Marketing North Dakota 4-H Camp

Marketing North Dakota 4-H is key to engaging the young people and families considering their camping opportunities. Marketing resources for statewide and local promotion have been developed for your use.

Local means promoting camp where the youth are or where their parents will see the information. For each local area, those places may be different so we encourage you to think about what works in your community. A place to start may be pulling together 6 to 10 youth who have attended camp and ask them what would get them excited about attending camp? Use their ideas to gather more campers from your county!

Logo – a file of the ND 4-H Camp logo has been placed on ND 4-H Camp website. Please do not alter the logo in anyway except for overall size without permission. Contact Lindsey Leker, lindsey.leker@ndsu.edu if you have any questions.

Statewide Marketing

Brochure – a brochure has been developed to promote ND 4-H Camp and is available for local counties to order. A digital copy can be downloaded from the website.

Email Blasts – an email blast has been developed to be sent to enrolled 4-H’ers in promoting ND 4-H Camp. Email blasts for general and specific camps will be sent to targeted audiences.

Facebook posts – A ND 4-H Camp Facebook page can be found at https://www.facebook.com/ND4HCamp. Posts, links, pictures of each camp, etc. will be placed on this page. Counties are encouraged to share the posts and encourage campers and families to like the page.

News release – a statewide news release will be sent out to promote ND 4-H Camp.

Postcard - a postcard has been developed to promote ND 4-H Camp and is available for local counties to order. A digital copy can be downloaded from the website.

Poster – an 11x17 poster has been developed to promote ND 4-H Camp and is available for local counties to order. A digital copy can be downloaded from the website.

Print Ads – The quarterly ad for the second quarter of the year will be devoted to the ND 4-H Camp. If you would like a print ad to put in your local paper (at local expense), please contact the Center for 4-H.

Promotional PowerPoint – A short PowerPoint presentation promoting ND 4-H Camp will be developed and provided for local Agent use by April 2017.

Promotional Video – a short video has been developed to promote ND 4-H Camp and can be found at https://www.youtube.com/watch?v=BdsyXqhzzEE.

Web site – www.ndsu.edu/4h/camp this web site will included a schedule of camp sessions, camp descriptions, camp information, a link to local brochures and contact information. The web site will also include resources for campers and their families. The link to the registration portal is available here as well.
Suggestions for counties to use the statewide marketing materials:

**4-H Camp Brochure**
Brochures are a great item to take when you are speaking to pass around for people to see the descriptions, while the postcard or smaller poster would be a nice take home piece for families and/or youth.

**4-H Camp Postcard**
The 4-H Camp Postcards are designed as a tool to send to 4-H Families in North Dakota or to send to past campers in your counties. These postcards include a schedule, the price, and the website for the camp, so as a take home, should give families and youth enough information to find the registration link and more information. It is a smaller, eco-friendly take home option.

**4-H Camp Large Poster**
4-H Camp Posters, sized 11 x 17, were created and sent to each county as part of the marketing plan to reach the broader community in counties. Ideas to place posters include your local office, your local post office(s), school(s), libraries, gas stations, supermarkets, community buildings, restaurants, etc.

Additional tools available via download

**4-H Camp Press Releases:**
Press releases will be created as a tool for you to submit to your local paper, to use as a column in your local papers, to use in your 4-H newsletters, or to use as an email to your county. If you have a local youth or volunteer who has been to camp and would like to share their story, please feel free to use their story as the press release and then, please share with us so we can gather great camp experiences from across the state!

**4-H Bag Stuffers:**
A simple, easy document is placed online that can be printed and used as a ‘stuffer’. This document includes the camp schedule and the website, so those who receive the ‘stuffer’ can easily access more information. As an eco-friendly and cost-friendly option, this tool is designed for you to make as many copies as you need to distribute to reach a large audience in your county.

Some ideas for bag stuffers could be: ask your local grocery store to hand them out with each transaction or place near the registers; send home with kids at school in their backpacks; place on the tops of pizza boxes from your local pizza place; attach them to your county Ag day handouts; or give to the teacher so they can hand it out at school.

**4-H Camp Video**
Share on your local Facebook pages, send via an email link, or show at meetings that youth are attending.
Additional tools available for checkout

Roll Up Banner

A roll up banner for use promoting 4-H Camp is available for check out for counties to use at Ag improvement days, county activity days or other gatherings. Please contact the Center for 4-H for more information.

Local marketing ideas

Activities to Promote Camp

- Sponsor a 4-H Camp Night at a local school or library. Your camp night could include former campers talking about their experiences, teaching an activity that might be done at camp, handing out camp schedules, assisting families in registering for camps, and/or going through the family handbook.
- Give presentations to your local civic clubs and related organizations; better yet have former campers give presentations on their experiences. They are great help in not only promoting 4-H Camp but also, you may open a door for scholarships for youth in your community.
- Contact your local Chamber of Commerce; they may have a youth council that would help promote 4-H in your community.
- Send past campers a photograph of themselves from 4-H Camp last year along with a note that we’d love to see them again!

