleable
  - New versus Repeat ambassadors
- Filling the Room
  - Letter of Agreement – expectations and compensation
  - Ambassador selection of date (at least a month in advance)
  - PSA and Training Webinar/Phone Calls
  - Send Promotional Materials
  - Weekly touchbases
  - Plan of action
    - Camp Representative
    - Room set up
    - AV needs
    - Food
    - Information collection
    - Flow of meeting – schedule
    - Wrap up – closing the deal
    - Follow up with families – ambassadors and you!