

Fall 2021

Camp Barnabas Campaign

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Image courtesy of www.campbarnabas.org

Techniques & Cases in PR



Image courtesy of www.campbarnabas.org

Background Information

Founded in 1994, Camp Barnabas began after Lauren Hauschild, a young girl suffering from cancer, was asked what her ideal summer camp would look like. She described a place where activities were accessible and everyone's differences were unifying instead of dividing. Her answer inspired the beginning of Camp Barnabas, a ministry which hosts a Christian summer camp for individuals with special needs and chronic illnesses. Today, Camp Barnabas has been serving its community in Purdy, Missouri for 27 years and has hosted over 90,000 campers and missionaries.

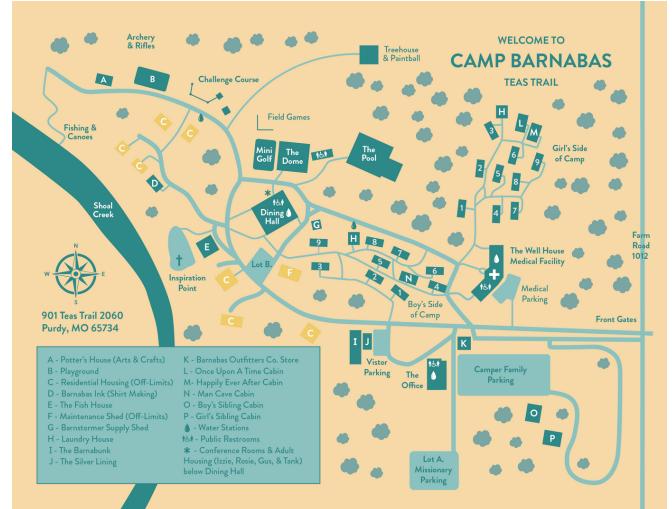
Camp Barnabas has a full-time staff of twenty covering a variety of unique positions, including those in fields such as public relations, health services, events and programming, missionary work, and more. Camp Barnabas also has various volunteer roles, most of which revolve around being a camp counselor or working on their medical team to provide care to campers in need. Stakeholders at Camp Barnabas include the children that attend the camp, their parents and families, and those who donate time or money to Camp Barnabas. The facilities at Camp Barnabas are a camper's dream. From archery and crafts to swimming and minigolf, Camp Barnabas has everything you could ever want, not to mention fishing and canoes, a challenge course, field games, and cabins for the campers to stay in. The on-site Well House Medical Facility ensures that campers have the care they need throughout the duration of their stay, and Inspiration Point provides a place for campers to grow in their spirituality and find peace. Camp Barnabas's 123-acre facility has everything needed to create an incredible camp experience for the children who attend.



Background Information Continued

The Camp Barnabas summer camp is truly life changing for its campers. Every program and activity is adapted so that everyone, no matter what abilities they have, can participate and have fun.

Campers are able to stay in cabins with those in their age group, so they are able to meet new people and create lifelong friendships. Children, their parents, and community members adore Camp Barnabas and are extremely appreciative of the difference it has made in their lives.



Map of Camp Barnabas's Facilities

Image courtesy of www.campbarnabas.org



Image courtesy of www.campbarnabas.org





Situational Analysis

While conducting background analysis of Camp Barnabas, we saw that their website included a notice that they were hiring male cabin personnel. In discussions with our representative from Camp Barnabas, they identified that in the past several years, they have faced difficulty recruiting enough male cabin staff. While their positions for female cabin staff have been consistently filling, they have had a harder time recruiting male cabin staff.

In previous years, they have attempted to combat this problem, but their success has been limited. An additional problem they have run into is the difficulty of marketing directly to men for this position. In the past, when they have attempted to market directly to a male demographic, their ads have been flagged as discriminatory by online platforms for only hiring men, meaning their marketing needed to take a less direct approach.

