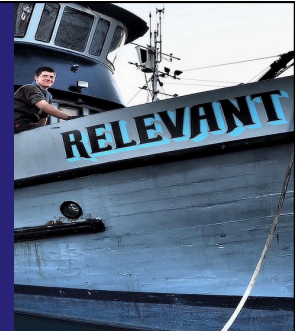


Does your camp **CONNECT**
(quickly & strongly) with
the **PEOPLE** you want to
enroll, donate, apply?

Relevance Rules!

Craft Powerful Messages
that Move People to
Act NOW

*Presented by
Nancy Schwartz*



About me

- Founder of GettingAttention.org
- 23 years nonprofit communications problem solver & coach
- Gardener & sprint triathlete
- Mom—15 y.o. Charlotte (Harlam, Round Lake)
- Camp Louise alumna (8 fabulous summers)



Are your marketing decisions...

- Centralized (e.g. URJ camps)
- Decentralized
- Fully independent?



How much do you **FOCUS** on creating effective messages?



- Lots
- Some
- A little

Today's Agenda

- Connect to convince
- Escape message mess
- Before you write a word
- Camp message challenges
- Get to know your people
- Frame your message

Does your camp **CONNECT**
(quickly & strongly) with
the **PEOPLE** you want to
enroll, donate, apply?



Connect to Convince

The key to
engagement & action

The Human Condition: Seeking Connection

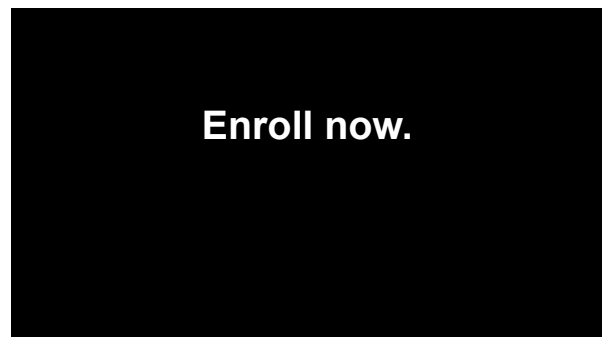
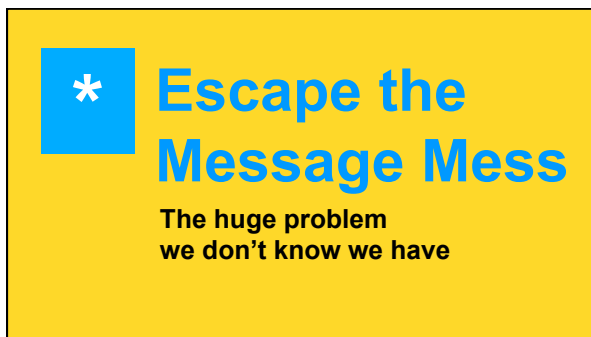
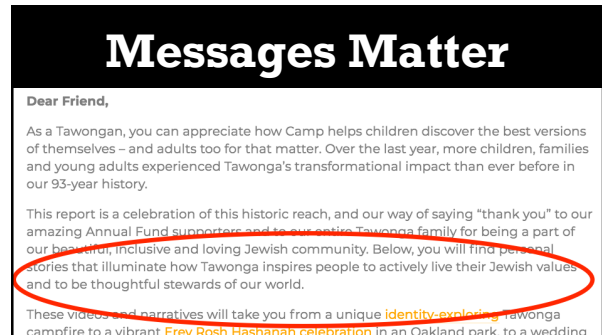


Hard to Find



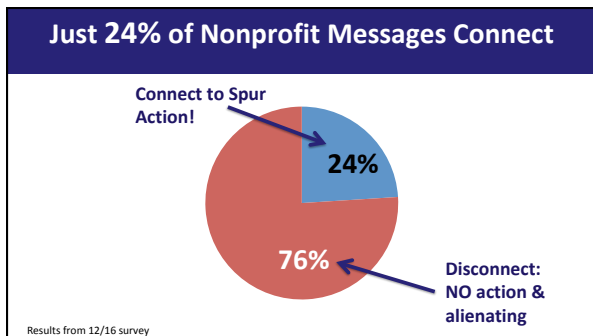
2-Part Path to Camp Goals

1. **Build strong, lasting relationships**
with target audiences (*retention*)
2. **Motivate them to take actions you need**
to advance your camp's goals
(*enroll, donate, apply, refer*)



