



A NON-PROFIT MARKETING PLAN

Social & Non-Profit Marketing

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EXECUTIVE SUMMARY

“Camp Good Days and Special Times, Inc., a not-for-profit organization is dedicated to improving the quality of life for children, adults and families whose lives have been affected by cancer and other life challenges through summer camping experiences and year-round events and activities.”

As a not-for-profit organization, Camp Good Days does not earn profits for its owners. All of the money earned by or donated to the organization is used to achieve the organization's main objective. In this case, Camp Good Day's social cause—and primary objective—is to positively influence the lives of those affected by cancer.

As a team, we felt deeply connected to this social cause. As young adults, many of us have been affected by cancer one way or another, and understand just how heart-wrenching a subject it can be. After hearing about Camp Good Days, we knew we must make our best effort to contribute to the cause. The organization creates such a positive and everlasting community for those who need it most--this worthy cause inspired the campaign that follows.

HISTORICAL ANALYSIS



Gary Mervis founded Camp Happy Days over 30 years ago to provide a camp program for his daughter Teddi and other children who were suffering from or have been affected by cancer. Since its launch in 1979, Camp Good Days has grown into one of the largest camps of its kind in the United States. This past summer close to 1,500 kids, including those from other countries, participated in the camp on Keuka Lake in the Finger Lakes Region of New York State.

Along with the main camp facility, Camp Good Days has a large training facility located in Mendon, NY, with additional offices in Rochester, Ithaca and Syracuse. All of the programs offered by Camp Good Days are free of charge to participants. The camp raises the majority of its money through fundraisers and high-profile donations.

The camp itself has an array of 1-week to 2-week long programs. These different camps are open to children with cancer, siblings of children with cancer or siblings of those who have lost their battle to cancer. Additionally, the camp is open to men and women dealing with cancer and their children. Some of these influential programs are: Junior Good Days, Doing a World of Good, Camp Childhood USA, and the Young Adult Program.

Each of these camps have full-time staff that work for the non-profit year round, however, the majority of counselors and workers are summer volunteers. The camp's 15-acre lake-front facility includes a large swimming pool (with scuba diving lessons), a craft-lodge, a playground, a ropes course, a miniature golf course, an archery range, and additional sports, residential and recreational areas.

Past volunteers can attest that "there is never a dull moment at Camp Good Days and Special Times!"

SITUATIONAL ANALYSIS

Historical Context

Founded by Gary Mervis over 30 years ago, Camp Good Days was originally formed as a camp program for Mervis' daughter Teddi, and other children who were suffering from or who had been affected by cancer. As a non-profit organization, the camp has been a great success and positive influence—over 1,500 children participated in the camp program last year. As an organization that runs on donations and fund-raising, Camp Good Days holds several annual events to help fund its camping program. These events include: golf tournaments, dinners, and even discos. The organization's most famous fundraiser is the World's Largest Disco. An annual event held in Buffalo, NY, the Saturday after each Thanksgiving, the World's Largest Disco has taken place for nearly 20 years, and draws thousands of participants.

Environmental Analysis

Located on a scenic 15-acres, Camp Good Days is located on the Keuka Lake in the Finger Lakes Region of New York State. This scenic lakefront facility has a large swimming pool, a craft-lodge, archery range, mini-golf course, playground, and other residential and recreational areas. It's a beautiful and scenic place to relax, find solace, and seek community. The organization has training facilities in Mendon, NY, as well as offices in Rochester, Ithaca, and Syracuse, NY.

Political Forces

As a non-profit organization that deals with social health issues, political figures and other trusted professionals must be involved. The camp keeps doctors, psychologists, educators, and other influential professionals on staff and at the ready. Camp Good Days utilizes a screening process for all employees and volunteers to keep the camp running safely, legally, and the best it can be.

