



PRE-LAUNCH “MARKET YOUR CAMPAIGN” CHECKLIST

This checklist is provided to help you review and test your newly created campaign from a “marketing” angle. Our Camp Tree template is a starting point, but you have your own voice, culture, angle and personality that you can inject into this campaign to make it a success!

TAB 1: DEFINE CAMPAIGN & REWARDS

Campaign Name & Dates	Define Campaign	This is internal information but a good place to also add the “message” of the campaign (in addition to the rewards).
Ambassador Rewards	Reward Image	This tiny image will be displayed on the Ambassador Dashboard so consider a simple image of the reward (i.e. \$100 bill, picture of the swag, 25% off coupon image).
	Reward Description	This will appear on the Ambassador Dashboard so write content that clearly conveys what they will receive
Prospect Rewards	Reward Image	The Prospect Reward image will only appear if you select them as a Merge Tag in your emails.
	Reward Description	The Prospect Reward description will only appear if you select them as a Merge Tag in your emails.
	Promo Code	Your promo code should be unique to this campaign and reflect the reward the Prospect is receiving (i.e. FUNSWAG, SAVE100, etc.)

TAB 2: AMBASSADOR SETUP

Invitations	Landing Page	<ul style="list-style-type: none">○ Both the Ambassador and Prospect will see the Landing Page Background Image. We recommend a simple background (scenery, camp scene, solid color) since it will need to adjust for both a phone/laptop view and may be pixelated). Max size is 1MB.○ The goal of the Ambassador Landing Page is to get your families to “join” the campaign. Use the Title, Subtitle and Button text to tell them exactly what they can get and convey this (claiming and sharing their unique link) is THE way to earn rewards.
	Invitation Email from Camp Tree	<ul style="list-style-type: none">○ If launching the campaign from the Camp Tree app, this email introduces the campaign. You know your audience best. Are you asking them for help? Are you thanking them for sharing? Are you giving them a gift to give their friends? What do you need to say in this first email to: 1. Introduce the Camp Tree referral app



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		<ol style="list-style-type: none">2. Introduce the campaign.3. Motivate them to join.4. Tell them how to share and earn rewards.5. Tell them how to invite their friends.
Dashboard	Dashboard Page	<ul style="list-style-type: none">○ A simple way to customize the heading is to add your Camp Name “i.e. Camp Sunflower Ambassador Dashboard”
	Terms	<ul style="list-style-type: none">○ While the TERMS are the details of the campaign, you can word them in a way that excites the Ambassadors to join, share and earn rewards.○ Be specific about what they will earn and when they will earn their rewards.
Emails to Ambassadors	Confirm A-Email	<ul style="list-style-type: none">○ No need to change this email. It is a formality to confirm their email if they “join” a campaign via the Public Link.
	Confirm Enroll	<ul style="list-style-type: none">○ They’ve joined! They’ve said they will share their Unique Link and invite their friends.○ What do they need to know?○ List 3 or more ideas about how they can share with friends.○ Encourage them to follow up.○ Encourage them to keep sharing their link (timing is everything!)○
	Confirm Code Claim	<ul style="list-style-type: none">○ Their friend claimed a code. They have a Referral!○ Congratulate and/or thank them.○ Do you want to ask them to reach out to their friend and “nudge” them and encourage them to take the next step?○ Then keep sending them to their Dashboard to “keep sharing” to more friends.
	Confirm Registration	<ul style="list-style-type: none">○ Success! This is fantastic!○ Their friend completed the goal (registration or application).○ Make sure they know how much you appreciate them and encourage them to keep inviting others.

TAB 3: PROSPECT SETUP

Invitation	Landing Page View	<ul style="list-style-type: none">○ The most important page! A friend of your Ambassador has arrived at the Prospect Landing page. What do you
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		<p>need to say to get them to enter their contact info and become an official Referral?</p> <ul style="list-style-type: none">○ 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.○ Be personal and friendly. Let them know you are here to welcome them and help them come to camp.○ Want to Learn More? Subheading – tell them something they will find if they click here and submit their contact information (i.e. “View our Brochure and learn more about Camp Sunflower” or “Click below to chat with our Director and learn more.”○ Ready to Join Us? Subheading should tell them they can get their special gift/discount.
	Learn More Pop Up	<ul style="list-style-type: none">○ Choose 2 to 4 links that will get the Prospects excited about your camp and give them fun titles like “Check out our latest camp video!” or “Meet our Director, Lucy!” and insert her Calendly link.
	Claim Code Pop Up	<ul style="list-style-type: none">○ This is great news! They are claiming the code and are seriously considering taking action (registering or applying).○ What can you say to be sure they have all the information they need to sign up?○ Tell them what they are getting and where to use the code.
Emails to Prospect	Learn More Email	<ul style="list-style-type: none">○ This is a chance to directly speak to hot lead! What do you want to say to a friend of your camp family that is considering coming to camp?○ Be personal. Be friendly. Be available? Tell them what they need to hear to assure them they are making the right decision to join you.○ Are there any links you want to add to get them excited? Maybe your Calendly link?○ Then, encourage them to claim their Promo code and sign up!○ Consider adding a personal signature with contact info.
	Claim Code Email	<ul style="list-style-type: none">○ This is a chance to directly speak to hot lead who is clearly interested in joining you!○ What can you say to convince them to take that final step and enroll/apply?



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		<ul style="list-style-type: none">○ Consider adding your personal contact info and be available to answer any final questions/concerns.○ IMPORTANT – Update and include the Registration link so they have everything they need in this email to go and sign up!○ Consider adding a personal signature with contact info.
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At this point, you’ve tested your campaign from 2 different angles:

- 1. You’ve customized the campaign with your proper links, promo code, etc.**
- 2. You’ve added a marketing element that gets Ambassadors and Prospects excited, and your campaign reflects your camp voice.**

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