



Short-term Camp Marketing Plan Primer

1. **Determine who is the decision maker? (During budgeting process)**
 - Individual registration or unit registration?
 - Who makes the decision to attend the camp?
 - What are the most effective communication mediums to reach this buyer?
2. **Create the Event Flyer (minimum, 120 days before)**
 - What information should be included on the flyer?
 - What is the event?
 - Event title & event synopsis
 - When is the event?
 - Event dates, registration deadline, check-in time, check-out time
 - Where is the event?
 - Include a GPS friendly street address even if it is a location that you think everyone knows)
 - Who can attend?
 - List which age groups/membership types may attend the event.
 - What is the cost?
 - What is included in the registration fee?
 - Is there a late fee?
 - Are there any additional POS pre-purchase items available?
 - How do I register?
 - Include a strong call to action. (i.e. This event will be limited to the first 500 Scouts who sign-up. Register your unit today!)
 - Registration instructions
 - Registration link
3. **Marketing E-mail #1 (90 days before)**
 - Include similar information to the flyer with a call to action and a registration link
4. **Roundtable visitation staff assignments (90 days before)**
5. **Social Media Posts (Weekly, start 90 days before)**
 - Identify/assign event committee member to create weekly social media posts for local council's social media channels.
 - Work with STC professional staff advisor to learn about local council social media posting policies and procedures.
6. **Marketing E-mail #2 (60 days before)**
 - Include similar information to the flyer with a call to action and a registration link
7. **Marketing E-mail #3 (30 days before)**
 - Include similar information to the flyer with a call to action, a statement that creates a sense of urgency (Only 7 days left to register, registration is filling fast!) and a registration link
8. **Last Call Marketing E-mail (14 days before)**
9. **Pre-camp (Important Information) E-mail (7 days before)**
 - What information could be included in this e-mail?

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- Check-in time
- Campsite assignments
- What documents are needed for check-in
- Driving directions/GPS friendly address
- Parking information
- What do I do when I arrive?
- Gear hauling information
- Packing list
- Food service information (if serving food)
- Food allergies accommodation (if serving food)
- Event schedule
- Event map

10. Post-camp Thank You E-mail & Survey (3 days after event close)

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