

RESPONDING TO CORONAVIRUS

BONUS KIT

CAMP MARKETING

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Coronavirus is real and we are in the midst of watching the mass reaction to it. As camp leaders, we can NOT pretend this won't affect our ability to attract and keep summer staff and campers.

Rather than ignore this enormous risk, let's look it straight in the eye and prepare well. Let's communicate clearly and consistently. Let's do such a good job that it increases our audiences' trust in us!

Being prepared gives you the time, tools, and confidence to respond in the best way possible.

This marketing kit is dedicated to helping you create your Coronavirus plan. To make the most of your kit:

1.

Set aside time to review with your team

2.

Create a plan for the next three months

3.

Implement and track results

KIT INCLUDES

CORONAVIRUS REPONSE

What do we know and not know?

Worksheet: What's our plan

Sample Communications

Crisis Communications: How will you respond if...

Ideas: Turning a challenge into an opportunity.

NEED HELP?

Call us at 612-979-3915

We offer consulting, and a full suite of marketing services!

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THE CURRENT SITUATION - AS OF 3/8/2020

WHAT WE KNOW

- Coronavirus (COVID-19) has been declared a public health emergency by the World Health Organization
- It has reached the United States and appears to be spreading quickly.
- Those affected most severely are older and/or have underlying health conditions.
- The spread can be slowed with basic hygiene care - washing hands for 20 sec regularly, covering mouth when you cough, not touching face, staying home when sick.
- Symptoms include cough, fever, and shortness of breath and range from undetectable to mild to severe. Early reports indicate a death rate of 3-4%.
- At this time, there is no preventative vaccination or approved medications for treatment.

WHAT WE DON'T YET KNOW

- We don't know if Coronavirus will act like the flu or cold and slow down with warmer weather.
- We don't yet know how to prevent it (vaccination).
- We don't yet know why it isn't especially active in children.
- **We don't know how this will affect our summer camp season, attendance or need for specialized care.**

FOR THE MOST UP-TO-DATE FACTUAL INFORMATION, CHECK THESE SOURCES:

1. Centers for Disease Control (CDC)
<https://www.cdc.gov/coronavirus/2019-ncov/index.html>
2. American Camp Association (ACA)
https://www.acacamps.org/resource-library/coronavirus-information-camps?utm_source=Informz&utm_medium=email&utm_campaign=ACANow&utm_term=mar-3&_zs=xwAPX&_zl=fgR02&fbclid=I-wAR0Qk2bN-zBLas-dsdxySfTYw5gxQu2BpurmYTACWFYMQzLpO2wj0Gg0Bg
3. World Health Organization (WHO)
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>
3. Your local health department

WORKSHEET: WHAT'S OUR PLAN?

The following is a set of questions that your leadership team needs to answer and share with your internal stakeholders, so that you are all equipped with the same information.

The first two questions are intended to help you gather, in one place, a list of your current assets that will inform how you will respond to an incident and what you will communicate. You may even see that you already have everything at your disposal to handle this situation appropriately.

1. What policies/practices/resources do we already have in place to inform our communications and/or response to an incident? (example: health care policies, cleaning procedures, hand-washing signs, crisis communications plan, etc...)

2. What activities do we already do that will help us prevent Coronavirus from getting onto our site, or in the case that it gets here, spreading to others?

3. What extra precautions are we putting in place to try to keep those with the virus out and prevent the spread? (For advised practices from official sources, visit the resources listed on page 2)

WORKSHEET: WHAT'S OUR PLAN?

4. How will we respond (programmatically and communications) if there is an instance of Coronavirus on or connected our site? (The following pages will help inform this answer).

5. Who are the stakeholders that we need to communicate with about our plan?

Board Members

Staff (year-round and incoming summer)

Retreat Guests

Summer Campers

Community surrounding camp

WORKSHEET: WHAT'S OUR COMMUNICATIONS PLAN?

6. With each of these audiences, when is it important to communicate with them?

For some audiences, like Board Members, you will like want to communicate your plan ASAP. For others, like retreat guests, consider communicating 3-4 weeks before they are on-site and again a few days before. Use the blank boxes to plan your communications to each of these audiences. The "Questions they may ask" should help to guide what you say.

