CAMP TREE

PRE-LAUNCH CAMPAIGN CHECKLIST

This checklist is provided to help you review and test your newly created campaign.

While our Campaign Templates are a great starting point, they require some customization (i.e. web links, promo code, etc.) to be sure all information pertains to your camp specifically. Here, we offer strategic suggestions as well as important changes you must make to customize the campaign.

TAB 1: DEFINE CAMPAIGN & REWARDS

Campaign Name & Dates	Campaign Period	o **IMPORTANT** - Confirm you have the correct CLOSE date entered. The campaign will end on this date.
Ambassador Rewards		o **IMPORTANT** - The Reward Description and Image will appear in the Ambassador Dashboard so confirm these are correct (Preview the Ambassador Dashboard in the Ambassador Setup tab).
Prospect Rewards		o **IMPORTANT** - Confirm the Promo Code is correct. If it will be used in the Registration software, confirm it is set up properly and matches.

TAB 2: AMBASSADOR SETUP

Invitations	Landing Page	o The goal is to get people excited to join and share their link. Does your text do that?
	Invitation Email from Camp Tree	o This email introduces the campaign. Rewrite to reach your audience and appeal to them in the language and tone that matches your camp so they will know it is from you and what you hope to achieve.
Dashboard	Dashboard Page	o Customize the heading by adding your Camp Name.
	Terms	o Who is eligible? Who is ineligible? o Clarify the rewards (especially if there are more than one) o Indicate when and how rewards will be paid out. Is there a specific date at which the Ambassador accounts will be credited?
Emails to Ambassadors	Confirm A-Email	o This is required only if using the Public Link and can be left as is.

	Confirm Enroll	o Encourage your newly joined Ambassadors to share their link!
	Confirm Code Claim	o Their friend claimed a code. Encourage them to reach out to their friends and offer to help.
	Confirm Registration	o Their friend completed the goal (registration or application). Thank them and keep encouraging them to invite others! o You might also indicate when they can expect to receive their reward.

TAB 3:   PROSPECT SETUP

Invitation	Landing Page View	o The most important page! A very strong lead is considering your camp. Make this page as inviting and encouraging as possible. Be specific on what they will find if they enter their contact info to Learn More or Claim a Code. o **IMPORTANT** – Check and Test all links to be sure they work.
	Learn More Pop Up	o Preview the Heading. Does it encourage them to click the links? o Are the links things that will help promote your camp and answer their questions?
	Claim Code Pop Up	o Preview the Pop Up and convey excitement about them joining your camp. o **IMPORTANT** – Check and Test that the proper Registration / Application link is entered. This is where they will go to take action.
Emails to Prospect	Learn More Email	o Customize this email to offer as much help and availability as possible. These are strong, qualified leads who have given their contact info. Be available to them.
	Claim Code Email	o **IMPORTANT** – There are placeholders in here that need to be edited or deleted. - Add the proper Registration / Application link that you used in the Claim Code Pop Up. - Enter any instructions they may need to enter into the Registration/Application section that will help identify them as a Prospect.

TAB 4:   TESTING/LAUNCHING YOUR CAMPAIGN

1. Use the Manual Upload to add people who will help you test the campaign.
2. Consider inviting some of your key families to provide input (survey to see if this appeals to them)
3. Proofread completely – look for typos, check all links,
4. Take note of the tone and messaging. Does it fit your camp culture and sound like it comes from your camp.
5. Edit until you are happy with both the strategy, reward structure, images, links and wording.
6. Decide how you will invite Ambassadors?
   a. Upload potential Ambassadors to Camp Tree (CSV upload)
   b. Share the Public Link to launch and promote the campaign.
7. LAUNCH the campaign to clear out TEST data and begin inviting Ambassadors to join.

CONGRATULATIONS!

You've Launched Your Campaign! Your campaign is up and running. Camp Tree is tracking, and you can view the progress on the PERFORMANCE and VERIFICATION TABS.

What's next? Check out our materials on how to analyze your data, promote the campaign and review the results.