

BLACK SHEEP

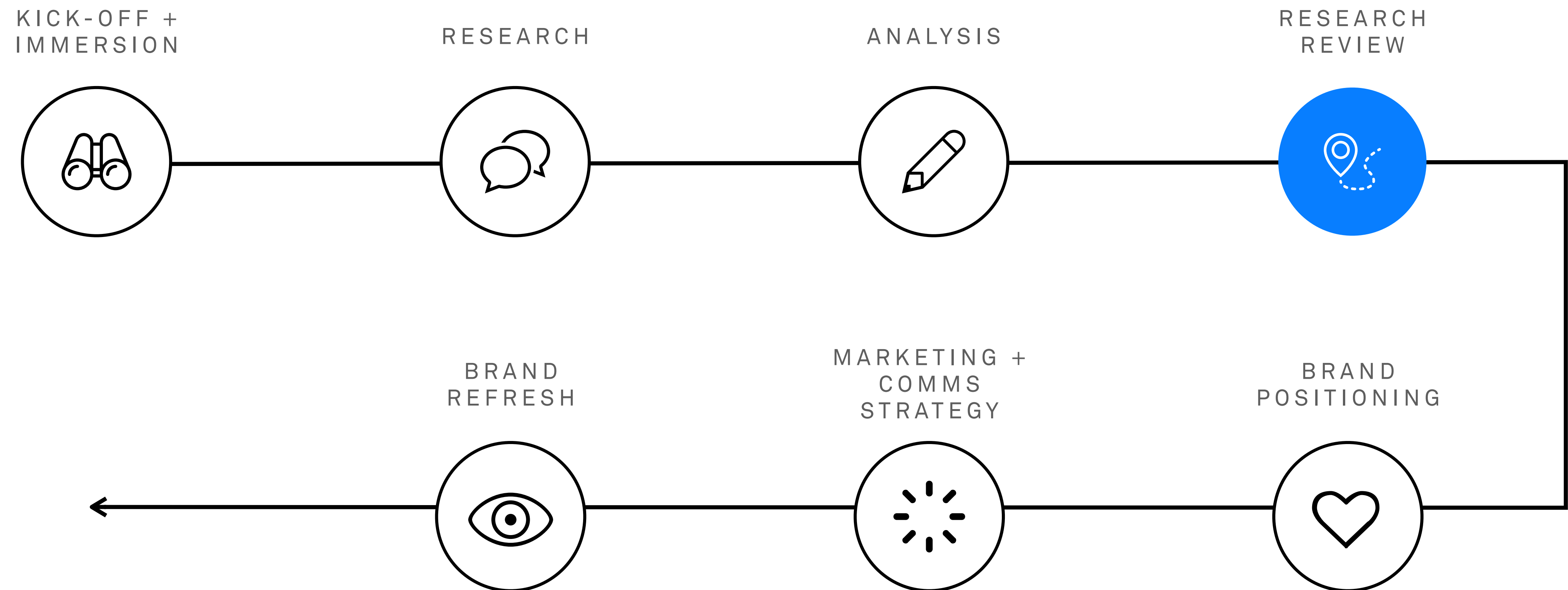
RESEARCH REVIEW

CAMP ARANZAZU



PROJECT JOURNEY

YOU ARE HERE





INTRODUCTION

DISCOVERY + RESEARCH GOALS

1

Clarify the Advantages

Identifying what makes you truly unique and special, and confirming those distinctive advantages with multiple sources to get a well-rounded view of them.

2

Seek the Tensions

Looking for potential obstacles and dissonances from internal and external viewpoints. Often, this is where the biggest opportunities emerge.

3

Uncover the Opportunities

Reconciling the advantages with the tensions, gathering more data and making informed recommendations for the shifts (some subtle, some more bold) to take the brand to the next level.



INTRODUCTION

DISCOVERY SNAPSHOT

Questions

How is Camp Aranzazu perceived in the community?	What opportunities exist to build more trust with stakeholders?
What do funders, partners and families want to see from Camp Aranzazu next?	How can we capture and share the magic of Camp Aranzazu?
Who else is doing this work, and how do they present themselves?	What context can we gather now to prepare for branding work later?

