

#ThanksToCamp

SHAPE OUR STORY

The national marketing campaign that'll show Canadians how camp is more than just fun.

JOIN THE MOVEMENT!
...DID WE MENTION IT'S **FREE?**

HELLO! The Canadian Camping Association is launching #ThanksToCamp, a national platform developed to help promote the true impact of camp on the lives of hundreds of thousands children, youth and families across the country.

Camp is more than just fun, but most people who have not lived through the camp experience might not know that...Until now! As the Canadian Camping Association's first national marketing initiative, #ThanksToCamp will need your help to gather powerful camp stories from campers, staff, alumni, and parents.

PHASE 1 OF THE CAMPAIGN:

GATHER FOOTAGE

The focus in **spring and summer of 2017** will be all about gathering #ThanksToCamp stories from your campers, staff, alumni AND parents.



VIDEO EXAMPLE!!

PHASE 2:

THE OCTOBER LAUNCH!

With the help of the stories that you've collected, our national campaign, being launched in October 2017, will aim to educate parents from coast to coast about the benefits of camp.

We are SO excited about this initiative and can't wait to work with each and everyone of you. Please check out the following page on how to get involved. Our goal is to make this project easy and fun to accomplish, as well as to provide you with your very own marketing material!

Yours in Camping,
Stéphane Richard - CCA President
Gabrielle Raill - Marketing Director
Chloé Melançon-Beauséjour - Communication Strategist

WANT TO GET YOUR CAMP INVOLVED?

1) RAISE YOUR HAND: At this stage, we are just asking you to raise your hand and tell us that your camp is interested. Click on the "**START NOW**" section on our thankstocamp.ca website ... sign up takes LESS than 2mins!!!



2) We will get intouch with you! Once you sign up, we will keep you updated with the next steps.

START NOW!

NOMINATE YOUR CAMP'S AMBASSADORS:

Nominate 2 or 3 "Ambassadors" to collect your camp's EPIC stories.



WHO:

Preferably people on staff (best not the camp director since you can get REALLY busy during the summer :)



TIME THEY NEED:

Depends on learning curve and how creative they want to get with projects... but about 2-3 hrs per week.



BENEFITS FOR AMBASSADORS:

Camp Ambassadors will learn how to take great footage and how to market your camp! And possibly get to see their footage (and your camp!) in a national marketing campaign.



ONCE NOMINATED

Once nominated... the Ambassadors will have three simple missions over the summer, to gather footage and stories showing how camp can impact people's lives. We then ask the Ambassadors to upload this footage on our website (it's easy, we promise!)

NINJA LEVEL. FAMOUS PEOPLE ARE CAMP PEOPLE TOO :)

Know a gal, that knows a guy, that knows someone who can get us a public figure?! Then you will have earned yourself 5 ninja stars! ★ ★ ★ ★ ★

TOGETHER WE'RE BETTER. SHARE THIS DOC!

This campaign is a grass roots project, spreading the word from the ground up. The more camps we get to participate, the more paddles we have rowing this magnificent metaphorical boat of ours. Please, share this doc with as many camps as possible... follow it up with a friendly text, then a phone call, then a pie.... any way you know how to get camps involved!

CLICK HERE TO SIGN UP TODAY!