Image courtesy of www.campbarnabas.org



Core Opportunity

By rebranding the Camp Barnabas summer internship program, we can reach a wider demographic of interested workers and resolve their issue with recruiting male staff.



Image courtesy of www.campbarnabas.org

Campaign Goal

Create a new brand and title for the Camp Barnabas summer internship program targeted to appeal to a male Christian audience between the ages of 19-24 and increase new leads for staff positions.





Image courtesy of www.campbarnabas.org

Objectives

1. Run a four-month-long targeted ad campaign through Facebook ad services.
2. Visit 10 local institutions, including colleges and churches, to recruit potential participants.
3. Receive a total of 10,000 impressions across our ad campaign.

Big Ideas or Strategies

Camp Barnabas will rebrand and relaunch their summer counselor program as the Guardian Project.

Utilizing language and themes targeted towards our demographic, we will emphasize the personal and professional growth made possible by this program to bring in a host of new leads for the summer counselor positions. With new marketing materials and a social media marketing campaign, we will spread our message and raise awareness amongst our key publics.

We will promote the new program heavily online using #GuardianProject.





Key Messages

Key Publics

1. College Males
2. Parents
3. Professors and internship coordinators

We have identified the key publics that we will target in our campaign based on who our messages will most effectively reach. College males are who we hope to recruit to volunteer at Camp Barnabas, therefore they are our primary key public. Parents are a secondary key public because they have the opportunity to persuade their children to volunteer at Camp Barnabas. Professors and internship coordinators are another key public because they have influence over college males and can promote the Camp Barnabas's Guardian Project to them.

Primary and Secondary Messages

Our primary messages apply to all three of our key publics, as we believe they have the potential to persuade college males to pursue the opportunity as well as persuading parents and internship coordinators that the Camp Barnabas Guardian Project is a good opportunity for their children or students.

1. Primary

- a. The Camp Barnabas Guardian Project is a valuable leadership opportunity that will advance you in your career.
- b. The Camp Barnabas Guardian Project promotes personal, professional, and spiritual growth.

2. Secondary

- a. There are a variety of positions within the Camp Barnabas Guardian Project to explore professional opportunities tailored to your career aspirations.
- b. The Camp Barnabas Guardian Project provides potential for advancement within the organization.



Tactics

Instagram

People see Instagram ads based on their demographic data, as well as their interests. These ads are meant to blend in seamlessly to the point where users barely recognize them as ads. Instagram is our first approach in our campaign, as 67% of Instagram users consist of 18-24 year-olds and 41% of their demographic is male. Currently, the Camp Barnabas Instagram account features a lot of females in posts. We want to create a better balance of photos including females, males, and campers to make the Camp Barnabas page and feed more appealing to a wider audience.

1. Story ads

Story ads have become a positive solution for advertisers to reach interested users. Considering that over 500 million Instagram accounts use stories every day, it's a great opportunity to connect with people.

2. Instagram ads

Photo ads are the most common ads on Instagram. These are pictures that appear in your audience's Instagram feed and are formatted in a square frame or portrait frame. These ads will allow Camp Barnabas content to be one of the first images users see when they open the app, with the goal of gaining more traffic to the website.

Facebook

Both Instagram and Facebook ad features allow you to focus on reaching a certain target audience. Creating featured posts that focus on previous male counselor experiences or doing a Facebook live event with current male staff members to share information will be an easy way to reach people that are already connected to the Camp Barnabas page. A live series could include Q&A segments, interviews with counselors and campers, giveaways, and interactive games with the live audiences. All of these live videos can be saved permanently to the page and shared with others for future reference.



Tactics Continued



STORY EXAMPLE



INSTAGRAM OR FACEBOOK
PHOTO AD EXAMPLE

Tactics Continued

YouTube Video Ad

YouTube has a huge following with 1.5 million monthly users. With the power of Google AdWords behind it, YouTube is now a favorite medium for advertisers worldwide. Using an in-house videographer, Camp Barnabas can create testimonial and action-packed ads. Video ads can feature asking seasonal staff to come back and share their personal experiences from working at Camp Barnabas. This allows viewers to get a visual image of what their summer could look like at Camp Barnabas, the impact they would be making, and the simple steps of how to get plugged in.

