



About me

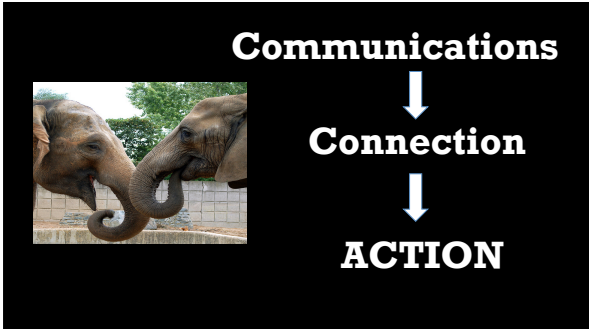
- Founder of GettingAttention.org
- 23 years nonprofit communications problem solver & coach
- Gardener & sprint triathlete
- Mom—15 y.o. Charlotte (Harlam, Round Lake)
- Camp Louise alumna (8 fabulous summers)




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



Nancy Schwartz
nancy@gettingattention.org

How do your staff, families, alumni spread the word?

Write it down #1a

Differences & Similarities

- Role
- Camp type
- Marketing or fundraising focus, or both
- Years in the field

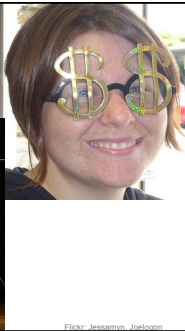
Find a brainstorming partner



How Is Your Camp Staffed?

- FT communications staff
- PT comms staff
- All volunteer (alumni)

Have enough time, talent, and budget?



Helpers Help Out plans Sachin Chua @mhl-08

Plan!

How podcasting fits into my master plan =>

- Different way to reach people
 - How can I build a good community around this?
 - @s measured in questions and stories
- Serendipitous learning through observation
 - How can I regularly have guests and make it worth our time?
 - @s measured in guest happiness and repeats
- Learning through conversation
 - How can I get better at pulling out the stuff we don't know we know?
- Harvesting ideas for posts, sketches
 - How can I get better at harvesting stuff from transcripts?

Possibilities

- Continue with show
 - If Office Hour becomes pure Q&A or can't cover topics
- Change ~~show~~ *show*
 - How can I learn from pod casting? Lot to learn
- Focus on other communities
 - Emacs?
 - Quantified Self?

Decisions

- See if Google can take over Helpouts tips
- N) Continue until my focus shifts
- Y) Shift to a different topic
- Ask people about podcast



Turn Every Member of Your Team into a Communications Champion



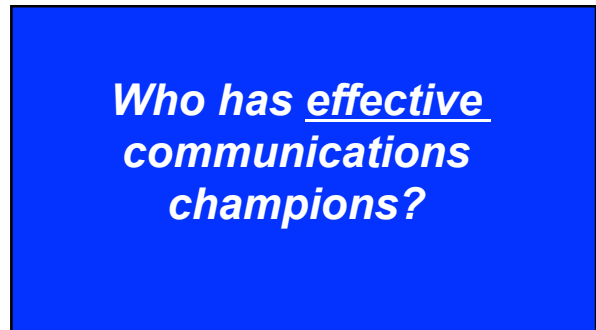
Do we allow staff & counselors to interact with campers on social media??????


What We'll Cover

1. What's happening now
2. Success factors
3. Pilot team & campaign
4. Systems & Tools
5. Training & Support
6. Launch, Thank, & Reward
7. Assess, Analyze, & Revise or Expand

1 What's Happening Now







Eden Village Camp
Summercamp About Us Year-Round Programs Farm & Grounds

What Parents are Saying: Letters from our Families
"You have done the most awesome thing for our children"


Vivian, Yoni,
Shevuah Tov to you both. It was so sweet to have our children back with us for Shabbat and here in Tucson we davened with our congregation, and they both had the echo of shabbat at Eden Village inside them.

So, you two, I need to share with you (mamish as dear Reb Shomo would say) that you have done the most awesome thing for our children and all those others who have spent time at eden village this summer – counselors included. Both Zakkai and Ailya have come home with so many sweet, sweet stories of art, song, exploration, and FUN!

