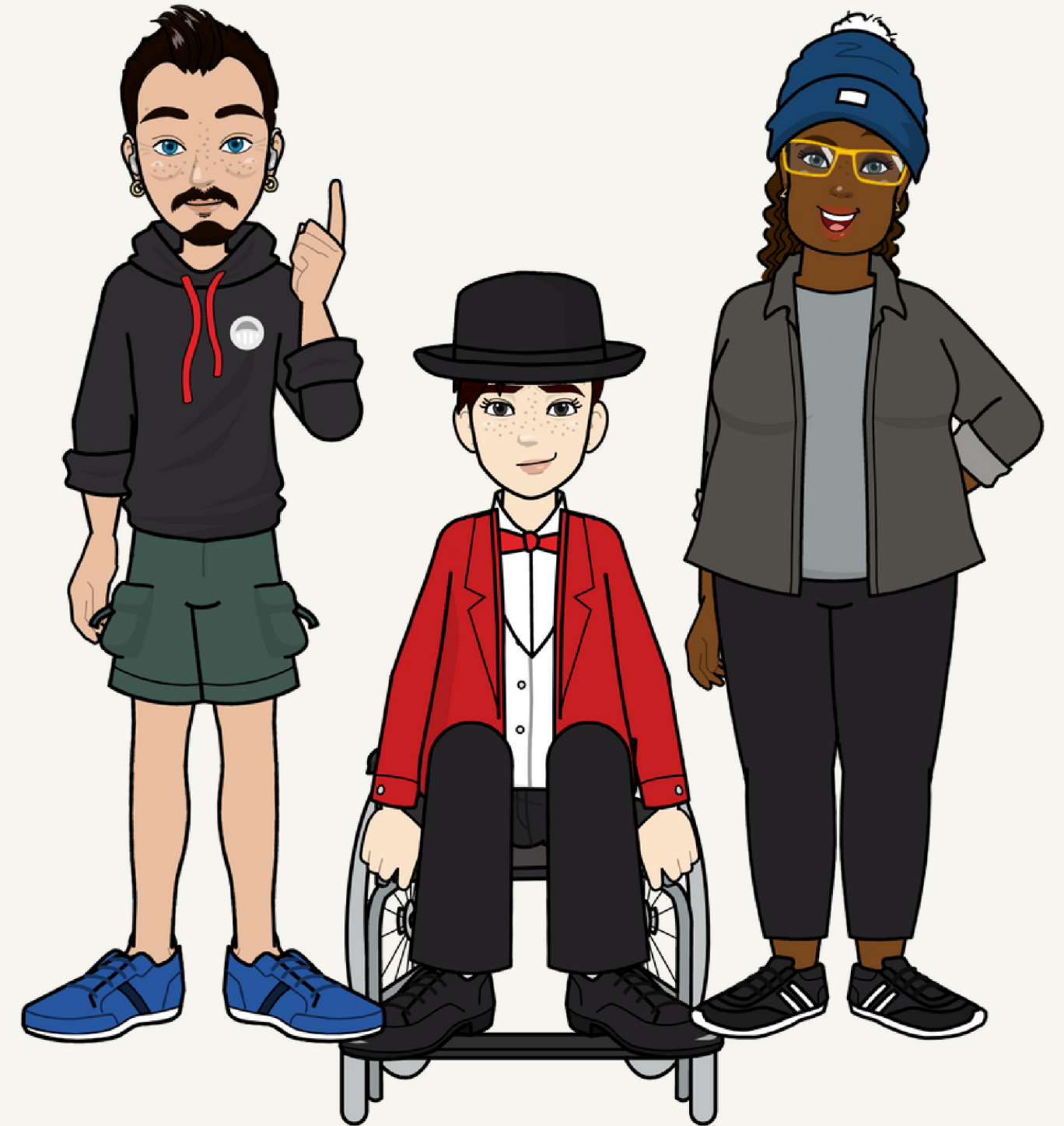
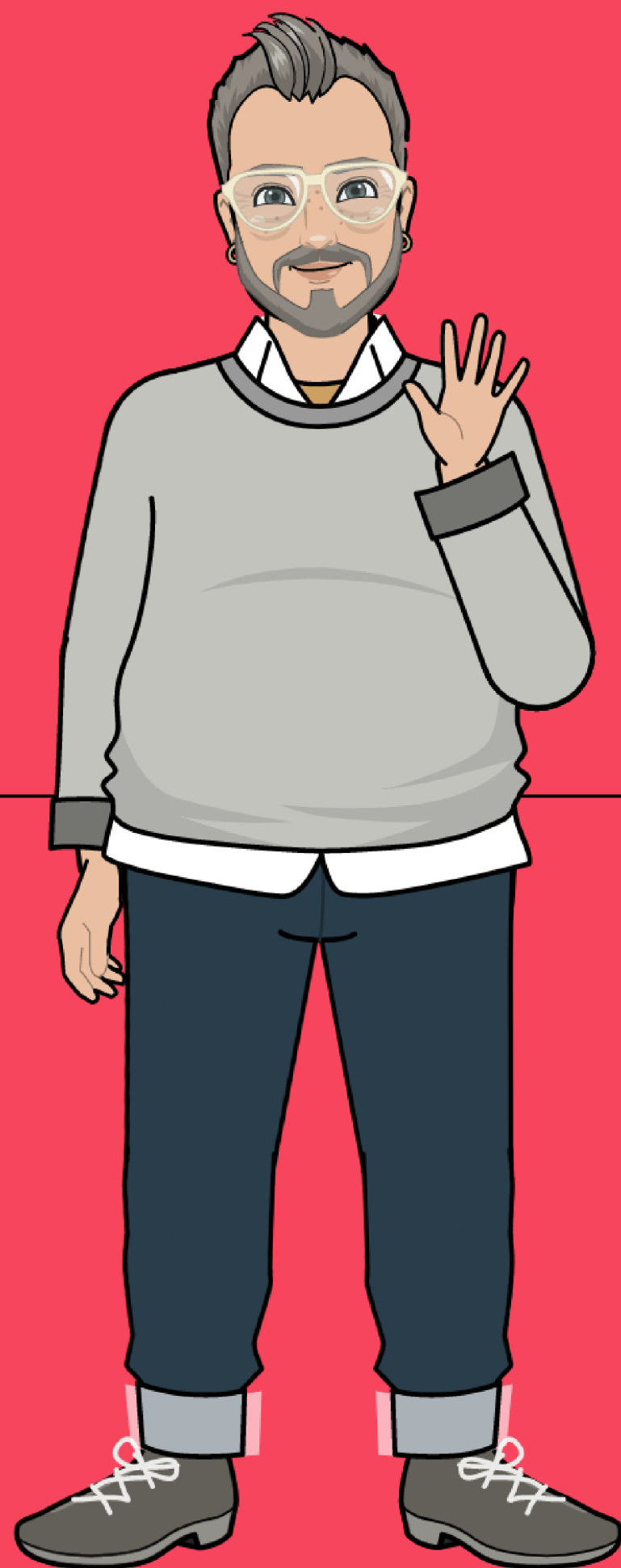


TELL ME A STORY

"Pay Attention Parents!"