Sociocultural Forces

Attendees of the camp want a positive and uplifting experience, and Camp Good Days works tirelessly to provide such an experience. People affected by cancer can attend the camp and seek support and guidance with other people going through similar situations. People appreciate not having to explain their illness or past illness and enjoy the feeling of community that Camp Good Days cultivates.

COMPETITOR ANALYSIS



Camp Happy Times

Located on a rural 200-acres in Wayne County, Pennsylvania, The Valerie Fund has owned and operated Camp Happy Times for 30 years. Camp Happy Times is a free, one-week overnight camp for children ages 5-21 who have or who have had cancer. The organization's philosophy is to provide a recreationally therapeutic environment for patients and survivors, and build a positive network of confidence and trust.



Make-A-Wish Foundation

Make-a-Wish is a non-profit wish granting organization for children that grants the wish of a child diagnosed with a life-threatening medical condition in the US. On average, the organization grants a child's wish every 38 minutes. The belief that granting a wish can be a complete game-changer for a child drives the organization. Children must be between the ages of 2-18 to participate and be referred by a trusted physician.



American Cancer Society

As the "Official Sponsor of Birthdays" the American Cancer Society is a fixture in the non-profit fight for cancer. As a voluntary health organization, the American Cancer Society has been dedicated to eliminating cancer for over 100 years. Founded in 1913, the organization has now been split into 11 geographical divisions with over 900 offices across the US. The American Cancer Society's mission is: to save lives by helping people stay well, get well, find cures, and fight back.

SWOT ANALYSIS

Strengths

- Appeals to all people affected by cancer
- It's free to attend
- Positive environment
- Dedicated full-time staff and seasonal volunteers

Opportunities

- Gain volunteers and donors
- Positively affect lives of survivors, patients, donors, and their families
- Grow and expand to accommodate more attendees
- To provide a welcoming, safe place and feeling of community

Weaknesses

- Limited to the Finger Lakes Region
- Small social media presence
- Marketing tactics are limited to events
- Seasonal activity

Threats

- Other camps with similar services
- People donating to other causes
- People with a lack of connection to the cause
- Those too ill to attend or participate (hospitalized or bed-ridden patients)

MARKETING GOALS

Our primary goal is to increase awareness of Camp Good Days, with the following goals supporting this plan:

1

Increase attendance at Camp Good Days

To increase attendance, we plan on sending volunteers and staff to cancer related events and functions. We can set up tables and hand out pamphlets, we also plan on giving brochures to hospitals, school nurses and psychologists.

2

Increase number of volunteers at Camp Good Days

To increase the number of volunteers, we plan to ask current staff to advocate for the camp as well as target potential volunteers through cancer related functions and brochures.

3

Increase number donations to Camp Good Days

To increase the number of donors, the same kind of tabling/advocating approach can be used. We also plan to send out mailings to solicit more donations.

TARGET ANALYSIS

1. Current Cancer Patients and/or Survivors

These would be children, or young adults, who are either currently fighting cancer, or who are survivors. Our goal would be to increase attendance at the camp, and our campaign would target this audience. We hope to make them aware of the camp, let them know such an environment exists, assist in any medical or emotional support.

Benefits

- Collective experience of attending the camp
- Attendees feel it's a safe place to interact and grow with people who are going through or who have gone through similar experiences
- Provides them with a relaxing place and sense of community

Barriers

- Distance from home
- Cost of travel
- Available treatments (for current patients)
- Risk of loss (losing friends and loved ones to patients)

2. Friends and Family of Current Patients and/or Survivors

One of the additional services of Camp Good Days is that it also opens up its facilities to the friends and families of its participants, allowing them to participate in the same camp experiences or volunteer their time. This audience has a clear connection to the camp, and a distinct place in the camp's community. It is important to raise this group's awareness of the camp and its mission.