Your dreams have come true, you have created the kind of repair in the world that is shifting the nefesh of the next generation in a deep and meaningful way. Both kids canNOT imagine not coming back next summer as their time with you was so amazingly glorious for each of them.

Just stop, for a moment, and deeply connect with Yoni on this and accept Iana and my deepest, deepest appreciation and love for the most holy work that you two are doing in the world and how you have so reached in a heart-opening and gorgeous way our two little ones that we have been working on here in Tucson these many years. I hope you too enjoyed their unique energy and resonance.

Many blessings to you both!
Neil Markowitz



Testimonials

"Camp Tel Noar is home in my heart" was said by my 10 year-old daughter as we drove into camp. CTN is the blood in her veins."
- Joann, Westport, CT

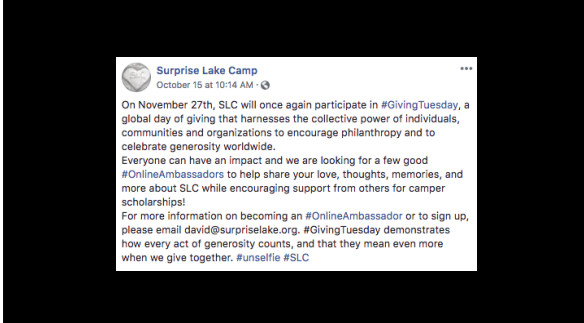
"The sense of community that comes from a small camp with a variety of people and experiences is unparalleled. The smaller size makes it less intimidating for a new camper, and the diversity of activities, counselors and campers makes it seem much larger."
- Lynn, Framingham, MA

"It is a very, very big job being responsible for 16 kids in an overnight setting. Safety, hygiene, diplomacy, planning, organization and tender loving care are hard work, and we couldn't have asked for more impressive staff to manage all of those things for our son and his bunk. Please know that we are forever grateful for what you have done for our son in his first year away from home."
- Tiffany, Longmeadow, MA

"Kids have a great time and there is something about the environment that facilitates wonderful relationships between the kids. Friendships are made with age peers, but also with older campers and counselors, who serve as role models, and with younger campers, giving them the opportunity to be the role model. There is amazing ruzah at CTN!"
- Ethan, Lexington, MA

4. Wear your Wawenock gear year round!

- Join us for #camptshirtday in November.
- Check out our latest items at www.bendingerbros.com or our 100th anniversary items from **Maine Camp Outfitters** if you need some orange and blue in your wardrobe!



Surprise Lake Camp
October 16 at 10:14 AM

On November 27th, SLC will once again participate in #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Everyone can have an impact and we are looking for a few good #OnlineAmbassadors to help share your love, thoughts, memories, and more about SLC while encouraging support from others for camper scholarships!

For more information on becoming an #OnlineAmbassador or to sign up, please email david@surpriselake.org. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together. #unselfie #SLC

Case Study

Addiction Recovery | Adult Family Care | Autism Alliance Of MetroWest | Autism Services | Brain Injury
Community Justice | Counseling & Psychiatry | Day & Employment Services | Deaf Services | Developmental Services
Elder Services | Family & Caregiver Services | Jail Diversion | Mental Health Recovery | Psychiatric Emergency Services
Residential Services | Shared Living | South Coastal Family Support Center | Youth & Family Counseling

Advocates
Caring Partners. Creative Solutions. Better Lives.

f t i in JOIN OUR MAILING LIST Enter Email Address →

More people, more connected, take more actions!

- ✓ Increase reach
- ✓ Strengthen existing relationships

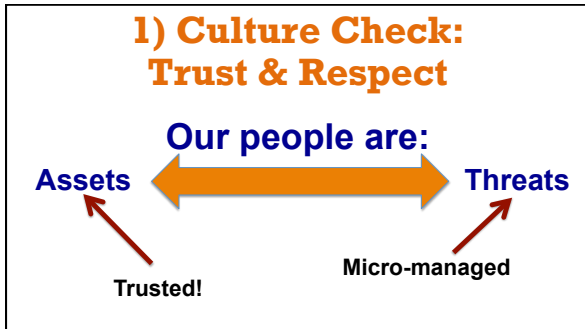


More people, more connected, take more actions!

