

# WORKSHOPPING YOUR VALUE PROPOSITION



WHAT IS YOUR CAMP'S MISSION AND VISION?

WHAT ARE SOME FEATURES AND BENEFITS  
ABOUT YOUR CAMP?

WHAT WORDS FROM THE ABOVE TWO RESPONSES  
SET YOUR CAMP APART FROM OTHERS?

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WHY SHOULD FAMILIES ENROLL THEIR CHILDREN  
IN YOUR CAMP?

WRITE DOWN AS MANY VALUE PROPOSITION  
SENTENCES THAT COME TO MIND. WORKSHOP  
THESE PHRASES UNTIL YOU PINPOINT THE MOST  
COMPELLING.

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## KEEP IN MIND

- Different audiences might necessitate different value propositions.
- You might not have any distinct features, however, think about the way you teach/instruct/cultivate/articulate.
- Workshop your value proposition with others, e.g. Board, parents, staff, older campers.
- This is not the end! The next steps are creating key messages and building a marketing strategy and accompanying plan, using the value proposition as your anchor.