News Outlets Ideas

- Submit news releases to promote the benefits of 4-H Camping. Talk to a former camper, ask them questions, and quote them in a news release.
- Use your weekly news article to promote camp and all of the benefits. Feature a camp and speak to a former camper to highlight what that camper thought about their experiences.
- Have a youth or parent write an editorial for your local paper informing others of all the great things they did at camp, how many new friends they met, and their experiences.
- Contact your local radio station; some radio stations do public service announcements for free!
- Put the camp dates on your local community calendars. Typically, you will need provide the following information (please note: check the policies of your local calendars to make sure you can advertise an event not in your local area):
  - Name of Organization: ND 4-H Camp
  - Event Title: ND 4-H Camps (or specific camp title)
  - Day/Date of Event: May 2017-August 2017 (or specific camp date)
  - Times of Event: 5pm-11am (unless otherwise stated)
  - Event Location (this is where it gets touchy): ND 4-H Camp
  - Event Address/City: Washburn, ND
  - Phone # for More Information: INSERT YOUR LOCAL PHONE
  - Admission Fee: $150-300
  - Pre-Registration Required: Yes
2017 ND 4-H Camp Marketing Toolkit

- Contact Name First, Last: INSERT YOUR LOCAL OFFICE INFORMATION
- Contact Phone: INSERT YOUR LOCAL OFFICE INFORMATION
- Contact Fax: INSERT YOUR LOCAL OFFICE INFORMATION
- Contact Email: INSERT YOUR LOCAL OFFICE INFORMATION or use ndsu.4-H@ndsu.edu
- Contact Address: INSERT YOUR LOCAL OFFICE INFORMATION
- Street Address: INSERT YOUR LOCAL OFFICE INFORMATION
- City: INSERT YOUR LOCAL OFFICE INFORMATION
- State: INSERT YOUR LOCAL OFFICE INFORMATION
- Zip: INSERT YOUR LOCAL OFFICE INFORMATION

- Ask churches to allow you to promote camp in their weekly bulletins

Online Presence Ideas

- Attach a link to your county Facebook page to check out camp (link the camp Facebook or the camp website).
- Encourage youth to check out the North Dakota 4-H Camp Facebook Page to ‘like it’ before they attend camp to encourage additional interactions between the youth!

Suggested Timeline for Marketing Camp

<table>
<thead>
<tr>
<th>Month</th>
<th>To Do (state)</th>
<th>To Do (counties)</th>
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<tbody>
<tr>
<td>January</td>
<td>General marketing materials complete</td>
<td>Information shared in state 4-H News</td>
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<tr>
<td>February</td>
<td>General marketing materials to counties</td>
<td>Share information in county newsletters</td>
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<td>March</td>
<td>General Facebook updates on why camp</td>
<td>Distribute brochures, posters, postcards, bag stuffers</td>
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<td></td>
<td>News Releases available</td>
<td>Encourage former campers to send positive editorials to newspapers about camp</td>
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<td></td>
<td>Registration open; information to staff</td>
<td>Send bag stuffers to schools</td>
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<tr>
<td>April</td>
<td>Email Blasts (general and specific) through 4hOnline</td>
<td>Share information in office newsletters, radio and newspaper columns</td>
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<td>Facebook posts about specific camps</td>
<td>Share information with club leaders</td>
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<td></td>
<td>Quarterly Ad sent out</td>
<td>Submit news releases as weekly articles</td>
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<td>Weekly social media posts about camp</td>
<td>Share information to 4-H Councils, Advisory Groups</td>
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<tr>
<td>May</td>
<td>Target email blasts as early bird dates end</td>
<td>Add camp information to local community calendars</td>
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<td>Request the camp roll up banner to use at Communication Arts/Spring 4-H programs</td>
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<tr>
<td>Month</td>
<td>Activity</td>
<td>Action</td>
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<tr>
<td>June</td>
<td>Facebook posts from each camp session</td>
<td>Add camp information to local community calendars</td>
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<td>July</td>
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<td>August</td>
<td>Review camping season on social media</td>
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<td>Review of camping season to Ext. staff</td>
<td>Review your short term 4hOnline members and ask them to join 4-H</td>
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<td>September</td>
<td>Advertise next year’s camp schedule</td>
<td>Request the roll up banner to use at back to school nights</td>
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<td>October</td>
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<td>Sneak Peak for next year’s camps- share on social media</td>
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<td>November</td>
<td>Create 4-H Camp gift certificates for the following year</td>
<td>Send campers a picture and/or a note from the past summer thanking them for attending 4-H Camp and encouraging them to attend camp again</td>
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<td>Advertise 4-H Camp Gift Certificates to families as holiday gifts</td>
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<tr>
<td>December</td>
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<td>Present to your local civic organizations</td>
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