

4-H Camp Marketing Plan

County:

Year:

Objective:

Time Line:

| Month | Marketing Activity Proposed | Accomplished? |
|-----------|---|---------------|
| October | Advertise cost; Announce at club mtgs.; Give away \$50 gift certificate at county wide parent mtg.; Collect scholarship \$; Place info on bulletin board, handbooks | |
| November | Advertise in newspaper, newsletter; Develop camp powerpoint; Sell gift cards for camp as holiday gifts; TN Saves; County awards display; Scholarship \$ | |
| December | Sell gift cards for camp as holiday gifts; Article in newspaper, newsletter; Give camp \$ to child for gift | |
| January | Announce at club mtgs; Display at county events; Fundraising letter; Show camp video; Flyer; Teens/volunteers to talk about camp at events | |
| February | Posters; Testimonials from former campers; Camp video at club mtgs;events; Radio/TV, newspaper article; Payment schedule; Flyers; My Space & Face Book | |
| March | Video at mtgs; Registration w/early discount; Promote in schools; Brochures; Radio/TV, newspaper article | |
| April | Radio/news article; Fundraising for scholarship; Video; Bookmarks; Registration; Advertise at events; Letter to parents | |
| May | Registration; News article; Promo in schools; 4-H'ers help in promotion; Orientation | |
| June | Attend camp; Take photos at camp; Final payment; Community calendar of events; TV spot; Leader training | |
| July | News article highlighting previous camp; Radio;Fairdisplay; Create slide show from photos | |
| August | Yearbook with dates of camp; Fair display; Enter camp crafts & shirts at fair; Camp evaluation to camper with thank you and notification of Odate; Plan for next year | |
| September | Start promo at club mtgs; Fair displays; Award program - give \$ off to 4-H'ers of the Year | |
| October | Newsletter; Text campers date; Camp promo during National 4-H Week and yearbook | |