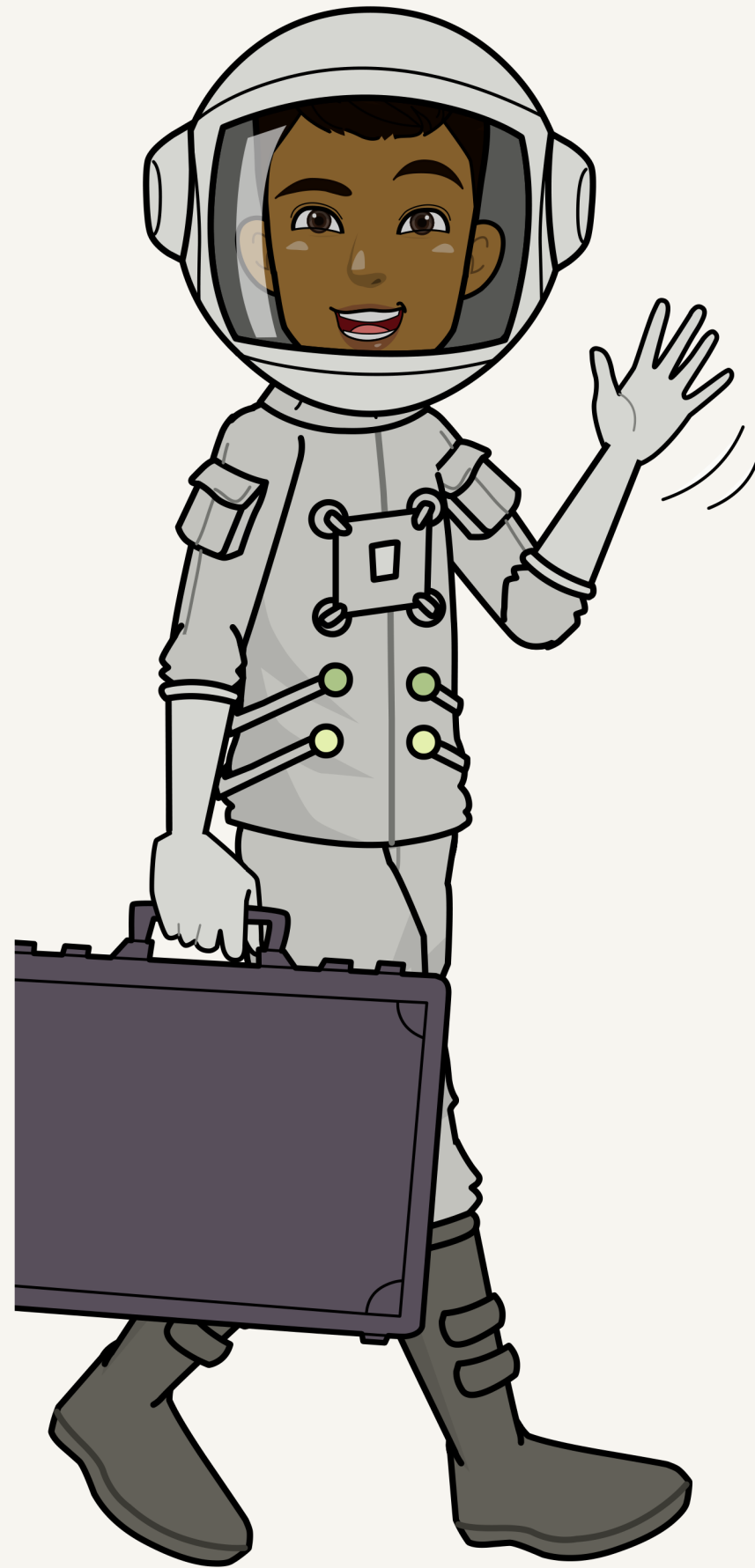


Which Camp
Would You Pick?



Today:

01	Why Bother?
02	
03	
04	



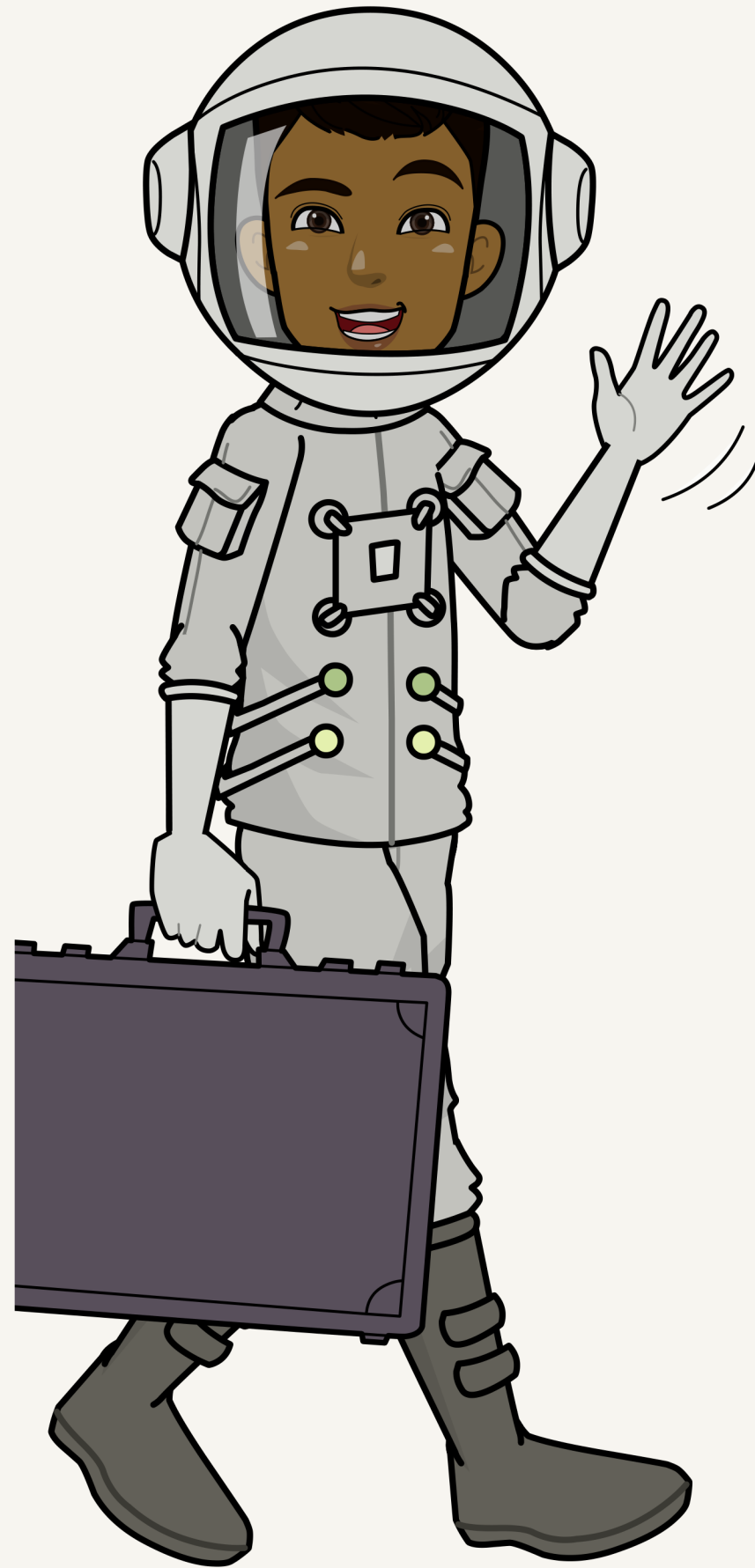
Today:

01 Why Bother?

02 Styles of Pitch

03

04



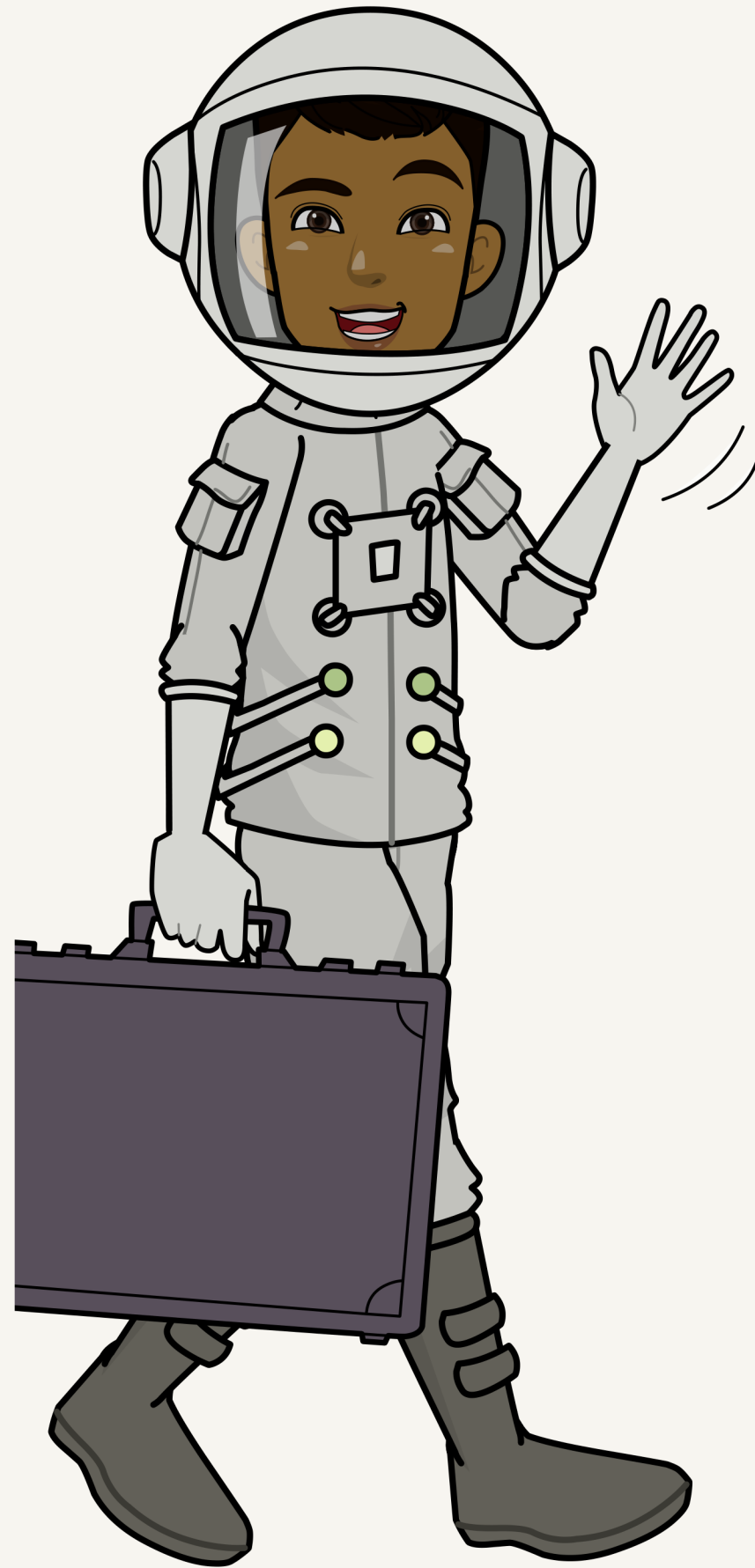
Today:

01 Why Bother?

02 Styles of Pitch

03 How Do WE Do It?

04



Today:

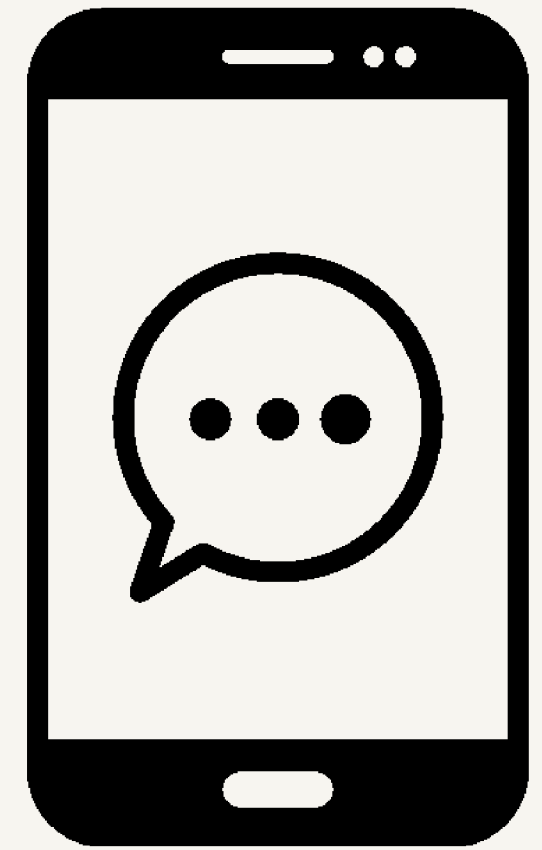
01 Why Bother?

