**Camp Marketing Planning Timeline**

**September**
- Review camper and staff evaluation results.
- Write and impact report to post in SOARS.
- Write a journal article if you have tried and documented outcomes on new methods.
- Meet with your camp leadership team to discuss evaluation results and identify staff training topics and camp program emphasis for next year.

**October**
- Include an article on impacts from the current year’s camp in the new 4-H Year newsletter.
- Send an article to your local paper, including the camp dates for next year and the date when registration will be open.
- Do some market research. What are other camps in Oregon and 4-H camps across the nation offering to youth?

**November**
- In you Plan of Work for next year, build in time for camp program improvement, staff training and marketing.
- Identify resources to use in your staff training to build skills staff need and increase skills based on information from your current staff and camper evaluations.

**December**
- Ask one of your premier camp counselors to write a few paragraphs on the impact to camp on them as a camper and as a counselor for your January newsletter.
- Design the camp brochure.
- Consider incentives to increase enrollment: discounts for coming a second or third year, bringing a friend or sibling, or paying by a certain early date.
- Write a news release on the many benefits you have documented your camp gives youth. Announce that registration for the current year is open.

**January**
- Open registration
- Send out camp brochures and information in your web site, newsletter and local paper.

**February**
- Meet with camp leadership team to plan staff training topic for current year.