

Little Red Door: **Camp Little Red Door** **Action Plan**

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Strategy #1: Feb. 28 – March 9, 2016

Develop sticker roll to give to children

- Keep the sticker on brand with Little Red Door
- Develop a sticker that is attractive and appealing to children
- Price the sticker cost

Tactic #1: Design a sticker with Little Red Door logo and a campfire.

Implementation:

- Have sticker design done and priced by no later than Feb. 28 and ready to edit by chain of command.
- Create call to action with a catchy phrase and keep the sticker on-brand – “Come explore at Camp Little Red Door
- Have Lynn print 1000 stickers.
- Sticker should be ready for Michelle to distribute by March 9.

Strategy #2: Feb. 14 - 24, 2016

Review and revise site content of littlereddoor.org/camp

- Edit and revise page content to establish a pattern of keywords and phrases
- Ensure copy is on-brand standard
- Ensure copy has specific intention and appropriate call to action
- Call to action is to join the Facebook event

Tactic #1: Use keywords: camp, kids, children and cancer

Tactic #2: Tie in with the online application

Implementation:

- Draft content and edit the page.
- Michelle will make sure all deadlines for the site are met by Feb. 24th. Keywords will be incorporated

Strategy #3: March 9 - June 17, 2016

Help provide additional materials to treatment personnel

- Give out rack cards and sticker rolls
- Assist Michelle with contacting treatment centers for permission

Tactic #1: Market Little Red Door to Health providers and other health organizations

Tactic #2: Provide information about Camp Little Red Door

Implementation:

- Send Michelle with rack cards and sticker rolls to give out at centers and also check to restock materials
- Send Michelle with rack cards and sticker rolls to give out at centers and also check to restock materials

Strategy #4: Assist with posting and mailings as needed

Build a Facebook event for Camp Little Red Door to gather a list of interested to attend Camp

- Event will have a concise URL as close to CampLittleRedDoor as possible in order to create a pattern of same keywords and phrases
- Details of Camp Registration and Camp details will be added to the description
- Online App will be added to the event in a post and the files section once app is complete
- Event URL will lead to littlereddoor.org/camp for more information
- Establish content calendar to continue communication with event attendees
- Send ideas to Michelle

Strategy #5: Assist Nick as needed

Create testimonial video for camp

- Have friends do a testimonial video about camp

Tactic #1: Have a video about camp Little Red Door to give out and educate the audience.

Implementation:

- Mail and hand deliver the DVD about Camp Little Red Door out to providers and other health organizations.

Strategy #6: March 9 - March 25, 2016

Send camp information to publications every month

- Draft monthly press releases
- Send dates
- Ask to be featured

Tactic #1: Get together a story about camp with camp contact Maria Bennet and have a multimedia story about her experience at camp.

Tactic #2: Create list of all publication contacts and media partners with Torie by Feb. 28 (CICOA website).

Tactic #3: Send dates of camp to calendar sections of above listed publications (that have calendar sections) to promote camp

Strategy #7: Assist as needed

Attend support groups for families battling childhood cancer

- Identify support groups - when and where they meet
- Get contact for support leader to gain permission
- Build a strong relationship with at least one personnel in treatment centers and ask if they can attend one visit to each support group to serve as the medical voice

- Provide rack cards

Tactic #1: Look at surrounding area hospitals and pediatric cancer centers for support groups that would allow Little Red Door to come talk to them about camp.

Implementation:

- Create calendar with support group information and provide information, stickers and rack cards.

Strategic Calendar:

February

WEEK 1	WEEK 2	WEEK 3	WEEK 4
		Online App	Review site Facebook event for interested campers

March

WEEK 1	WEEK 2	WEEK 3	WEEK 4
design, price, make sticker		have sticker ready to hand out at treatment centers	Camp story

April

WEEK 1	WEEK 2	WEEK 3	WEEK 4
	Camp Story		Camp Story

May

WEEK 1	WEEK 2	WEEK 3	WEEK 4

June

WEEK 1	WEEK 2	WEEK 3	WEEK 4
	11th - Pride	17-18 - Leadership	19-24 - Camp

July

WEEK 1	WEEK 2	WEEK 3	WEEK 4
	15-17 - Indy Black Expo		

August

WEEK 1	WEEK 2	WEEK 3	WEEK 4
5th - State Fair start	State Fair	21st -State Fair end	