02 Styles of Pitch

03 How Do WE Do It?

04 Practice As We Learn

In Chat

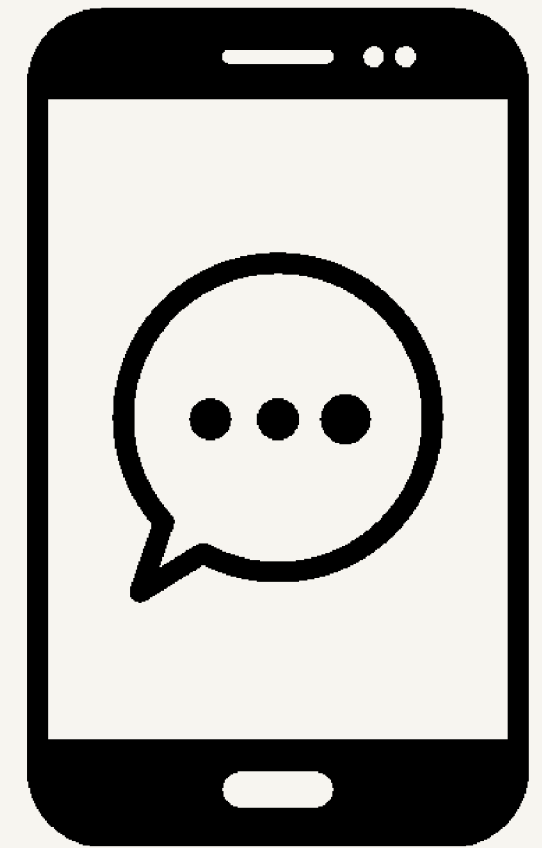


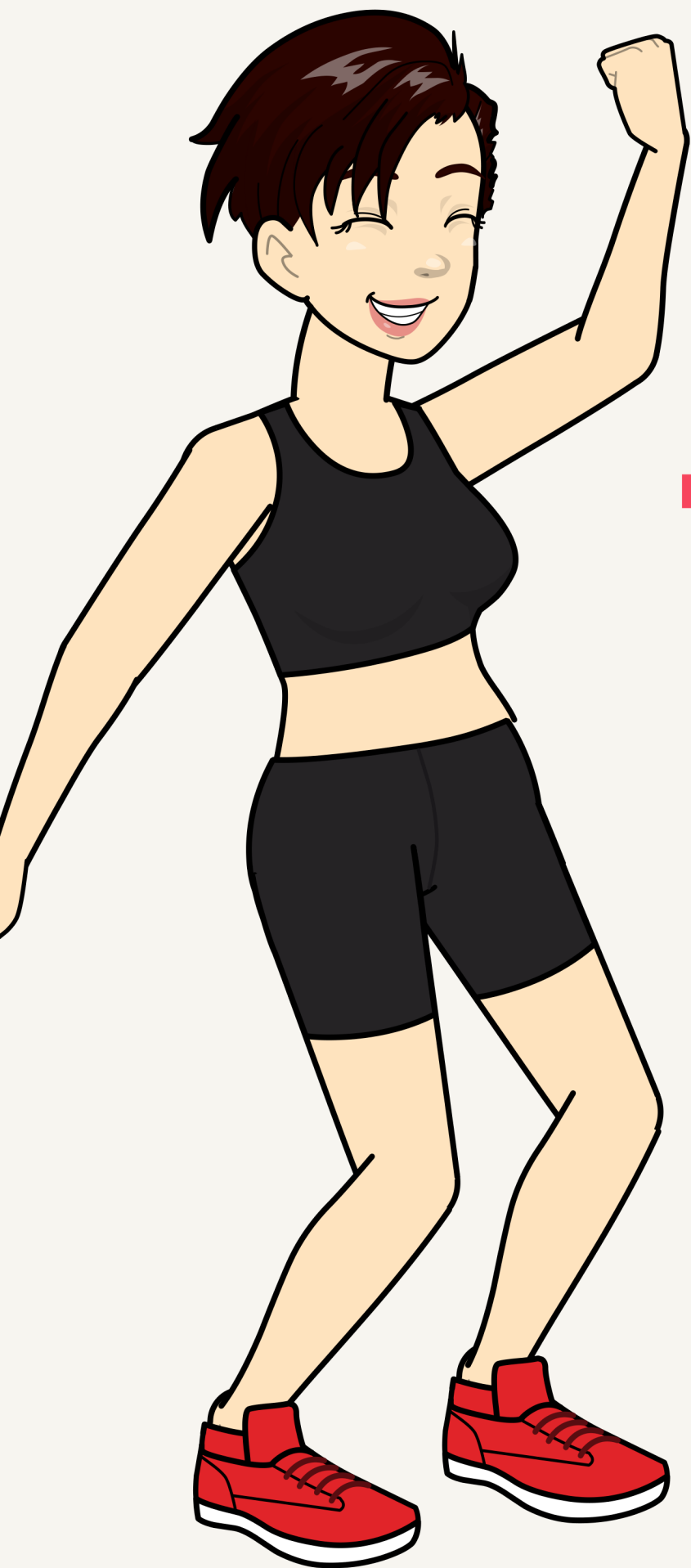
Thumbs Up / Thumbs
down:

- How hard did you find the pre-work from Ari?
- What was hard about it?

In Chat

One of your answers to
"What makes your camp
distinct and unique?"

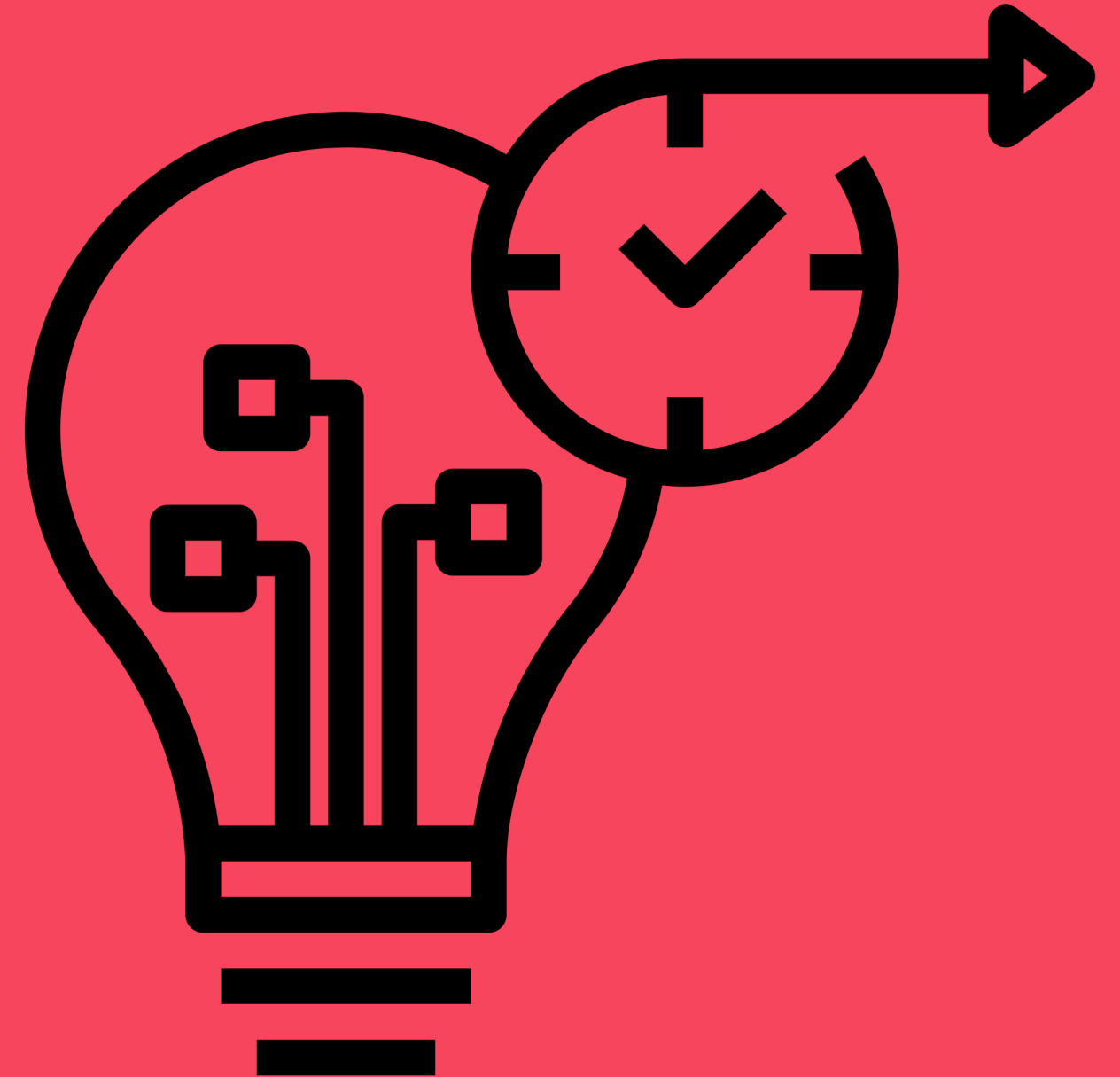




Terms to Know

DON'T Words

Why is this important?





**Your pitch is a
A Promise of
An Experience**



When you say to
yourself "we couldn't
possibly be any
weirder..." then you are
STARTING to be
remarkable.

