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|  | **Break it Down:** **Increase Enrollment with a Strategic Plan** |

**Prioritizing Target Groups *Worksheet***

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| *Identifying and prioritizing your target groups is critical to effective recruiting and programming and, of course, to guiding messaging and marketing. Target groups can be defined in in terms of such characteristics as* * *communities*
* *religious affiliation (e.g. Reform, Conservative, Modern Orthodox, other)*
* *other institutional relationships (e.g. With JCCS, movements, pre-school)*
* *socio-economic*
* *values and attitudes*
* *connection to the camp, e.g., one of parents or relatives is an alumnus*

*Characteristics can be combined. For example, a priority target group could be professionals and middle income families from Detroit who have a great passion for Israel. Another could be families in the Texas who are members of the local JCC, and in particular, are enrolled at a pre-school.* |

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| **1** | What are your top 3 target groups to recruit over the next few years? |
| **2** | Choose one of the above groups whose enrollment you want to maintain or grow. For this group indicate any emerging trends, opportunities or threats likely to affect enrollment over the next few years. What are the recruitment implications? |
| **3** | What demographic, market research, customer survey or anecodotal/experiential data do you have about the size of this group and/or their perceptions of camp? What should you have? |
| **4** | What are the most significant decision factors to this target group in selecting a camp for their children (e.g., is it financial, location, length/timing, where their friends go, type of Judaics, programs etc.) |

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| **5** | Who are the top competitors for this group – whether another camp or summer activity? How do members of this target group’s members view the relative strengths and weaknesses of your camp compared to the top competitor? |
| **6** | What can you do to make the camp experience more attractive to this group (e.g., via programs, staff, other)?  |
| **7** | Which, if any, price discounts would be especially attractive to this group and worth considering? |
| **8** | What “messages” would most convince this group to come to your camp? What “reasons to believe” would support the message? “Reasons to believe” can be testimonials, survey research, data, pictures etc.) |
| **9** | What are the best means to reach this group, for example, use of ambassadors, public relations (be specific), digital media? |
| **10** | What are your next steps – e.g., conduct market research, design retention programs, discuss at Board discussion, other |