

MARKETING PLAN IN A BOX



Among the five greatest needs of CCCA members is the desire for capital funds and more campers/guests, according to Waypoint Research 2009. To help meet these needs, CCCA created Marketing Plan in a Box (MPB) in 2011. MPB is an online resource that will provide users at Christian camps and conferences both basic marketing strategies and effective marketing techniques.

The four modules of MPB include Social Media, Advertising, Public Relations and Fund Development. Additionally, a bonus section Branding and Marketing Basics will be included with foundational strategies on building or enhancing your organization's brand.

Frequently Asked Questions:

Who can purchase MPB, and how much is it?

Though it contains thousands of dollars' worth of marketing consultation, MPB is available to CCCA members for \$199. Once purchased, every individual member under your camp/conference membership will be able to log in to use this tool.

Will the resource be an actual box or an online web-based tool?

MPB won't arrive in the mail; rather, it's a web-based resource that can be accessed anytime, anywhere you have a connection to the Internet. As a CCCA individual member, just log on to My CCCA at http://www.ccca.org/ccca/my_ccca.asp.

What will each module contain, and how can it help me?

Each of the four modules as well as the Branding and Marketing Basics unit will contain foundational curriculum, off-the-shelf-ideas, printable templates and how-to's, case studies and recommended resources specifically for Christian camp and conference centers. Also included is a "Build Your Plan" guide, a 26-page document that will supply your team with a SWOT analysis template, and a brand auditing framework.

How soon can I log in, and how long will I have access?

Upon purchase of the product, access to the latest version will be available through your MyCCCA login for as long as the camp/conference remains a CCCA member.

Will there be updates to MPB?

Yes. Updates will be made to MPB regularly, providing further detail on strategies already outlined in the tool. Don't worry; these are free updates and will be applied automatically.

What if I need assistance using MPB? Is there someone to help me?

Yes. CCCA staff members are available to assist with any questions you may have and can be reached at (888) 922-2287 during normal business hours.