Activities

Foundational Kick-off Meeting Team Survey Immersion Session Communications Audit	Primary Research (10) 1:1 In-Depth Interviews Directors Listening Session Staff Listening Session Category Review
Secondary Research Macro-Cultural Desk Research	



A world of boundless wonder...

The story of Camp Aranzazu is one of belonging, fun and human connection, told through barrier-free access to nature and unforgettable experiences.

Nearly everyone who visits Camp leaves feeling transformed by the Aranzazu magic.

We've sought to discover and articulate what it is that makes Camp Aranzazu such a unique and special place so that we can support and empower even more campers of all ages and abilities.

Let's take a look at what we've learned...



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STRENGTHS

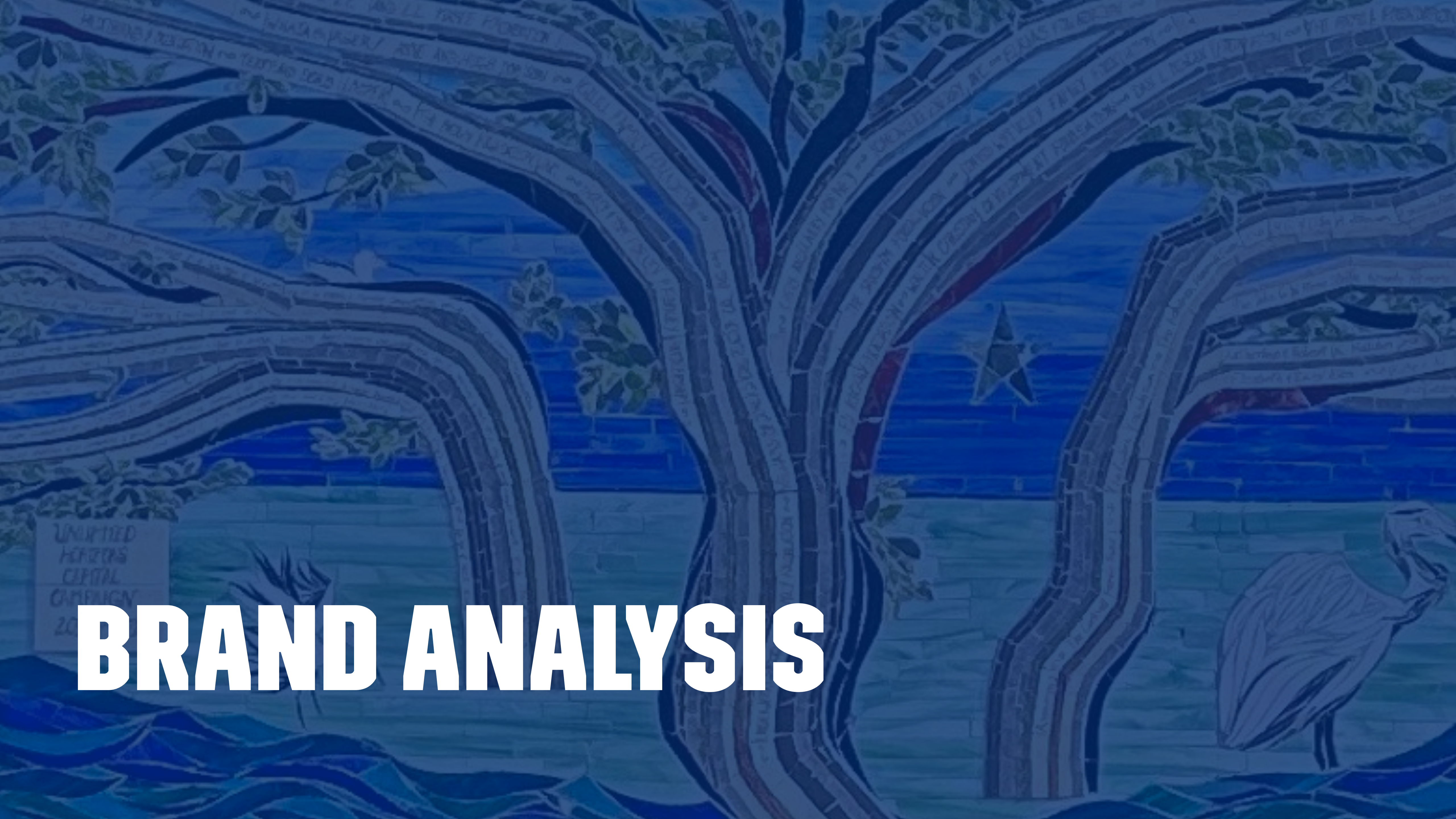
Things our stakeholders rave about. Areas of natural genius. Core ideals we bring to the table that will serve our brand well.

