

## Relevance Rules! Message Checklist

### ***The High Five: Before you message***

- 1. We know how we want to use marketing (communications + fundraising) to reach overall camp goals.**
- 2. We have defined clear, specific actions we want people to take.**  
We ask people to take one *doable* step at a time and sequence multiple requests for one-step actions throughout each campaign.
- 3. We focus on the specific groups a) most likely to act or b) have the greatest influence.**  
These groups are our target audiences. We *don't* try to reach everyone.
- 4. We listen to our people to better understand them—their concerns and habits, wants and complaints, and what they care about.**  
We gather insights every way we can and share with colleagues. Techniques include surveying parents after campers return home, exit interviews with counselors at summer's end, and mini-phone interviews with active alumni.
- 5. We segment or group our lists, so people get the information most relevant to them.**  
We can't message 1-to-1 but can get close with segmentation. For example, once alumni donate to the capital campaign, they shift into the "current alumni donors" group. They receive a thank you email from our director rather than additional requests to give.

### ***Message Assessment***

Overall camp messages first, then those for each audience segment and campaign (enrollment, fundraising, alumni activation).

#### **Our messages....**

- 6. Convey a unique position** for our camp to differentiate us.
- 7. Show our people a) we "get" them and b) what's in it for them (benefits) or diminish fears of what may happen if they act (barriers)** so they know we're listening and we care.

#### **Our messages are...**

- 8. Clear, accurate and timely.** They make sense given the context and what else is happening *right now*. Otherwise, they'll be ignored and make it hard to recapture attention.
- 9. Delivered at the right time via the right channel,** so they're well received and acted on.
- 10. Used consistently across channels,** so our people are more likely to remember and repeat them. Repetition expands our reach to those out of our camp network via trusted messengers (family and friends)!
- 11. Are tailored to specific audience segments, calls to action, and channels...while maintaining consistency.** Our core camp messages (tagline, positioning statement, and key messages) don't vary—but the tone, focus, and delivery method of all other messages are matched to each segment of our target audiences.