- ✓ Increase reach
- ✓ Strengthen existing relationships
- ✓ BONUS! Hear insights re: marketing & programs
- ✓ BONUS! Boost staff + satisfaction & retention



2 Success Factors
3 things to have in place BEFORE you start



DO SOMETHING **Meet the Staff #TBT Style**

		
Aaron Schachter Senior Software Engineer @aaronschachter	Adam Garner Campaigns Manager, Health @garntastic	Andrea Gaither Senior Software Engineer @angramity

2) Internal Support



3) Best Early Adopters

- Natural pairings
- Messenger masters
- Play-well withs
- Greatest potential to get in your way



More people, more connected, take more actions!

- ✓ Increase reach
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What's holding your champions back?

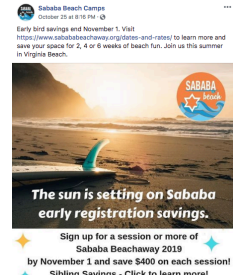
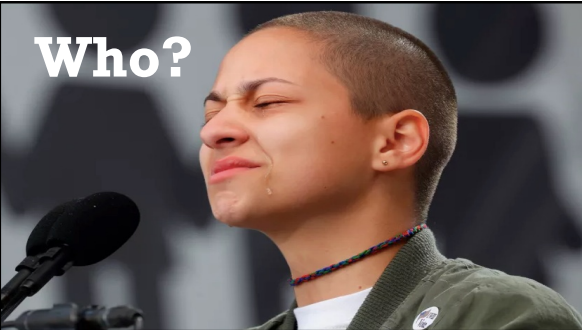
Write it down #2

3 Pilot Campaign: What, when, & who

- Best opportunities
- Small team, carefully selected

What?

- Concrete goals
- Deadline
- Measurable results

What & who to launch with?

Write it down #5

4 Systems & Tools

Make it easy for your champions to succeed!

Do we allow staff & counselors to interact with campers on social media?????

Policies & Guidelines

- ✓ Best practices
- ✓ What's NOT ok to discuss
- ✓ Social media guidelines
- ✓ What do I do if...?

You represent the SFGMC brand every time you step out in an SFGMC T-shirt, tell someone you are a member, tweet about a rehearsal or identify yourself online as an SFGMCer.

Tools & Templates

Makes it easy for them to do it YOUR way

- ✓ Ready-to-use graphics (social)
- ✓ Cut-and-paste templates
- ✓ Message cheat sheet
- ✓ Leave behinds (a.k.a. palm cards)
- ✓ Style guide:
How does it sound and feel?


If you know a family with a child or teenager between the ages of 9 and 17 who would be a *Great Buck's Rocker*, we want to send them one of our awesome new Buck's Rock coloring books with a brochure about Buck's Rock.

Your to do's:

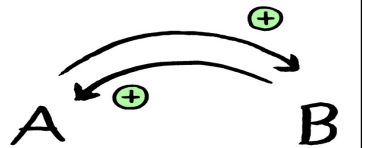
1. Please send us the email address of families you think would make Great Buck's Rockers or complete this referral
link: <https://bucksrock.campintouch.com/ui/forms/client/referral/Form>.
2. Please email or text them this
link: <https://bucksrock.campintouch.com/v2/family/inquiryForm.aspx> to enter their address to receive more information.
3. Please post the following message below on Facebook, Instagram, your parent community group listserv, at your child's school, and on any other social media platforms (feel free to edit):

5 Train & Support
At launch & ongoing

Hot Line



Feedback Loop



6 Ready, Set, Go!

- Launch
- Thank
- Reward

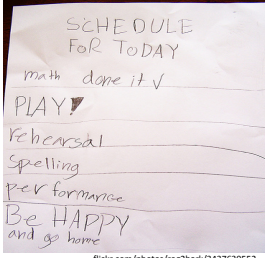
7 Next Steps

- Assess
- Analyze
- Revise &/or expand

What 1 step to take first?

- Smallest step that makes the biggest difference?
- Write it down

What's yours?




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