

Worksheet: Assess Your Way to Success
All-Camp Team of Communications Champions

1: Where are you today?

- a) How do your camp’s counselors, parents, alumni, staff, board members or others spread the word to motivate enrollment and donations? Be as specific as possible.

- b) If you’ve noted champion activity in 1a, have you asked each group to help market or fundraise, or have they stepped up on their own to do so?

- c) Who on staff (or freelancers) does what with marketing and fundraising? Detail roles and responsibilities.

2: What’s holding your communications champions back?

What are the greatest barriers to their participation and success? Check all that apply.

- Lack of confidence or skill
- No support from higher-ups
- Don’t see it as their responsibility
- No or limited access to target audiences
- Just don’t care
- Other (please describe).

3: Are these success factors in place?

a) Trust & Respect: Culture Check

- Are staff (especially counselors), families, alumni and other champions perceived as trusted assets, feared as disasters waiting to happen, or somewhere in between?

- Is there a history of communications, or staff or other spokespeople, gone rogue that put your camp in an awkward position?

b) Internal Support: Friends and Not-Yet-Friends

- Which colleagues and other camp community members will be all over this (in a good way)? How can you get them to help build interest and participation?

- Who's going to be trouble? Who do you have to convince? What are they concerned about? How can you address those concerns?

c) Who are your best active, visible partners and early adopters?

- Who are the right partners to help you launch the program?
 - Who will be your most productive allies?
 - Who's most likely to want to do so?
 - Who do you *have* to recruit (out of necessity, for one reason or another)?

- Who will you ask to lead as early adopters—serving as communications champions by example? Successful early adopters might be:
 - Well-liked
 - Highly visible, well-known
 - Naturally-strong communicators
 - Who else?

4. What's working now?

- What's working best with your marketing and fundraising right now? Why?

- How can you take these success factors and apply them to launching your all-camp team of communications champions?

5. Shape Your Pilot Campaign: What, when, who?

- What will you focus on? Make sure it's coming up in two to four months.

Typically, the most successful ways to focus communications champions are around:

- Major enrollment or fundraising campaign
 - New program or specialty
 - Significant change or news, e.g., new director.

- When is the best time to launch your pilot team of communications champions?

- What's the most valuable (realistic) way in which your communications champions can help with this?

- Who are the right members of your pilot team of communications champions? Who is most likely to carry out their charge effectively and/or have the greatest influence?

Pilot communications champions should have one or more of these characteristics:

- In the right role, e.g., runs the new program, alumni leader of this year's fundraising campaign
- Already a strong messenger
- Influential
- Personality a "fit," outgoing, well-liked
- Passionate about your camp.