



Audience Insights Worksheet

Identify four campers or parents who stand out to you as representative of what you want camp to be. They may have only come once, or may be repeat campers.

Name:

Why does this person stand out to you as a representative camper/caregiver?

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Positioning Worksheet

Your competitors:

- 1.
- 2.
- 3.

Casting call!

Who would play your competitors in a movie? The role does not have to go to an actor/actress, does not have to be a living person, and can be an animal or cartoon. Examples: Michelle Obama, Scooby Doo, Huck Finn, Michael Jordan, Elon Musk, Carole Brady....

- 1.
- 2.
- 3.

Your turn!

The role of *you* will be played by _____.



Messaging Worksheet

We're most reflective at the end of (insert just about anything here). But, at the end, it's often too late to change anything in an impactful way. So we're going to the finish line and working our way backward. Your organization is a person who just passed away and you have been tasked with writing the obituary. Consider the following:

- Who is going to miss this camp? Why?
- What was the cause of death (for example, kids wanted to play PlayStation instead)?
- What was the camp's single most important accomplishment?
- How did it live?
- Who will take its place?