Benefits

- Provides them with a relaxing place and sense of community
- Feeling that their loved-ones will be cared for
- Allows them to grow and make friends with people with shared experiences

Barriers

- People don't want to leave their loved ones
- Unease about readily available medical attention
- People may not know its free to attend
- Limited amounts of time and resources to be able to volunteer/participate

3. College Students

We believe that targeting college students could provide a great source of new volunteers for Camp Good Days. As the camp's primary operations are in the summer, college students have more of an opportunity to get involved. Many students are actively seeking jobs, internships, and volunteer opportunities, and many have past experiences as camp counselors, lifeguards, and similar camp-related positions.

Benefits

- Meaningful and educational volunteer opportunity
- Exposure to new experiences and people
- Character-building and potential networking
- It's fun!

Barriers

- Summer jobs
- Distance from home and cost of travel
- Distance from home and cost of travel
- Required time commitment is miscommunicated

4. Finger Lakes Region Community Members

Community members would be targeted as our primary donors. Most would be unable to invest the amount of time necessary to volunteer for the camp, but may have the funds necessary to supporting the camp financially. We chose to target the community as a whole because this could include college students, High School/ Middle School students, their parents, as well as the members of the community as a whole.

Benefits

- Satisfaction of donating their money to a great cause
- Donations are tax deductible
- Sense of community among donors

Barriers

- Community members are potentially unfamiliar with the camp
- Some peoples lives have not been directly affected by cancer
- People could shy away from donating due to lack of funds

MARKETING PLAN

1

Increased involvement with existing cancer related events

Meets Goals: 1, 2, 3

Camp Good Days staff and volunteers would assist with already existing events that focus on bringing awareness/involvement in the fight against cancer. This would involve becoming general volunteers for the events as well as stationing information booths (when appropriate).

Benefits:

increasing awareness, increasing donations (convenient way to donate on the spot), request information about volunteer opportunities

Suggested Exchange:

We want to give people awareness and information about the camp in exchange for their time

Barriers:

Other organizations may not be open to multiple groups' presence at their events, oversaturation of information/organizations, donor interest may be focused elsewhere, limited funds to donate (just donated to one organization, not able to donate to another), limited "man power" (not enough people to attend all of the events)

Modes of Communication:

face-to-face/word-of-mouth, promotional take-aways available at the booth (brochures, flyers)

2

Create a promotional calendar

Meets Goals: 3

A yearly calendar will go out to donors of the kids and families who attend the camp. Each picture will come with the story of the child/person in the picture.

Benefits:

It will give people who donate a closer link to the camp, because they can see the people they are helping and this will make them more apt to donate in the future

Suggested Exchange:

When someone makes a donation, they should provide a mailing address so that they can receive the calendar and other promotional materials in the mail, this should alert them of other donation opportunities. They will get the satisfaction of donating to a great cause and will be able to see where their money is going.

Barriers:

Some of the donors may not choose to display the calendar, mailing costs may be a potential barrier as well

Modes of Communication:

direct mail communication

MARKETING PLAN

3

Social media campaign

Meets Goals: 1, 2, 3

We will interview select people who volunteer/work/attend/donate to Camp Good Days and ask them why they chose to affiliate themselves with the camp.

Benefits:

People interested in the camp will have an opportunity to learn about the camp in many aspects. This information will be easily accessible on social media platforms, as well as the official website.

Suggested Exchange:

We ask for participation from all the people we have contact information for, this should generate a good number of responses. The interviewees will feel that they are a beneficial part of the camp.

Barriers:

Oversaturated social media, people may not take the time to look at it.

Modes of Communication:

People can access bios directly from the website, or social media.

4

Distribute promotional & educational materials

Meets Goals: 1

An informational pamphlet will be available at various local hospitals, as well as big-name hospitals like Johns Hopkins, Sloan-Kettering, and St. Jude's. These pamphlets will function as both an educational and promotional source for Camp Good Days.

Benefits:

Increase awareness, increase donations, make children in the cancer ward aware of Camp Good Days, utilize doctors and nurses as advocates for the camp. Have teachers and guidance counselors advocate for the cause and connect children and their parents with the camp's services.

