


IRONWOOD MARKETING PLAN

2020–2025

Prerequisites

1. Create the best program possible
 - a. Creative activities
 - b. Hilarious skits
 - c. Cutting-edge ideas
 - d. Innovative games
 - e. Expert staff
 - f. Effective ministry
 - g. Lasting decisions
2. Serve our campers in every way possible
 - a. Eliminate distractions
 - b. Service is our privilege
 - c. Maintenance of our facility
 - d. Quality of our food
 - e. Safety of our program
3. Meet spiritual needs ($\text{Value} = \text{Benefit} \div \text{Cost}$)

THREE-PRONGED MARKETING ATTACK		
ROOKIES	CROWD	VETERANS
Invite pastors 	Ironwood online	Registration coordinators
Invite Trips	Google Ads YouTube Constant Contact	Each church group attending four times in one year <ul style="list-style-type: none"> • Two times with adults • Two times with youth <i>or</i> • Two times with school
Invite Ticket	Convention booth	Teacher's Wishlist
Introductory camps <ul style="list-style-type: none"> • Men's Retreat • Women's Retreat • Couples' Retreat 	Toolbox	<ul style="list-style-type: none"> • Promote other camps during camps—brochure barn • Ministry Connect e-mail, Hacienda

4. One Key Follow-through —————→ COMMUNICATION
 - Written—*mail*
 - Verbal—*video, phone*
 - Electronic—*web, e-mail, YouTube, Constant Contact, Facebook, Instagram*

RESULT —————→ **Ironwood will sell itself, and we'll try to keep up.**

THE BRAND OF IRONWOOD

Branding is a vital area in our ministry now because of the many things that we do. As the ministry grows in complexity, we want to make sure we do not send out mixed signals as to our quality, goals, and perceptions.

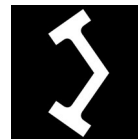
- Major point of difference—our people
- Strengths
 - Comparative advantages
 1. Desert environment
 2. Teaching staff
 3. Spoke Ministries
 - a. Stores (refreshment, resources, remember, relationship)
 - b. ICA (part-time moms, quality of life)
 - c. ISI (training and discipleship tools, equipment)
 - d. Defined (willing learner, year-round staff, energy and enthusiasm)
 - e. MB (ministry minded maturity, implementing philosophy, good questions)
 4. High staff to camper day ratio (1:750)
 - Competitive advantages
 1. Missionary status of staff
 2. Longevity of our staff
 3. Endowment
 4. Unique games and activities
 5. In house experts and equipment
 6. Resource network of help
 7. Western motif
- Unique benefits
 - Full-service Ministry
 - Distractions eliminated
 - A chance to consider your life
 - Bathroom in every cabin
 - Individual cabins (cottages)
- Statements
 - Mission—Ironwood is a home missions ministry using the unique aspects of the camping ministry to reach young people for the Lord Jesus Christ, strengthen families, and serve local churches. It is a place of decision in the areas of salvation, full surrender, and consistent Christian walk.
 - Capsule—Western Adventure in Christian Camping
 - Theme
 1. To God be the glory
 2. Vintage western
 3. Shepherd's staff
 4. Constant innovation
 5. One is worth more than all
- Personality/Tone
 - Casual—not sloppy or disorganized, but a comfortable, we-are-friends kind of way.
 - Straightforward with compassion—get to the bottom line as quickly as possible and then explain in a

caring manner how you got there. Don't beat around the bush with hard answers. Care for campers and tell them so.

- Vintage west
- Genuine—no hidden agendas, honest, real
- The flavor of being an assistant—our questions, policies, conversation should make the person feel like we are his/her executive assistant.
- Listening—campers have great ideas; they see things from a different perspective. We need their input and we have to stop talking in order to listen.

- Visuals

- Primary Logos
 1. Ironwood tree
 2. Broken I brand



- Ministry Verses
 1. Psalm 51:17
 2. Romans 4:20–21
 3. 1 Corinthians 10:31
 - Color palette
 1. Dark Tan: D0BFA8, 208/191/168
 2. Light Tan: E4D8BE, 228/216/190
 3. Brown: 2F1A00, 47/26/0
 4. Burgundy: 660000, 102/0/0
 5. Green: 003300, 0/51/0
 - Secondary logos
- Key touch points in 2009
 - More for them than they thought
 - Simple pricing—all-in-one package
 - Make camp better

- Copy platform

- Identify different ones
- Language style and tone
 1. *The Chicago Manual of Style, 15th edition* and the *American Heritage Dictionary* are our style guidelines.
 2. Tone will vary based on publication and desired look and feel.
 3. Communication should emphasize the value of camp by sharing the many temporal and eternal benefits while not hiding the cost.
- Graphic standards

The font *EgyptienneTBolCon* will be used for the Ironwood logo but for no other uses.