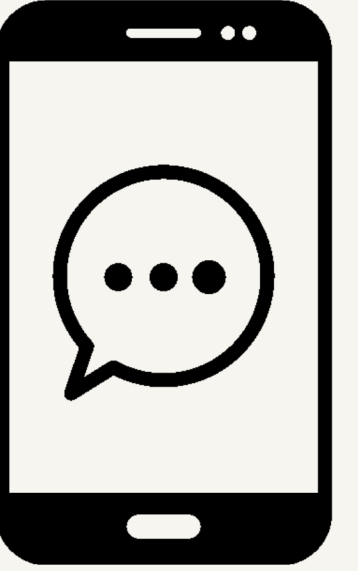
~ Seth Godin



Where / When Will We Use This?



In Chat



What are some times in the past that you could have really used a short explanation of what your camp offers? Think of specific instances.

Pitch Basics





**This is not
about you. It's
about how you
affect them.**

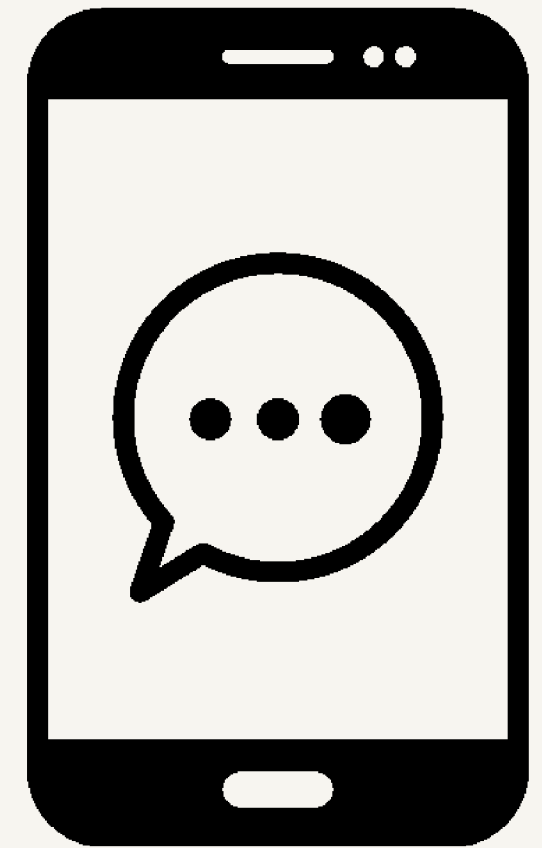
Breakout



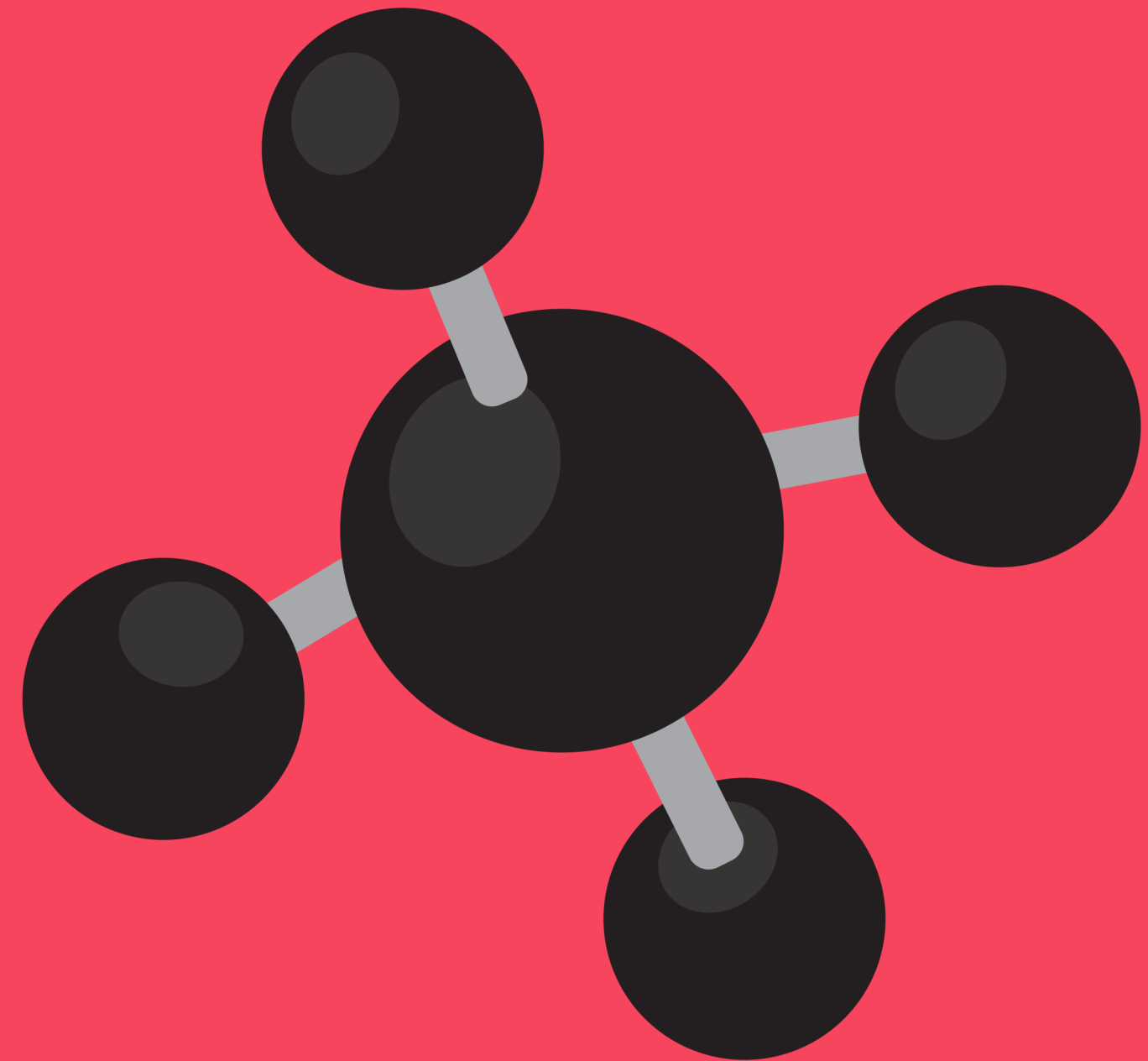
**What are some key words
or phrases that describe
how your camp affects
their family?**

