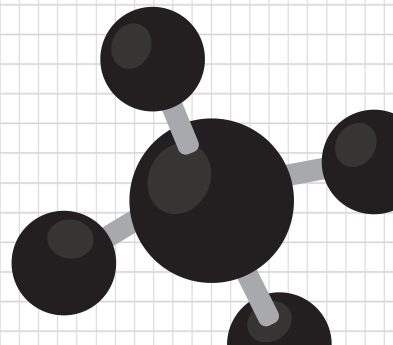
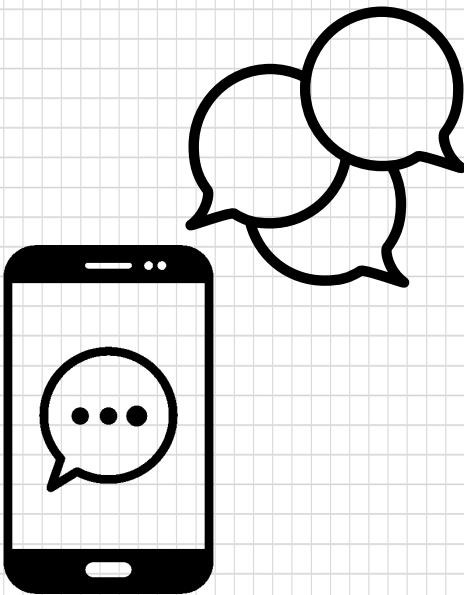


"PAY ATTENTION PARENTS!"

COMMUNICATING YOUR CAMP'S UNIQUE VALUE

JCamp 180 Webinar - 01/19/23



NOTES & SUPPORTING INFO

IMPORTANT TERMS

- Elevator Pitch "Aliens = Jaws in Space"
- USP - Unique Selling Proposition (what sets you apart)
- Catch Phrase
- Pitch
 - I'll mostly use pitch interchangeably to mean a short tag line or attention-getting phrase AND couple of sentences that will briefly sum up what you offer
- Don't Words
 - traditional
 - magic
 - (nestled)
 - *jargon or industry terms
- Marketing
 - Getting someone who has a need to Know, Like & Trust you

NOTES & SUPPORTING INFO

WHY IS YOUR PITCH IMPORTANT

- Your pitch is a Promise of An Experience
- Catch their attention and make them ask for more
 - Stand out
- Capture an unique emotion (or emotional experience)
 - Decisions = Emotion first, then Logic (fMRI studies)
- Shortcut / catchphrase
- Make it Weird
 - When you say to yourself "we couldn't possibly be any weirder..." then you are STARTING to be remarkable.
 - Seth Godin

WHERE / WHEN WILL YOU USE THIS?

- What were times in the past that you could have really used a short explanation of what your camp offers?
- phone calls
- camp fairs, JCC booth
- website

NOTES & SUPPORTING INFO

PITCH BASICS

- Our decision to buy (or re-buy) is influenced by SERVE
 - **S** - Stories - WOM, personal, people becomes "real", memories
 - **E** - Expectations - quality, value, loyalty (and how is rewarded)
 - **V** - Visual - logo, colours, fonts, grounds, buildings
 - **R** - Relationships - emotional connection (nickname for your brand or your "people" - Chippies at Chippewa Ranch Camp)
 - **E** - Experience - service, consistency (between 1st contact and last, across staff)
- **IAAT** - I Am Always Teaching

THIS IS NOT ABOUT YOU.
IT'S ABOUT HOW YOU AFFECT
THEM.

NOTES & SUPPORTING INFO

A GOOD PITCH

- uses something familiar to help listener understand something unfamiliar (familiar = safe. Camp does not feel safe to many)
- Emotion first - then logic to confirm
 - *emotion helps them remember
- Keeps it short

PITCH MODELS

- "Uber of"
- DTM John Jantsch
 - You know how when...
 - make a connection in their minds
 - using metaphor - excited the brain, more memorable
- You know how when... big-time businesses get stuck they use outside consultants to help them think about their world differently?
 - we do that but for children

NOTES & SUPPORTING INFO

PITCH MODELS CON'T

Simon Sinek's Start With Why

- Your WHY Statement should be:
 - simple and clear
 - actionable
 - focused on how you'll contribute to others, and
 - expressed in affirmative language that resonates with you

TO _____ SO THAT _____.

- The first blank represents your **contribution** – the contribution you make to the lives of others through your WHY. And the second blank represents the **impact** of your contribution.
- "in everything we do"

People don't buy What we do; they buy WHY we do it.

NOTES & SUPPORTING INFO

ASK YOURSELF:

1. What do your ideal camp families want / need?
2. What do they want to do, but can't?
3. What's the main problem they have that you believe you can solve?
4. What's your method for solving that problem?
5. What camp experience/transformation do you love to talk about more than anything?
6. What will that child's life look like after they come to your camp?
7. What have you learned at Camp that you couldn't learn anywhere else?
8. How have you changed because of Camp?

NOTES & SUPPORTING INFO

IT'S SO HARD!

- because you are in it
- need outside view
- need to test on
 - a camp friend
 - camp community
 - Parent committee
 - survey

SETH GODIN'S "TALK ABOUT YOUR PROJECT"

- What is it for? When someone hires your product or service, what are they hiring it to do?
- Who (or what) are you trying to change by doing this work? From what to what?
 - What Change are we trying to make in people?
- How will you know if it's working?
- Is it worth it?
- From which people will you need help? Do they have a track record of helping people like you?

NOTES & SUPPORTING INFO

"YOU CANNOT READ THE LABEL OF THE JAR YOU'RE IN."

~ HUGH MCLEOD

ASK THEM

- What is one question you can ask your camp community to help figure this out?

Ask the right questions (simple)

- how has our camp transformed your child
- when do you most notice the effect that our camp has had on your child?

Ask the right questions (campers / camp alumni)

- What have you learned at Camp that you couldn't learn anywhere else?
- How have you changed because of Camp?

NOTES & SUPPORTING INFO

ASK THEM CON'T

Ask the right questions (deeper)

- Describe our camp in one paragraph:
- Describe _____ camp in one sentence:
- Describe our camp in under five words:
- Describe _____ in one word:
- Please provide us with 10-15 adjectives that best describe your organization:

ONCE WE HAVE A LINE TO TEST:

- We're testing out the phrase "Boys: Build your best self."
 - On a scale of 1 to 10, how closely does this match your feeling about what has happened to you because of your time at Camp _____?
 - Why did you pick that number?

PUT IT ALL TOGETHER

Our camp does _____ so that _____.