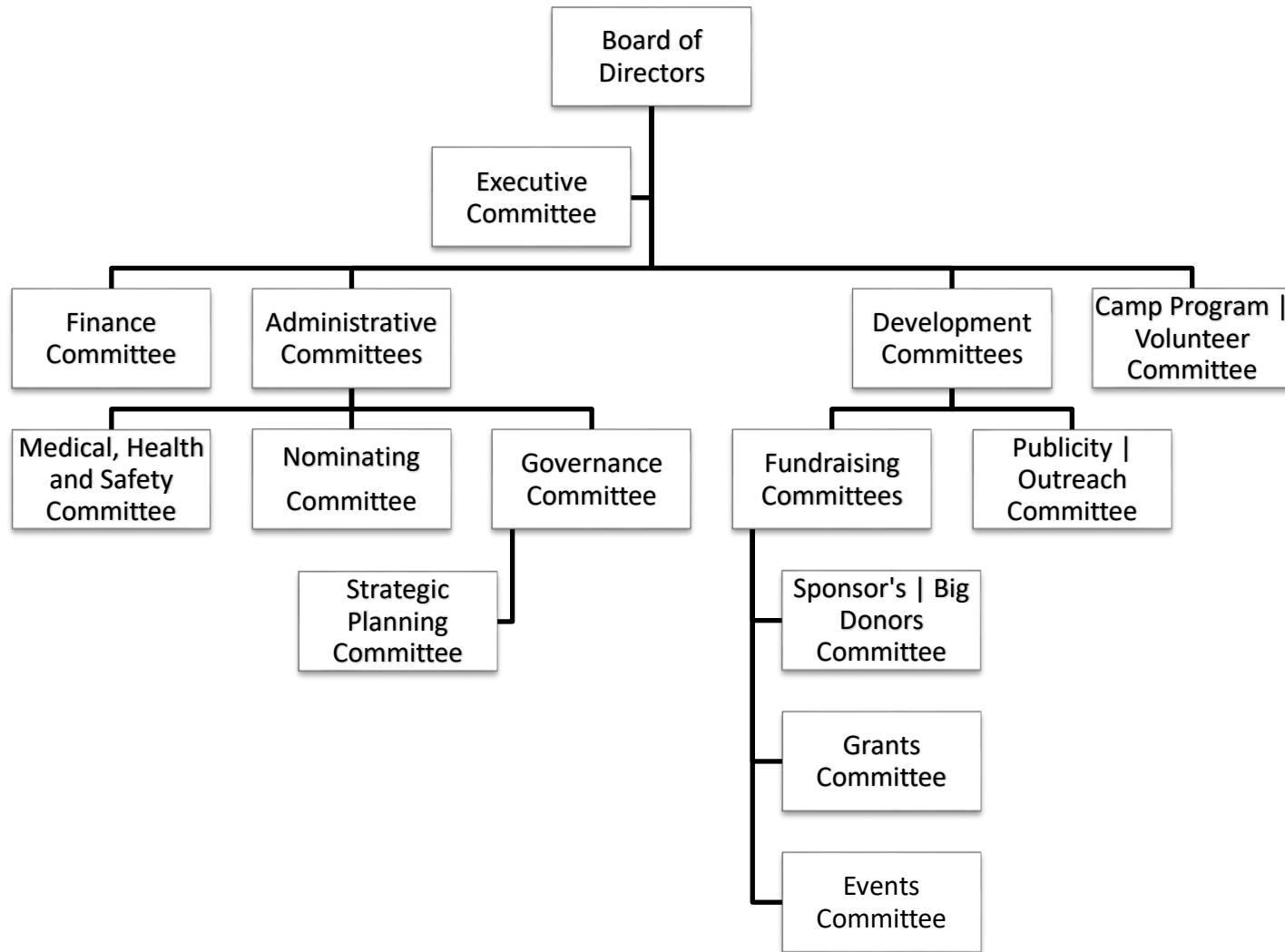




Merry Heart Children's Camp Board Structure and Committee(s)





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General: Although this committee does have some specific tasks; additional tasks will be needed depending of the committee itself.

Publicity/Outreach Committee

The publicity/marketing committee develops programs to improve Merry Heart Children's Camp image among all stakeholders, including alumni, campers, volunteers and community partners.

Publicity Tasks:

- Develop talking points for volunteers and board members to communicate our message.
- Recruit college communication and marketing students to help develop publicity tools.
- Develop camp flyers, brochures, emails and website with consistent messaging.
- Develop a yearly time table to promote camp, through social media, to our stakeholders.
- Develop publicity tool kits:
 - Visual.
 - Printed media press kits.
 - Website press area.
- Generate a one-page promotional story of a camper and volunteer.
- Encourage and promote all stakeholders to provide reviews about camp on social media (Facebook, Great Nonprofits).
- Develop an advertising plan to promote camp.
- Develop a speaker bureau of campers/parents to speak to college senior classes or student bodies about their experiences at camp around the Portland metro area and other regions of Oregon and Washington.



Merry Heart Children's Camp Board Structure and Committee(s)

Outreach Tasks:

- Develop and implement an annual get-together for campers and families who have not been to camp.
- Identify one key person at each pediatric cardiology practice to promote the camp, both local and regional (Idaho, Oregon and Washington).
- Recruit camp ambassadors (parents/campers) to work with the pediatric cardiology groups to promote camp.
- Promote camp to pediatricians throughout the Pacific Northwest.
- Identify congenital heart website resources to see if they can promote MHCC, e.g. Adult Congenital Heart Association, AHA and others.
- Increase parent confidence by obtaining American Camp Association accreditation.
- Advertise in hospitals, in schools, and at community events, etc.
- Increase MHCC Google Search Engine Optimization.