In Chat

Put 3 in the Chat



Pitch Models



Ask YOURSELF



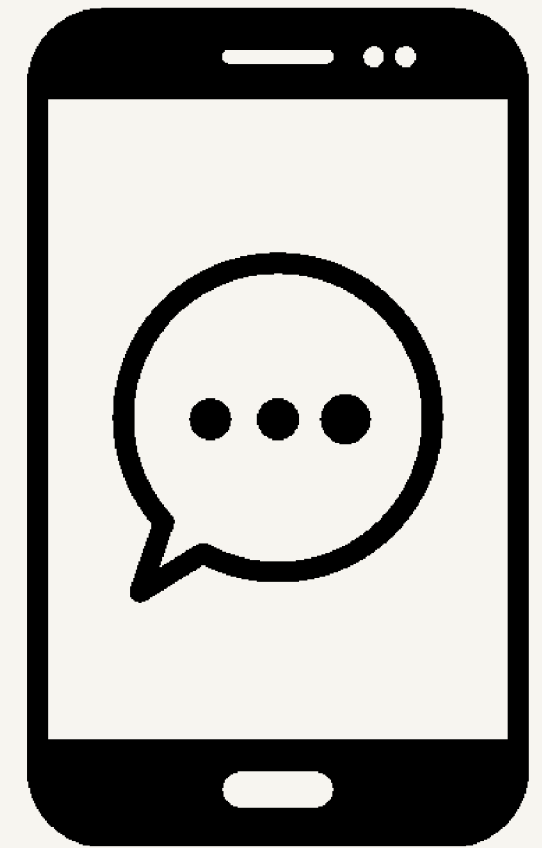
Breakout



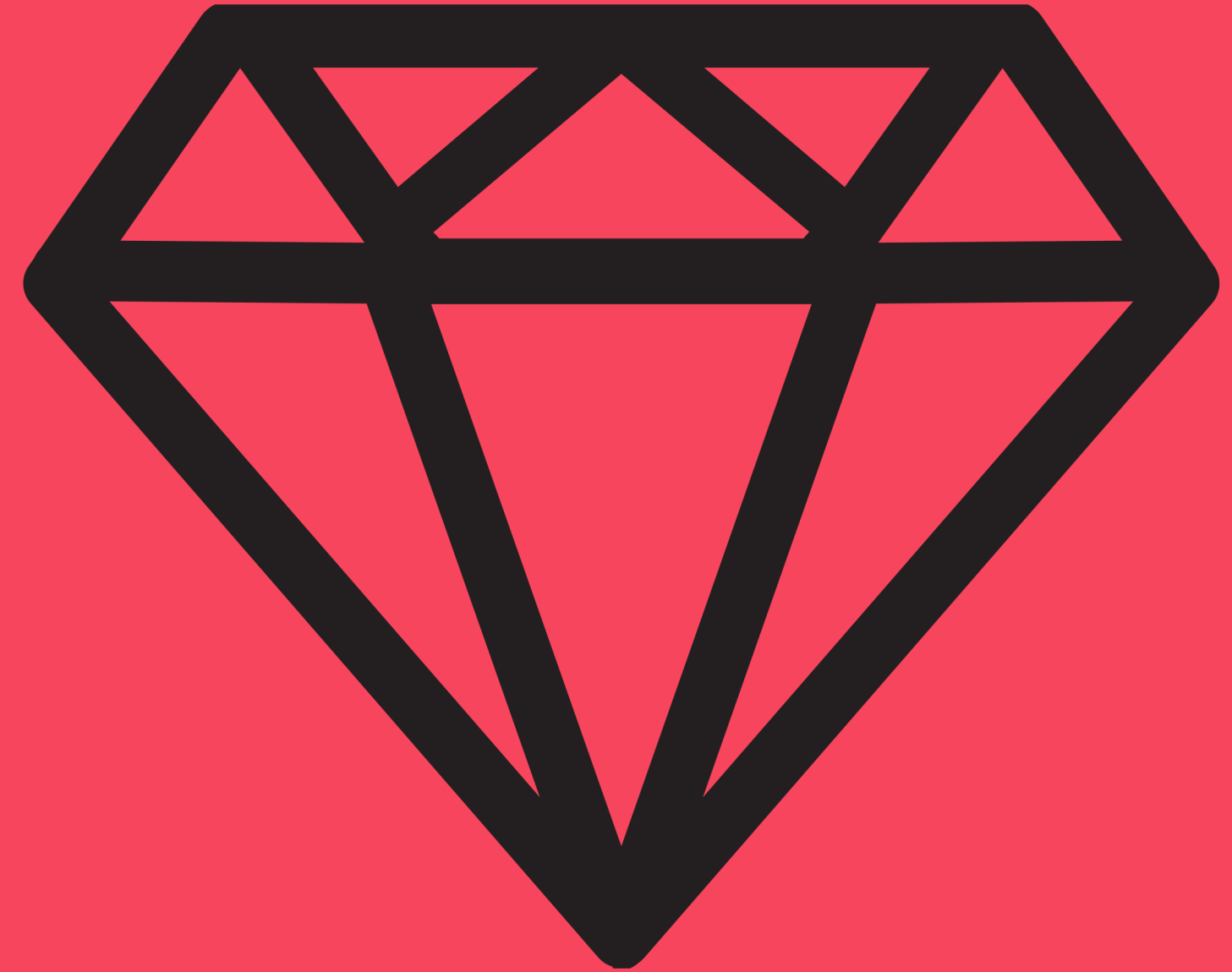
- What have you learned at Camp that you couldn't learn anywhere else?
- How have you changed because of Camp?

In Chat

What was your group's
absolute BEST Answer?

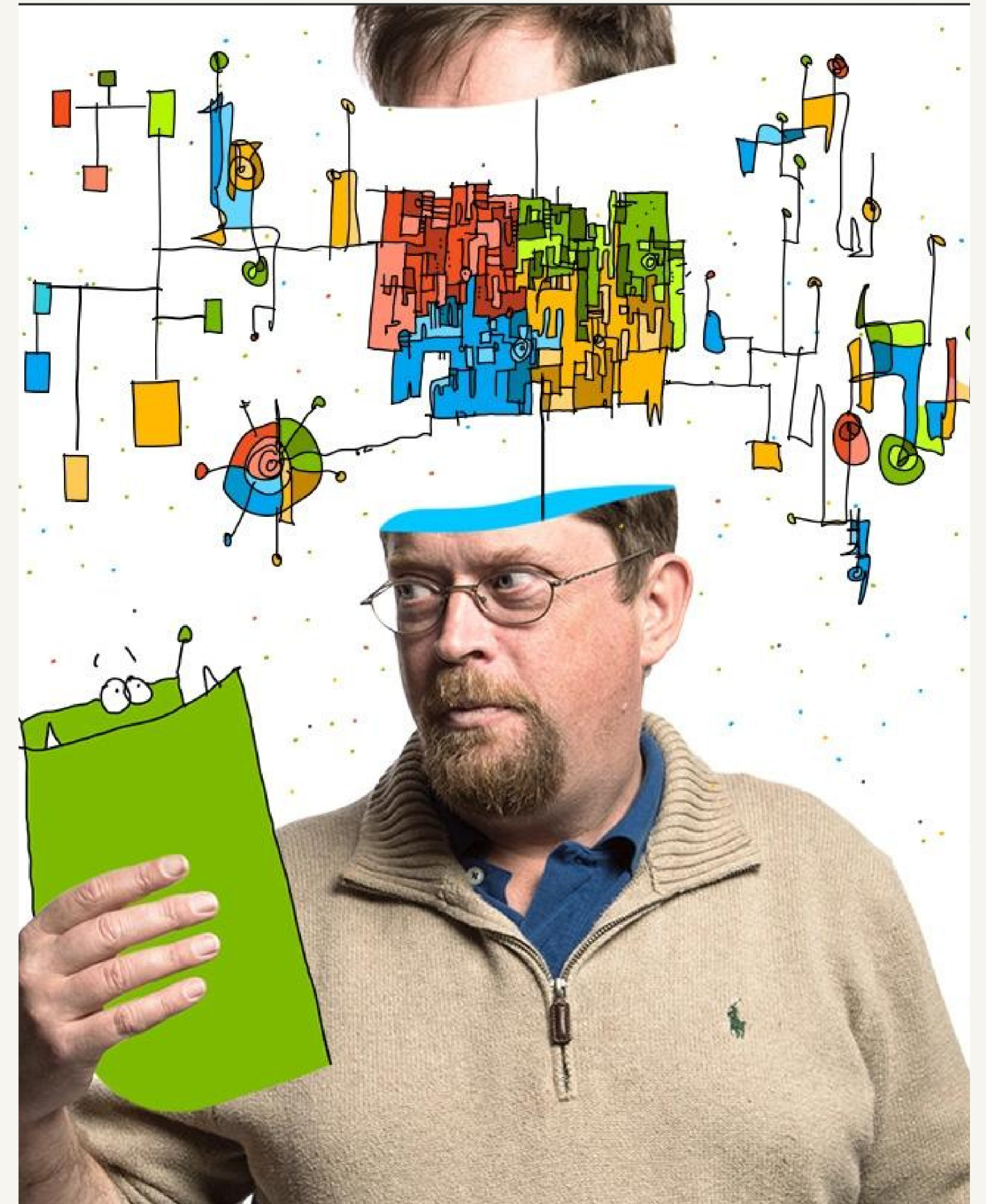


IT'S SO HARD!