Audience	Communication 1	Communication 2	Communication 3
Board Members			
Questions they may have:	"What are the facts?" "How are we mitigating the risk?" "Are we prepared and what is our plan if an instance does occur?" "How is this going to affect our finances and how are we going to mitigate this?"		
Summer Staff & families			
Questions they may have:	"What are the facts?" "How will you keep myself or my family member safe?" "Are you prepared and what is your plan if an instance does occur?"		
Retreat Leaders			
Questions they may have:	"What are the facts?" "Are you going to stop our group from coming?" "How do we decide if we should cancel our retreat?" "How do we communicate with our group members to alleviate concerns?" "Are you prepared and what is your plan if an instance does occur?"		
Summer Camp Parents			
Questions they may have:	"What are the facts?" "How are you going to keep my camper safe" "Are you prepared and what is your plan if an instance does occur?"		
Donors/Volunteers			
Questions they may have:	"What are the facts?" "How are you caring for campers/staff/guests?" "What do you need and how can we help?"		
Other:			

SAMPLE COMMUNICATIONS

In order to build and reinforce trust, it is important to communicate BEFORE you are forced to. Below is sample content that you might send to a stakeholders that are preparing to be on your site.

Dear _____,

I know you have questions and concerns regarding the Coronavirus Virus (COVID-19) and how it might affect your upcoming time at Camp _____. We are following the guidance of the CDC and American Camp Association to assure that we are doing everything possible to support the efforts to slow and stop the spread of this illness.

Please know that we have reviewed and updated our policies and procedures in connection to our healthcare, on-site cleanliness and support of guests who have concerns.

We are committed to our continued care of all of our staff and guests and will continue to monitor the situation closely and follow the advice of our local and national agencies in regard to our response.

As you consider your attendance at _____, we ask the following:

- If you are feeling ill, please stay home.
- We are providing additional on-site hand-sanitation and washing stations. Please use them!
- Because we like to have fun, we've created a special new greeting that will replace hand-shaking on our site. When you arrive, our hosts will share this with you!
- If you become symptomatic while on our site, please inform our staff immediately and quarantine yourself.

More information on the Coronavirus is available at <https://www.cdc.gov/coronavirus>. If you have additional questions about the situation please contact our office at _____.

This global situation is changing daily, so please know we will continue to update our community as information becomes available from the CDC and state agencies.

Sincerely,

Executive Director

SAMPLE COMMUNICATIONS

In the event that an instance of Coronavirus occurs on or connected to your site, you need to be prepared to communicate quickly. Below is sample content that you might send to your stakeholders if that happens. Note: because information is changing so quickly on this, please do your own research if you have to communicate. Some of the information in this sample letter may be out-of-date quickly.

Dear _____,

Yesterday, at Camp _____, we identified an individual on our site that had symptoms that align with Coronavirus. After testing, we have confirmed this is the case.

First, this person has been quarantined and is being cared for. I know they would welcome your prayers.

Second, this instance has triggered our planned response. The following actions are being taken to prevent further spread:

- Cleaning - give specific examples
- Information sharing amongst current guests
- Sending people home/canceling future events

To date, no other individuals have experienced symptoms. We are encouraging all who were in proximity to the infected person to follow the CDC's guidelines and quarantine themselves for the incubation period of 14 days.

Please know that the care of our staff and guests is critically important to us. We will continue to communicate if this situation changes or more information becomes available.

Sincerely,

Executive Director

CRISIS COMMUNICATIONS...HOW WILL YOU RESPOND IF AN INSTANCE OCCURS?

Refer to the Crisis Communications Kit for more detailed planning and direction. This kit is available for FREE at www.TicTacToeMarketing.com. Just click the link to Camp Marketing Kits and then select the download!

Call us - we can help

Tic Tac Toe Marketing
Casey Fuerst, Owner
612-979-3915

Checklist for a strong response:

These are things you can do NOW so that you are ready if an instance occurs.

- Staff are prepared
 - Year-round staff members know the plan
 - Every member of the staff knows their role if a crisis occurs
 - Year round staff phone list is set up to share factual information as needed
 - Contact insurance provider to be fully informed
 - Create financial models projecting impact to organization

- Programatic response - keeping everyone safe
 - On-site efforts to contain and prevent spread are defined
 - Supplies are available
 - Timelines for response are defined
 - Healthcare professionals on call for advice and additional care, if needed

- Stakeholder communication - those directly affected
 - Can you quickly define the audience and secure contact information
 - Phone and email script for sharing new drafted

- Stakeholder communications - board and key donors
 - List established and contact information ready
 - Define what you will need from them
 - Phone and email script drafted sharing only factual information and any requests you have of them

- Stakeholder communications - those indirectly affected and the general public
 - Can you quickly define audiences and secure contact lists
 - Email draft
 - Draft statement for website
 - Draft script for video of Executive Director - to share on social media

- Stakeholder communications - media
 - List defined and contact information ready
 - Draft release
 - Media inquiry form ready for phone answerer

COMMUNICATIONS IF AN INSTANCE OCCURS...