TENSIONS

Things people struggle with or are ready to see change. Areas to focus on improving.

OPPORTUNITIES

The emerging ideas and outcomes that could take our brand to the next level.



UNITED
HEARTS
CAPITAL
CAMPAIGN
20

BRAND ANALYSIS

PERCEPTIONS

STRENGTHS

Location...

We know firsthand that Camp Aranzazu is a truly special place. Throughout our research and discovery process, we heard time and again that the access to nature, unique facilities and the waterfront make up a big part of the Aranzazu magic.

Exceptional Staff, Exceptional Care

Nearly every person we spoke to about Camp Aranzazu remarked on how deeply the staff and leadership care about building a memorable, safe and exhilarating experience for every camper. This team pulls out all the stops for every group, making sure their specific needs are addressed, often before they even arrive.





PERCEPTIONS

STRENGTHS

“Adding the beach component has been beyond wonderful, and it’s a part of what sets them apart from the rest. I don’t know that there’s anything else like this place.”

— 1:1 Interview

“I love the facilities; they are very open and available, so if a kid needs a break or a quiet space, there’s an opportunity for that. They’re beautiful, calming and not overstimulating.”

— 1:1 Interview

“What CA has that others wish they had is the bay experience. Sailboats, kayaks, bird watching...that’s a real plus that others don’t have.”

— 1:1 Interview



PERCEPTIONS

STRENGTHS

“Even when we think we’re asking for too much, they never make us feel that way. They manage so many different behaviors and situations. We feel welcome and not judged.”


— 1:1 Interview

“They also have a great sense of acceptance and joy. Every little thing the kids do, it’s a celebration. They take the same approach to campers that special ed teachers have with students. These are our people. They get it.”

— 1:1 Interview

“I really appreciate the time they take to go over dietary needs, meds, etc. So often, families don’t want kids to go anywhere because of that worry, so it puts them at ease.”

— 1:1 Interview

A man and a woman are shown from the chest up, standing in front of a wall made of large, light-colored stone blocks. The man, on the right, has a beard and is wearing a grey t-shirt. He has both hands raised to his face, palms facing forward, with a joyful expression. The woman, on the left, is wearing a light-colored t-shirt and also has her hands raised in a similar gesture. The background is slightly out of focus, showing some workshop equipment and a bright light source on the right. The entire image has a blue-tinted overlay.

**“They are serious about their mission,
they accomplish what they set out to do
very well. But it’s not corporate-feeling—
they make it so much fun.”**

— 1:1 Interview

TENSIONS

Location...

We know that the setting is a big part of what makes Camp Aranzazu so special. At the same time, we recognize that our location also presents some challenges. Being removed from larger urban centers means we have to work a bit harder to connect with potential donors, partners, advocates and campers.

Building the Team

Without our top-notch staff, we wouldn't be able to offer the culture of hospitality that Camp Aranzazu is known for. Unfortunately, the seasonal nature of the camp industry makes hiring and retaining the right people a particular challenge.





PERCEPTIONS

TENSIONS

“You have to experience it...to be there, see it, see the staff to understand it.”

— 1:1 Interview

“The best tool is visiting, but that’s hard because we don’t want to ‘fishbowl’ our campers.”

— Internal Listening Session

“The board, etc., they know a lot of people from San Antonio and Houston. They need more contacts in the other areas.”

— 1:1 Interview

“Companies...look in their immediate area [for organizations to support], and Camp Aranzazu might get disqualified because of geography.”

— 1:1 Interview



PERCEPTIONS

TENSIONS

“Under-pay and over-work is common in the camping industry; we’re fighting a model that’s not working.”

— Internal Listening Session

“We focus on quality over quantity of our staff.”