Tabling Events

Tabling is an effective way to interact with, engage, and educate individuals on the opportunities available at Camp Barnabas. Hosting events at colleges, church groups, community organizations, and leadership groups all offer Camp Barnabas the chance to access incredible leaders. The goal of our tabling events is to start conversations and build relationships. Having events planned after tabling, such as playing a game of kickball and encouraging others to bring their friends, as well as inviting previous male staff workers to join, is a great interactive way to engage with potential counselors and help them get to know Camp Barnabas.



Image courtesy of www.campbarnabas.org





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Calendar

Campaign will run from January 5-April 28

December

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Deadline for contacting in-house videographer	2	3 Deadline for contacting institutions to reserve tabling space
4	5	6	7	8	9	10
11	12	13	14 Deadline for creating all social media assets	15 Deadline for videographer to wrap shooting	16	17
18	19	20	21 Deadline for writing & formatting Eblasts	22	23 Deadline for videographer to finish editing the video	24
25	26	27	28	29 Deadline for video to be approved	30	31

January

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5 1st social media post - launching the campaign	6 Release Youtube, Facebook, and Instagram ads	7
8	9 Send Eblast to internship coordinators	10	11 Send Eblast to college males	12	13	14
15	16	17	18	19	20	21
22	23 2nd social media post - describing the Guardian Project	24	25	26	27	28
29	30	31				

February

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 3rd social media post - promoting the Guardian Project	4
5	6	7	8	9	10	11
	Tabling event					
12	13	14 4th social media post - promoting the Guardian Project	15	16	17	18
						Tabling event
19	20	21	22	23	24	25
26	27	28				
	Tabling event					

March

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Send Eblast to college males	2	3 5th social media post - promoting the Guardian Project	4
5	6 Send Eblast to internship coordinators	7	8	9	10	11 Tabling event
12	13	14	15 Tabling event	16 6th social media post - promoting the Guardian Project	17	18
19	20 Tabling event	21	22	23	24	25
26	27 7th social media post - promoting the Guardian Project	28	29	30	31	

April

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Send Eblast to internship coordinators	4	5 Send Eblast to college males	6 8th social media post - promoting the Guardian Project	7	8 Tabling event
9	10	11	12 Tabling event	13	14	15
16 9th social media post - promoting the Guardian Project	17	18	19	20	21	22
23 Tabling event	24	25	26	27	28 10th social media post - promoting the Guardian Project	29 Campaign Ended - Complete a recap
30						



Budget

Instagram and Facebook

Both Instagram and Facebook run their ad programs on an average cost-per-click budgeting system. Instagram ads range between \$0.70 and \$1.00, and the average cost-per-click Facebook ads traditionally cost \$1.72. Businesses often test run their social media ads with a certain dollar budget per day. We recommend investing a total of \$40 into the first 10 social media posts between Facebook and Instagram.

YouTube ads

The cost of YouTube ads is based on views. Each view can cost between \$0.10 and \$0.30 per click or view, depending on your industry and target keywords. Most businesses allow at least \$10 per day for their YouTube advertising campaigns, and then raise this once they have experimented with various options. To promote the Guardian Project on YouTube over the course of 10 days, we recommend investing \$30.

In-House Videographer

Based on our research, we found the average cost for an in-house videographer shoot can range between \$200-300.

