

Ignite Summer Toolkit: **RECRUITING & MARKETING MESSAGE MAP**



In the previous step, you reflected on your program from the point of view of your audience — young people and their families. Next, we'll craft those reflections into useable key messages. Start by completing this table to capture all your ideas. At the end, you'll have content you can refine into key messages that get young people and their families excited about your program!

<p>Big Idea</p> <p>What is the most important thing your audience needs to know?</p>	
<p>Program Highlights</p> <p>Why would young people want to attend this program? <i>(HINT: where's the fun?)</i></p>	
<p>Program Benefits</p> <p>Why would families want to enroll their youth in this program? <i>Family convenience? Academic support? Other?</i></p>	
<p>What Else?</p> <p>What is creative, unique, different, special about your program?</p>	
<p>Call To Action</p> <p>What next step should families take? Is it: Register today? Sign up with a friend? Etc.</p>	