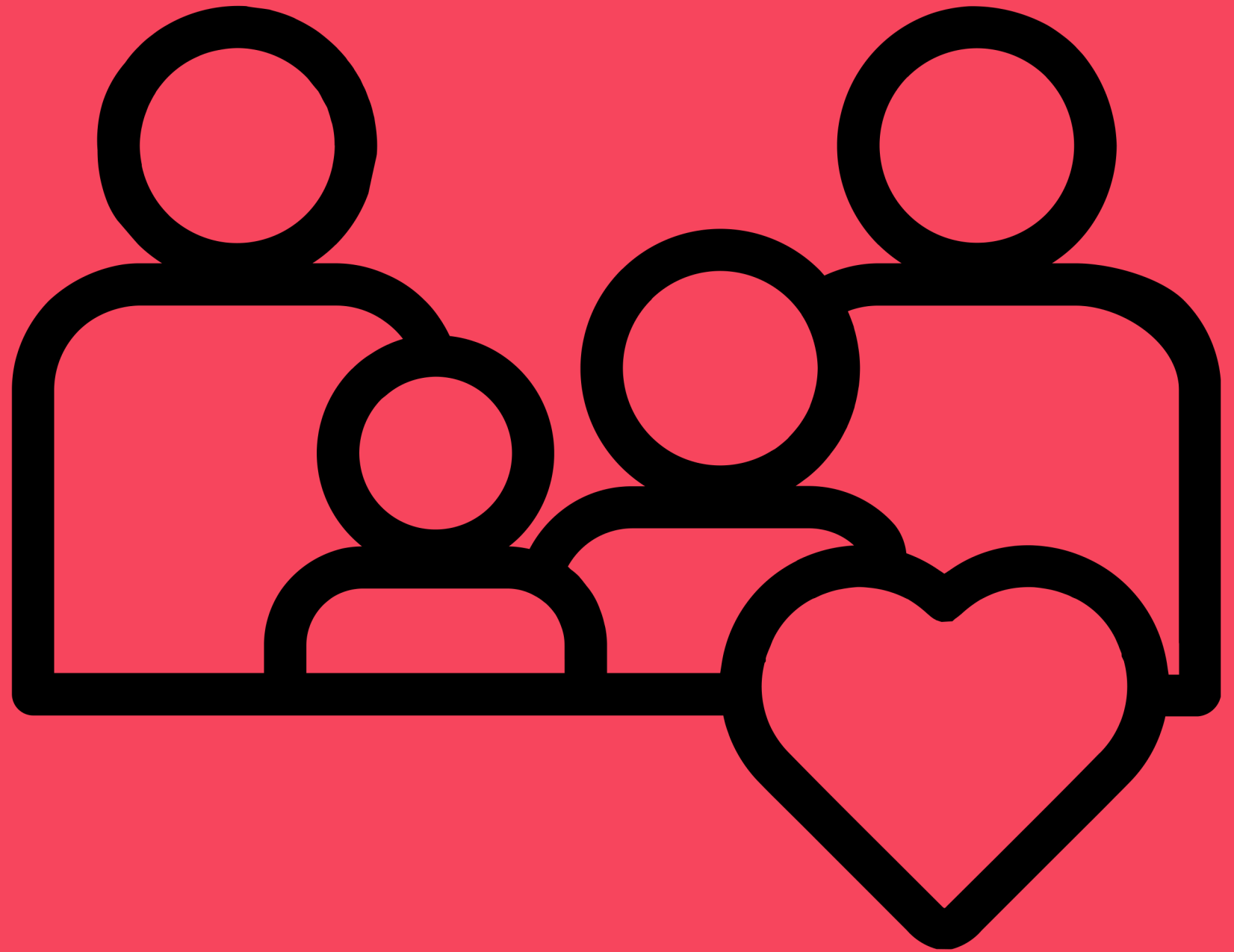


You cannot read the
label of the jar you're in

~ Hugh McLeod



ASK THEM!