Tabling Event

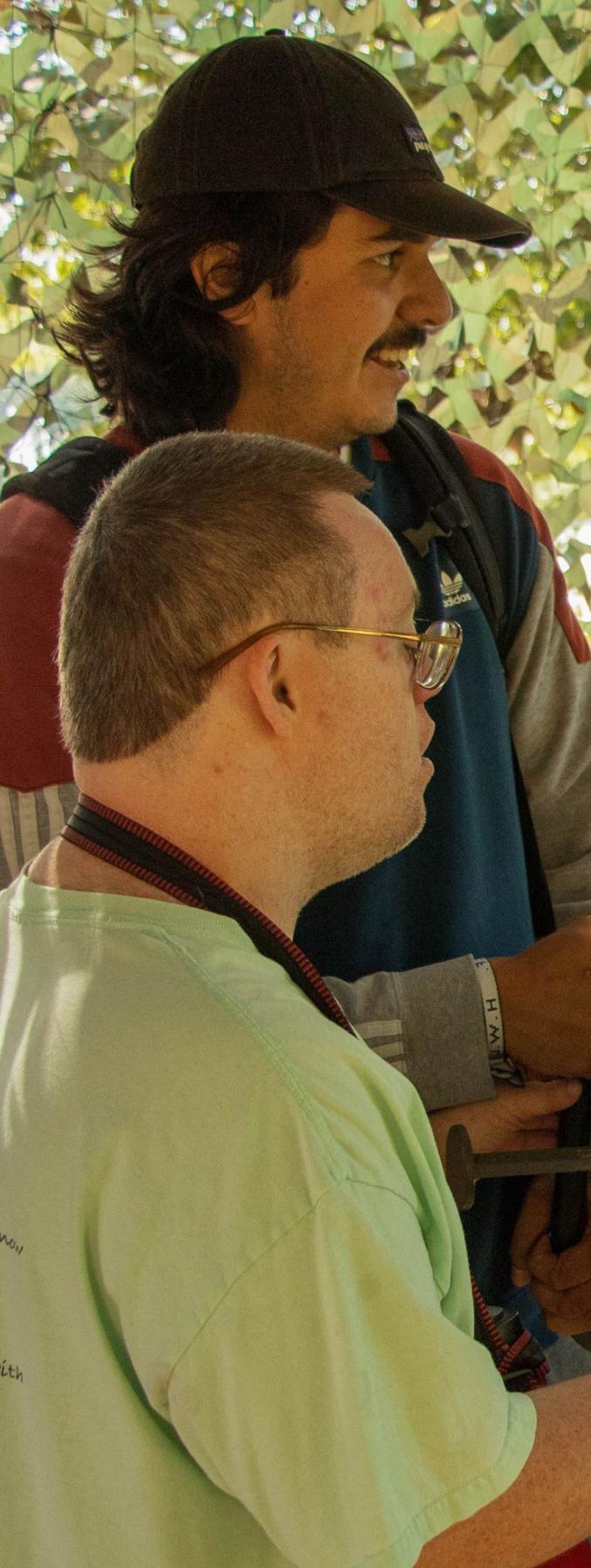
The cost of hosting a tabling events and the supplies needed at universities, churches, and other community organizations can vary at each location. A typical promotional booth would include a table, table cloth, decorations, print material (banners, flyers, or cards), and small prizes like candy, merchandise, or pens to pass out. All together tabling events may cost \$30 on average.

Total cost for 4 month campaign

\$ 400

Image courtesy of www.campbarnabas.org





Evaluation

Camp Barnabas has a strong mission and values, and we believe the Guardian Project will allow the organization to expand even more. Through different media channels including Facebook, Instagram, and YouTube, we can target our specific audiences including college males, parents, and professors or internship coordinators. As previously mentioned, our objectives for the Guardian Project ad camping include:

- Run a four-month-long targeted ad campaign through Facebook ad services.
- Visit 10 local institutions, including colleges and churches, to recruit potential participants.
- Receive a total of 10,000 impressions across our ad campaign.

With the use of the Guardian Project, we hope Camp Barnabas will be able to connect with and build more relationships in their community. Through hosting different events like promotional tabling booths in different areas as well as reaching out through social media, Camp Barnabas has the opportunity to reach their target audience and develop new leads for male cabin personnel for the summer of 2022.

Image courtesy of www.campbarnabas.org