Suggested Exchange:

When people go to the hospital (either for an extended stay, a treatment, or a check-up) or in a school (for counseling meetings or health services) they receive a pamphlet.

Barriers:

People can only be reached by being physically in the hospital or in a school. People must also break through the clutter of a wall of pamphlets and other brochures.

Modes of Communication:

Communicating the marketing message with a brochure, doctors, teachers, and

MARKETING PLAN

5 *Hot air balloons at local festival*

Meets Goals: 1, 3

We would target large, community festivals such as Harborfest in Oswego, NY, The New Jersey Festival of Ballooning, and the Great New York State Fair, and create a promotional "Camp Good Days" Hot Air Balloon. We would use this balloon as a functioning attraction, as well as a spectacle to draw attention to Camp Good Days.

Benefits:

Increased awareness, increased donations, high-profile event would bring free publicity

Barriers:

Not enough volunteers/ manpower to man the festivals, cost of the balloon, requires someone with the knowledge to operate the balloon

Suggested Exchange:

Festival attendants will be asked to donate to Camp Good Days, and will be taken up in the Camp Good Days Hot Air Balloon for a ride in exchange. In addition to the ride, the donor will also receive the social and psychological benefits of donating to a worthy cause. The balloon will also provide information to participants in exchange for time, and a noteworthy attraction for the festival in exchange for the space and ability to host the balloon.

Modes of

Communication:

face-to-face, word-of-mouth

6 *Camp Good Days "Uniform"*

Meets Goals: 1, 2

Drawing from Camp Good Days clown mascot, we plan to encourage camp volunteers, employees and counselors to not only donate their time but also their feet to the cause. We propose that by creating a Camp Good Days themed "clown" shoe for counselors to wear during their time at camp will create a fun uniform. They will also be encouraged to wear these shoes outside of camp to generate more outside awareness.

Benefits:

Increased awareness about Camp Good Days, cool tactic that is fun and can generate free publicity, act as a memory of those who participated at camp

Barriers:

Unwillingness to participate, something that has to be done outside of camp hours, potentially high cost for Camp Good Days to produce

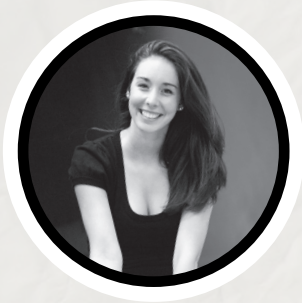
Suggested Exchange:

Volunteers and employees are asked to purchase a pair of shoes that will increase awareness about the camp and generate a unified message.

Modes of Communication:

face-to-face and word-of-mouth communication

ABOUT US



Jenn Burgess

is a junior Integrated Marketing Communications major with a minor in Culture & Communication. Her previous volunteer efforts include working with senior citizens in the local community, park clean-ups and organizing a walk to raise money for Cystic Fibrosis. Going to camp every year as a kid was the highlight of her summer and she hopes that all children get the privilege to experience a camp atmosphere at least once in their lives.



Greg Johnson

is a junior Integrated Marketing communications and Communication Studies dual major with a minor in Legal Studies. His previous volunteer work has led him to working with a great number of non-profits by planning fundraising events beginning with his work with the Central Square Middle School's Student Council. As a former DoSomething.org Intern, he has come to realize first hand how big an impact a seemingly small group of individuals can make.



Margaret Kelly

is a senior Music major with an outside field in Business. Her volunteer work entails working with the local Cayuga Chamber Orchestra in helping to sell tickets and guide attendants throughout the music venue. Her work makes her realize that helping a nonprofit in any way, no matter how small the contribution can make a big difference.



Jordan Snyder

is a junior Integrated Marketing Communications major with a Scriptwriting minor. Her volunteer efforts include the Special Olympics and the Fighting Children's Cancer Foundation. She loved sleepaway camp as a child, and continues to enjoy the New Jersey Festival of Ballooning to this day.