If an instance of Coronavirus happens, you need to be able to act swiftly and confidently. The following worksheets will give you a checklist for responding.

With each task, remember to stick to the facts. Keep speculation and hear-say to a very small circle. Remember that anything that is said WILL spread.

Stage 1

To Do	Your notes:
Inform the leadership about the situation	
Inform your crisis communications team	
Obtain and confirm FACTS about the situation - write them down	
As appropriate, the leadership team will inform the Board President	
Prepare key messages	
Monitor and collect media inquiries	
Inform stakeholders, as appropriate (parents, pastors, etc.)	

COMMUNICATIONS IF AN INSTANCE OCCURS...

Stage 2

To Do	Your notes:
Inform employees - share facts only. Remind them of their role to point all inquiries to the right people and to NOT answer questions.	
Inform board members	
Monitor and collect media inquiries	
Update key messages	
Develop a list of Frequently Asked Questions and the appropriate responses - distribute to leadership and crisis communications team	
Determine if a news release and/or press conference is needed	
Prepare and distribute release, if needed	
Review and evaluation media coverage	
Assess anticipated next steps/requests/needs of staff and all stakeholders	
Contact association support (American Camp Association, etc.)	

COMMUNICATIONS IF AN INSTANCE OCCURS...

Stage 3

To Do	Your notes:
Update employees on facts and media reports	
Update board members on facts and media reports	
Monitor and collect media inquiries	
Update key messages	
Gather Crisis Communications Team for review and updates	
Respond to media inquiries	
Identify and resolve emerging issues	

TURNING A CHALLENGE INTO AN OPPORTUNITY...

While we would absolutely not wish for this virus to affect anyone and we all want for it to go away quickly, there is an opportunity to build trust and be a resource for the audiences you serve. Consider the following ideas as starting points for conversations about your response:

IDEA 1: VIRTUAL CONNECTIONS

Is there an opportunity to replace in-person meetings with virtual connections? Do you have the equipment and connections to make this possible?

Further - could you offer this as an option for other groups and become a resource?

IDEA 2: BE A SOURCE

While your competitors (other summer camps and opportunities for youth) are scrambling to respond, can you set a high bar for strong, transparent communications ahead of the need? Can you become the trusted source for how to manage this situation for places like yours?

IDEA 3: CAMPER CARE

If campers aren't able to attend because of concerns, can you produce simple resources to share with them and their families. Perhaps if you send a daily email with the Bible Study and a simple camp-style activity they can do, they will still feel included and be more inclined to sign up again once this situation settles down?

IDEA 4: FINANCIAL

Even if this situation diminishes and Coronavirus doesn't affect your summer season, it is likely you may still experience a drop in numbers. This is all happening during prime registration season. What might the financial implications be to your organization? Consider calling together an advisory team now that can be prepared to respond if needed through fundraising and expense management.



Learn more at www.TicTacToeMarketing.com

AS A CAMP PROFESSIONAL, YOU WEAR A LOT OF HATS!

To lead well, you have to be a generalist and keep forward movement for your organization in each mission area. But, as a generalist, it is often hard to give the brainpower and time that is needed to market your organization well.

YOU NEED EXPERT SUPPORT!

Casey Fuerst served as the Director/Marketing & Leadership Development for a camp for 18 years and now owns and operates Tic Tac Toe Marketing. She has worked with dozens of camps to plan and execute their marketing efforts. From camper recruitment to fundraising, Casey is a leader in establishing best practices for camp and conference centers.

THE CAMP MARKETING KITS CAN HELP YOU FILL IN THE GAPS AND MAXIMIZE YOUR MARKETING EFFORTS!

Your monthly Camp Marketing kits, created by Casey Fuerst, will help you stay ahead of what you need to do and give you a ton of tools that make it easy and fun!

The CAMP Marketing Kit subscription will give you:

- Monthly themed kits that will help you work ahead of the next phase of the year
- Creative ideas
- Worksheets to help guide and communicate your visions
- Design Templates
- How-to-guides

Learn more at www.TicTacToeMarketing.com