

## **Marketing Camp**

Among the biggest challenges associated with asthma camps are:

- 1) Ensuring that potential campers know your camp exists; and,
- 2) Finding the funding sources to develop the caliber of camp that will best serve the needs of campers and their families.

Camps obviously cease to exist without an adequate number of attendees or the funds to produce effective camp programs. This section provides ideas on how to reach both potential campers and their families, as well as organizations that can provide the financial support necessary to operate a children's asthma camp.

## **Camper Recruitment**

One of the most simple and effective marketing tools for asthma camps is a camp brochure. This brochure can be provided as a descriptive item for parents or other caregivers seeking basic information about camp, and also can be provided in quantity to individuals or organizations that frequently come into contact with children who have asthma: school nurses, asthma and allergy nurses, specialty clinics, pulmonologists, pediatric and family practice health care providers, state health and managed care organizations, and youth organizations, such as the local Boys & Girls Clubs, YMCA or YWCA programs, etc.

Your camp brochure should include the following types of information:

- Name and location of camp (and a map/directions to camp, space permitting)
- Brief description of the camp and its purpose: describe who sponsors the camp, the staff's expertise, the types of programming a camper can expect to encounter, the camp's overall objectives, etc.
- Brief description of typical campers (e.g., age categories, physical abilities/conditions)
- Attractive visual elements (e.g., illustrations, photos) that underscore the camp experience
- "For more information" contact information including the name, address, telephone and fax numbers, and e-mail address of the camp contact person

Working with your fellow staff members, develop a list of local organizations that could refer campers to your asthma camp. Possibilities include:

- Local American Lung Association chapters
- Youth organizations
- School clinics
- Community or neighborhood programs
- Health care providers including physician offices, health/wellness educators, HMO or PPO outreach programs.

Offer to provide brochures to these organizations and/or ask if a note about your camp can be included in their newsletters, Web sites, office postings, etc.