**Don't miss
reunion weekend.**

**We need you to
tell *your* mom friends
about camp.**



76% = “Who Cares?” Messages

- About your camp
- Inconsistent
- Outdated
- Out of left field



Relevant or Who Cares?



*

Before You Write a Word

Pull out your Message Worksheet

Know Your Landscape

- **Why:** Goals
- **What:** Call to action
- **Who:** Target audience

Goals
I want our people to...



**What is your
TOP marketing or
fundraising goal?**

Write it down #1



**Call
to Action**

What do you want
people to DO?

**What action
do you want
your people to take?**

Write it down #2

**Why should people
take this action?**

Write it down #3



What segment is your primary focus for this campaign?

Write it down #4

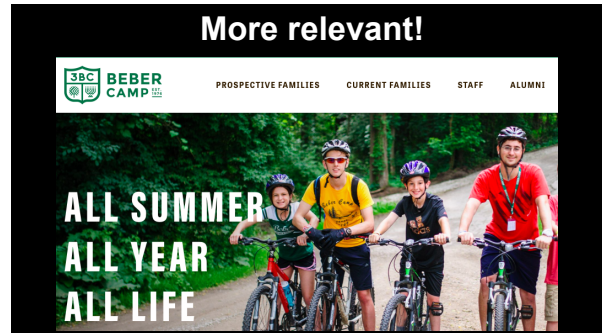
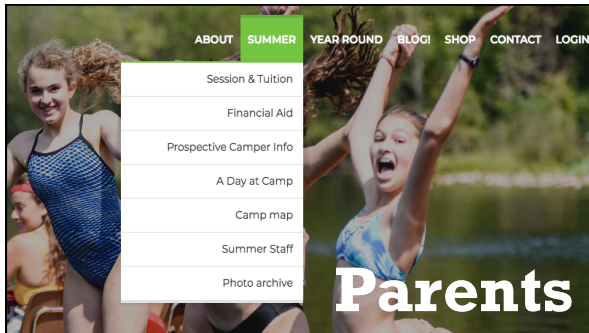
What's yours?

- Goal
- Call to action
- Reason to take this action
- Primary target segment



Messaging Challenges

Getting Segment-Specific




PROSPECTIVE FAMILIES




- Why Beber
- Our Approach
- Jewish Life At Camp
- Our Program
- Facilities & Location
- Cabin Life
- Directors & Staff
- Virtual Tour
- Health & Safety

WHY BEBER

Jewish Summer Camp is one of the most important experiences a child can have. Kids learn new life skills, create Jewish identity and make friendships that last a lifetime.


Finding the right camp is critical. And it can be challenging. Parents need to sift through a lot of information as you review options for your children.



This section is designed especially for our returning families and those new families that have already registered for camp. It is the perfect place to start your Beber journey for the upcoming summer and it will help you prepare your camper for the best summer of their lives! This section includes:


- [Getting Ready For Camp](#) – Everything you need to know to prepare for the summer
- [The Camper Corner](#) – Creative content generated by Beber's talented campers
- [Beber All Year](#) – A collection of the many fun ways your family can stay connected with Beber beyond your summers at camp



TO WORK AT SCI-TECH!

The 2019 Sci-Tech Academy East Application is now open!

Apply online at www.sci-tech.org



2018 ALUMNI RAFFLE

Support Camper Scholarships

Alumni Raffle 2018

Support Lake Camp - 1000 Spring, NY

Articulating Value of Traditional Camps



Surprise Lake Camp
July 4

Happy Independence Day from Surprise Lake Camp! 1936 and 2018.