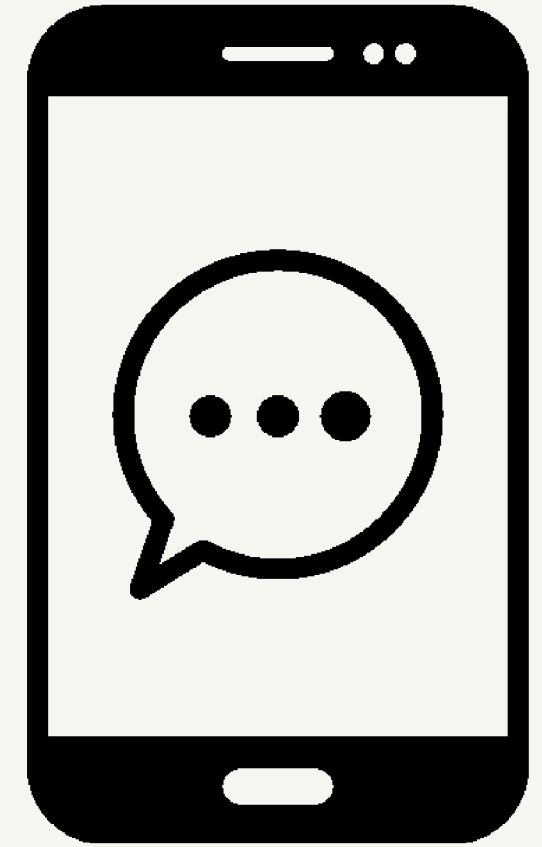
Breakout



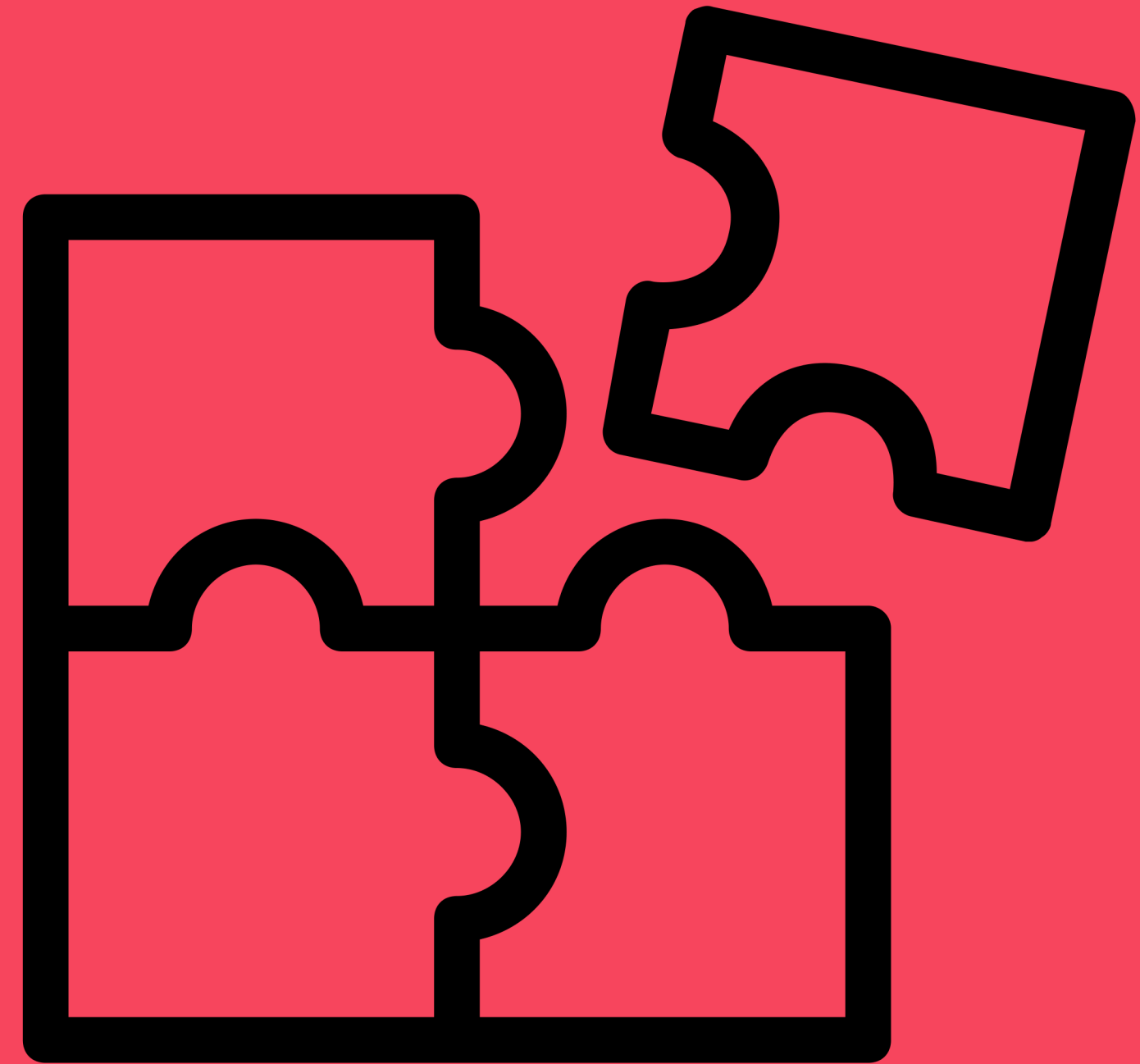
What is one question can you ask your camp community to help figure this out?

In Chat

What was your group's
absolute BEST Question?



Put It All Together



Breakout

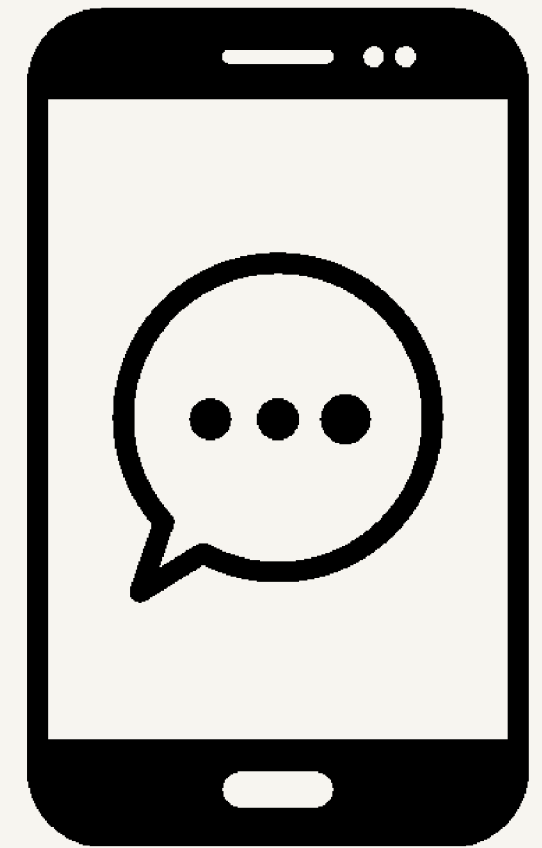


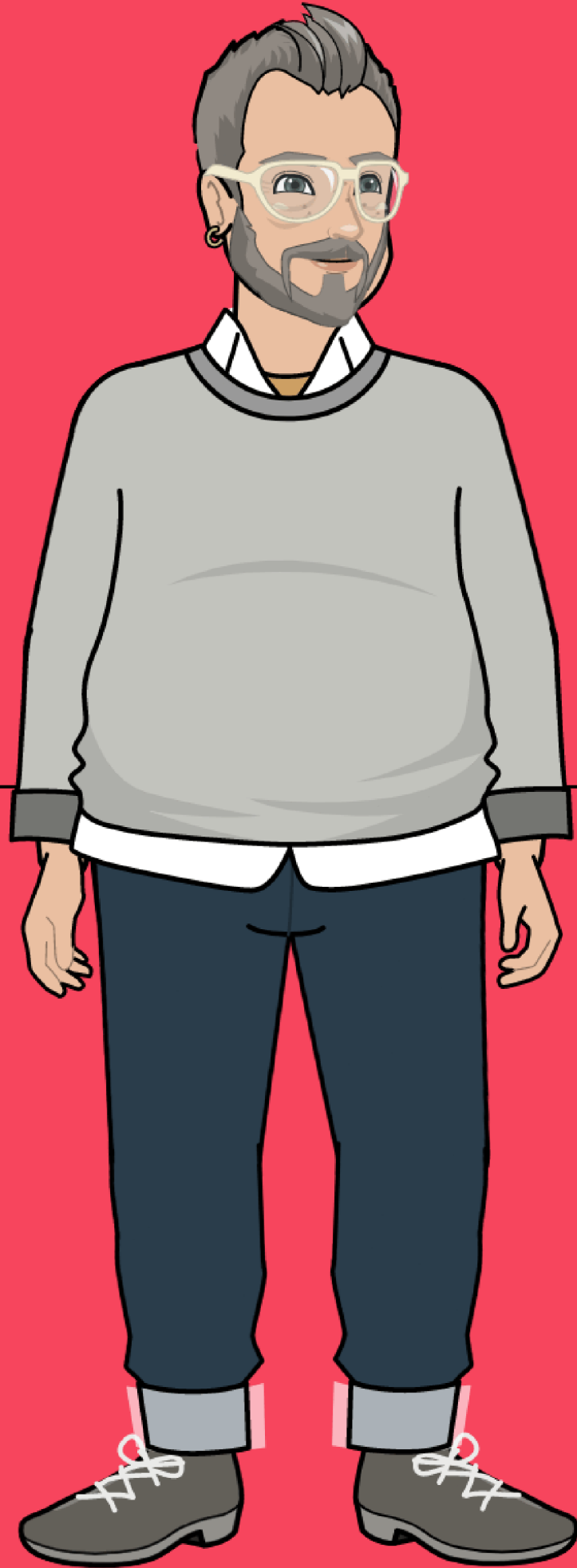
Each practice:

TO _____ SO THAT _____.

In Chat

What's Your Pitch?





Questions?