



TELLING YOUR
CAMP'S STORY
AND MAKING SURE ITS TRUE

MARCH 20, 2025



AGENDA



- INTRODUCTION
- PULSE OF THE ROOM
- VALUE PROPOSITION
- AUDIENCE RESEARCH + DIGITAL METRICS
- WHAT IS AND HOW TO TELL YOUR CAMP'S STORY



Photo Credit: Camp Avoda

ABOUT ME





PULSE OF THE ROOM



ELEVATE

“The most important attribute of a customer value proposition is its precision: how perfectly it nails the customer job to be done – and nothing else.”

-Mark W. Johnson

VALUE PROPOSITION



- What is it?
- Why is it important?
- How does it evolve among donor + market segments?
- What work needs to be done to develop one?



Photo Credit: Camp Barney Medintz

YOUR VALUE PROPOSITION IS NOT..



- A tagline or mission statement
- Your lake
- Transportation
- Fun and friendship

Value Proposition Worksheet



Photo Credit: Camp Grossman



Qualitative Data

- **Focus Groups**

- New families
- Veteran families
- Staff
- Donors

- **Surveys**

- Parents who give
- Parents who do not give
- Community members
- Alum parent donors
- Families who left your camp (and would have been welcomed back)



Photo Credit: Baltimore J Camps

RESEARCH IN PRACTICE



The story we tell.

The story parents and donors are looking for.





Quantitative Data

- **Social media insights**
 - Do you need to differentiate content per channel?
- **Website metrics**
 - Where do they come from?
 - How long do they stay?
 - Are they only going to the giving page during a campaign?
- **Email analytics**
 - Are recipients reading and clicking through your solicitations?
 - Do they read camp newsletters and other marketing emails?



Photo Credit: URJ 6 Points Sports Academy

NAILING YOUR CAMP'S STORY



- Crystallize your camp's why
- **SHOW** how you make an impact
- Emphasize features and benefits
- Relate to your prospective donors + families
- Personalize the donor experience
- Understand parent motivators, camper interests, and generational behaviors
- Dispel myths about your camp



Photo Credit: Apachi Day Camps

WHO IS TELLING YOUR STORY?



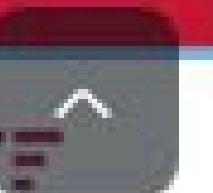
- Staff
- Lay leaders
- Parents
- Parent ambassadors
- Campers
- Alumni
- Community members



VARYING PERSPECTIVES



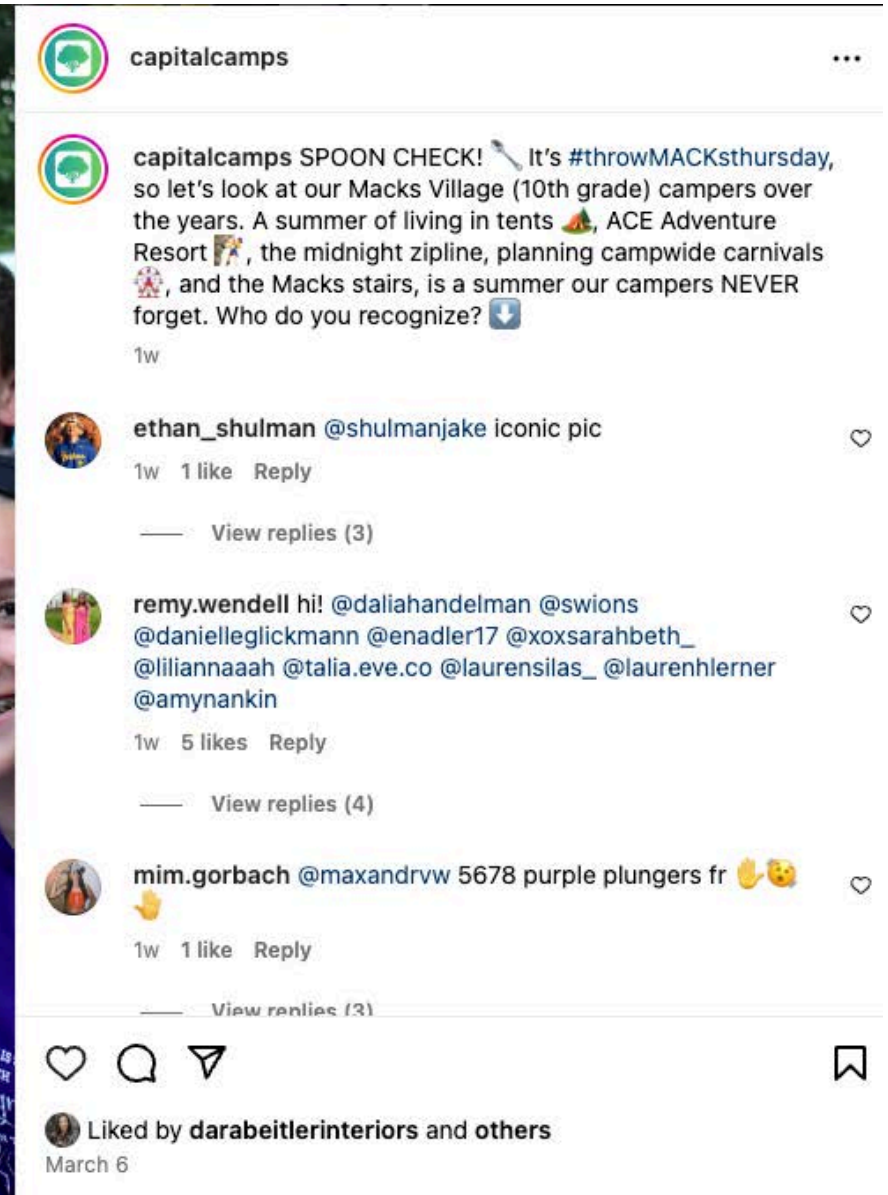
- **Campers**
 - They are in it!
- **Staff**
 - They are immersed in a different way
- **Lay leaders**
 - They have proactively become more involved
- **Parents**
 - Bill payers and recipients of stories
- **Alumni**
 - Bottlers of time
- **Community Members**
 - Focused on impact



BRINGING ALONG ALUMNI



- Demographics
 - Parents
 - Grandparents
 - Young alum
- Newsletter
- Spotlights
- WhatsApp Chats
- Peer-to-Peer Campaigns
- Weekends at Camp/Reunions
- Throwback series
- Staff contact



IT TAKES 3-7 MESSAGES FOR AN IMPRESSION TO REGISTER.

It is critical to reach your target audience(s) multiple times in multiple venues.

HOW TO TELL YOUR STORY



What does your marketing mix look like?

- Website
- Social media
- Email
- Digital advertising
 - Google Grants
- Direct mail
- Large format
- Community events
- Ambassadors
- Impact report



Photo Credit: Camp Ramah in the Berkshires

YOU HAVE 3 SECONDS TO CAPTURE A VISITOR'S ATTENTION ON YOUR WEBSITE.

UNIQUE CONTENT



- **Blog**
 - Self-published
 - Third party
- **Staff spotlight**
- **Earned media**
- **Parenting series/speaking opportunities**



Photo Credit: Camp Yachad



GROUP EXERCISE



ELEVATE

READY, SET, GO

Follow a family through the funnel.
What does your messaging look and
sound like in each stage?

[Use this worksheet*](#)

[*Use this one for donors.](#)



Presentation

QUESTIONS?

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