293 likes, 2 comments

Cohen Camps
ELI & BESSIE COHEN CAMPS
cohencamps.org

together, we look forward

CAMP PEMBROKE
CAMP TEL NOAR
CAMP TEVYA

At every Cohen Camp, you can count on children living all the magic of summer: deep friendships, outdoor living, arts, swimming and sports. What sets the Cohen Camps experience apart is how we connect with each other, exploring and celebrating our shared values, traditions and love of Israel, while we discover and appreciate each person as an individual. Jewish life, learning and joy infuse our days both as a rich heritage and as powerful ideas to guide us as we grow. We are pluralist and Kosher.



Building Confidence in Newer Camps

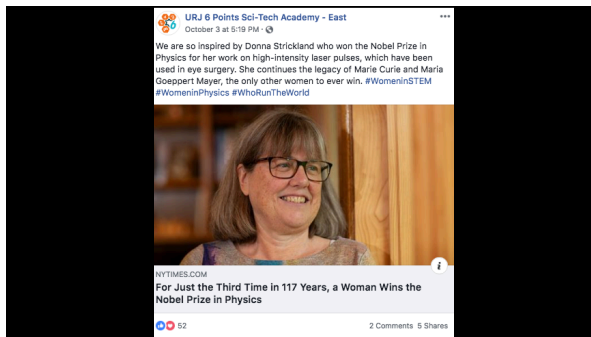
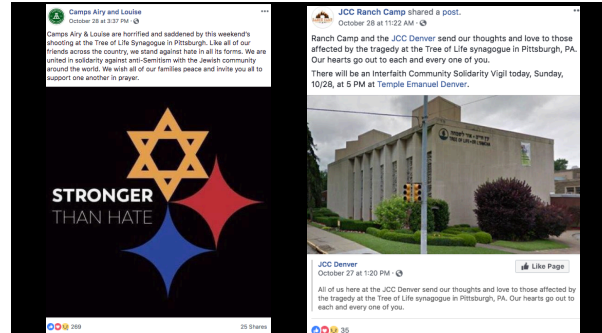
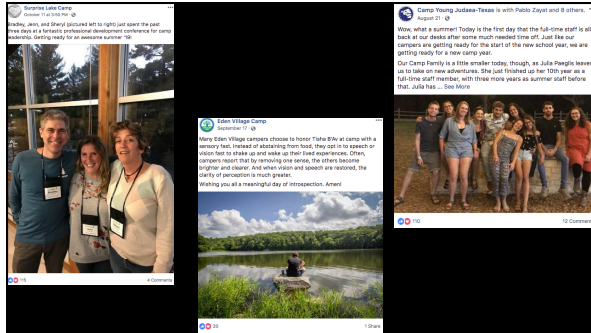
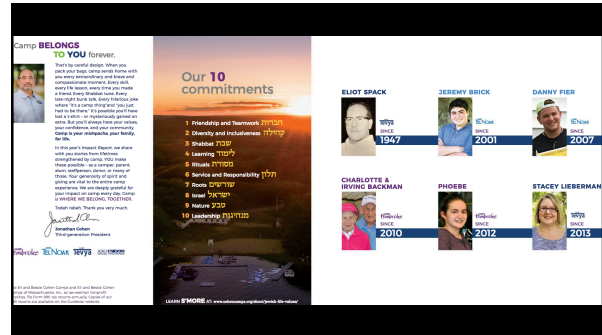
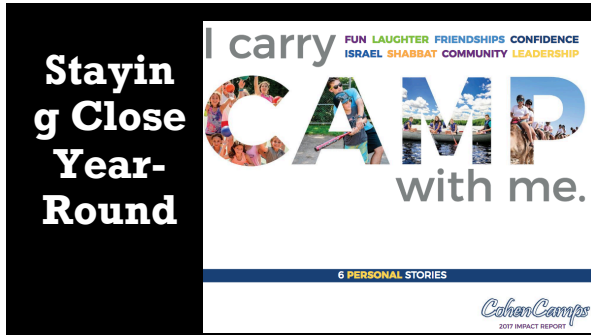


5

MANY OF OUR CAMPERS LOVE THE IDEA OF JOINING A NEWER CAMP!

Here's the deal: About 80% of our families return each summer. We've also been growing every year. Last year we welcomed 100 brand new campers, and this year we are welcoming 100 more brand new campers.

Since so many campers are new or were new very recently, everybody remembers what it's like, and that makes for a very welcoming community. The nicest part is that we have about 280 campers per session, which means that every camper knows every other camper and every staff member. It's like a big family!



 **Get to Know Your People**



- ✓Wants
- ✓Values
- ✓Habits
- ✓Preferences

What do your people want most?

Write it down #5


What You Already Know

Ask and Listen



Segment Them

- ✓Wants
- ✓Values
- ✓Habits
- ✓Preferences



Personas: Meet David & Jenny

- Parents of Charlotte (10) & Lily (7)
- Co-own landscaping biz
- Value tradition, eager to reinforce Jewish values
- Frequently rely on online ratings

Personas: Meet Sarah




- Divorced Mom of Hannah (8)
- Primary custody
- Demanding job
- Values reputation, predictability
- Personal referrals most meaningful

Put It All Together

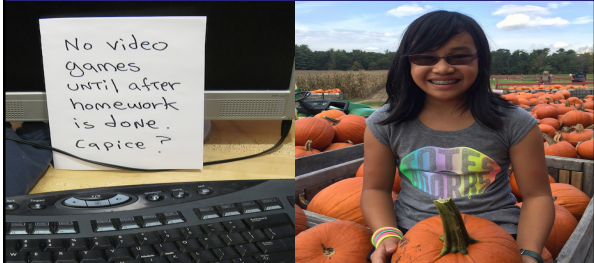
Framing your messages

Take Main Ingredients

- Why: Goals
- What: Call to action
- Who
- What they care about



Frame Your Message



No video games until after homework is done. Capice?

Frame Your Message



NO!
I don't care that I'm *supposed* to do it.


What does Sarah care about?



- Divorced Mom of Hannah (8)
- Primary custody
- Demanding job
- Values reputation, predictability
- Personal referrals most meaningful

Formula for Effective Messages

- Benefit Exchange
- Barriers to Action



flickr.com/photos/horijavafam/4273988004

Benefit Exchange



What's in it for your people?

WIIFM

Benefits : Recruit Parents as Volunteers

- Spend time with your people
- Increase chance our troop survives
- Recognition for helping out
- Satisfaction in doing a good thing



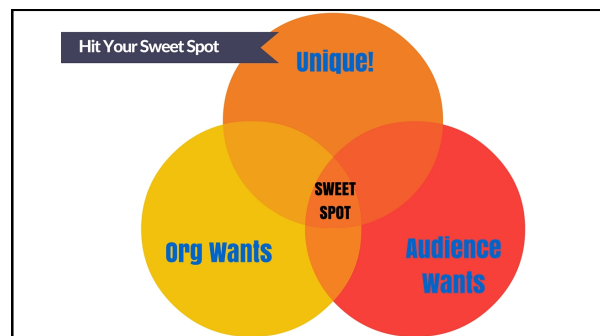
What benefits do your people get from acting?

Write it down #6



**What barriers stand
in their way?**

Write it down #7



**Frame your
message to
benefits or barriers.**

Write it down #8

**What's your
message?**

Before (#3) & After



Please stay in touch!
[Getting Attention.org](http://GettingAttention.org)



Nancy Schwartz
nancy@gettingattention.org



Q & A

What if you have two different types of actions you'd like your audience to take? We want donations *and* volunteers.

How do you form your messaging to motivate both of those actions out of a target audience?

— Kelsie Gerber, Marketing and Communications Relations Manager
Central American Medical Outreach, Inc.

Please stay in touch!
[Getting Attention.org](http://GettingAttention.org)



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nancy@gettingattention.org