— Internal Listening Session

“I struggle with finding counselors. It’s a commitment to be there...that’s my biggest struggle every year..”

— 1:1 Interview

“Before they had more personnel, but now it seems limited and harder to find.”

— 1:1 Interview

A photograph of two people, a man and a woman, looking at a map outdoors. The man is on the left, wearing a dark jacket with a green and black patterned sleeve. The woman is on the right, wearing a light blue t-shirt with a green and blue pattern. They are both looking down at a map held by the man. The background is a blurred outdoor setting with a body of water and some structures. The text is overlaid on the image in white and yellow.

“When you get people out [to Aranzazu], that’s
when they understand how great this is. [They
see that] **it’s not the tools , it’s the humans.**
That’s the big *aha!* moment: **‘Oh it’s the people;
that’s why this experience is so good.’”**

— Internal Listening Session



OPPORTUNITY

ONE MORE TIME.. LOCATION!

It's right there in our name: *Aranzazu* is a spiritual place, but reaching it requires a difficult path.

Luckily, we never back down from a challenge!

Let's draw the map where “**Z**” marks the spot so that we can share even more of our magic with the world.

A full-page background image showing a calm body of water reflecting a soft sunset or sunrise sky. A faint rainbow is visible in the upper center of the frame. The overall color palette is muted blues, greys, and soft oranges from the low sun.

**“... it was never on my radar to consider camp
anywhere else. We wanted it to be a new experience,
not just going down the street.”**

— 1:1 Interview



OPPORTUNITY

BECOME A GREAT EMPLOYER BRAND.

The camp industry is rife with employee burnout. We know that we can't create the magical Camp Aranzazu experience that our campers and families cherish if our staff is overworked, underpaid and unable to thrive. It's why we've invested in building an authentically supportive environment for our employees.

We have what it takes to be seen as an industry leader in workplace culture, boldly setting a new standard that provides as much care for our hardworking and talented team members as we do for the campers they serve.



PERCEPTIONS

THE OPPORTUNITY

“[One of our current goals has been] looking at employee retention and satisfaction and the [total] employee experience. [We want them to] want to be here and keep coming back.”

— Internal Listening Session

“We want to empower [staff] to speak their minds and feel like we’re all working toward the same goal.”

— Internal Listening Session

“Employee satisfaction is a big goal. We get dragged down a bit when there are so few of us, and we’re all trying to do so much.”

— Internal Listening Session



OPPORTUNITY

HARNESS NOSTALGIA.

Summer camp evokes fond memories of bonfires, bunkmates, canoeing and capturing the flag. For many people, camp was their first glimpse of independence. It gave them the chance to explore who they are and what they love, away from the preconceived notions of family and friends.

As we know, this experience is especially meaningful for campers with special needs and chronic conditions.

Camp Aranzazu offers an authentic CAMP experience to those who might otherwise not have access to many classic childhood activities.



PERCEPTIONS

THE OPPORTUNITY

“We provide that camping experience that so many of our donors grew up with, but have made it available to children who otherwise may not have this experience.”

— Internal Listening Session

“We want to help children who are not as fortunate as other children to have a camp experience; our grandchildren loved camp so much.”

— 1:1 Interview

“We fund camps because we think it’s important for kids to not just have basic needs, but also give them a chance to be a child. Camp helps with wellbeing and healing.

— 1:1 Interview

“Camp means **getting to be with their friends.**
Special needs kids don’t get to hang out with
friends at the mall, without their parents, and do
independent stuff. This week at camp lets them be
with their friends without mom or dad watching
their every move and trying to help them too much.”

— 1:1 Interview





MACRO- CULTURAL OUTLOOK

MACRO-CULTURAL OUTLOOK

NATURE HAS THE POWER TO TRANSFORM.

The pandemic reframed the way we think about health and recreation, and for many of us, it led to a desire to get outdoors and realize the extraordinary benefits that nature has for our overall wellbeing.

Unfortunately, that experience can be limited or inaccessible for those with chronic conditions, limited mobility or other special needs.

“While there is a positive correlation between observed mental health benefits and time spent outdoors and in nature in the general population, there is increasing evidence that individuals with disabilities may gain even greater benefits”

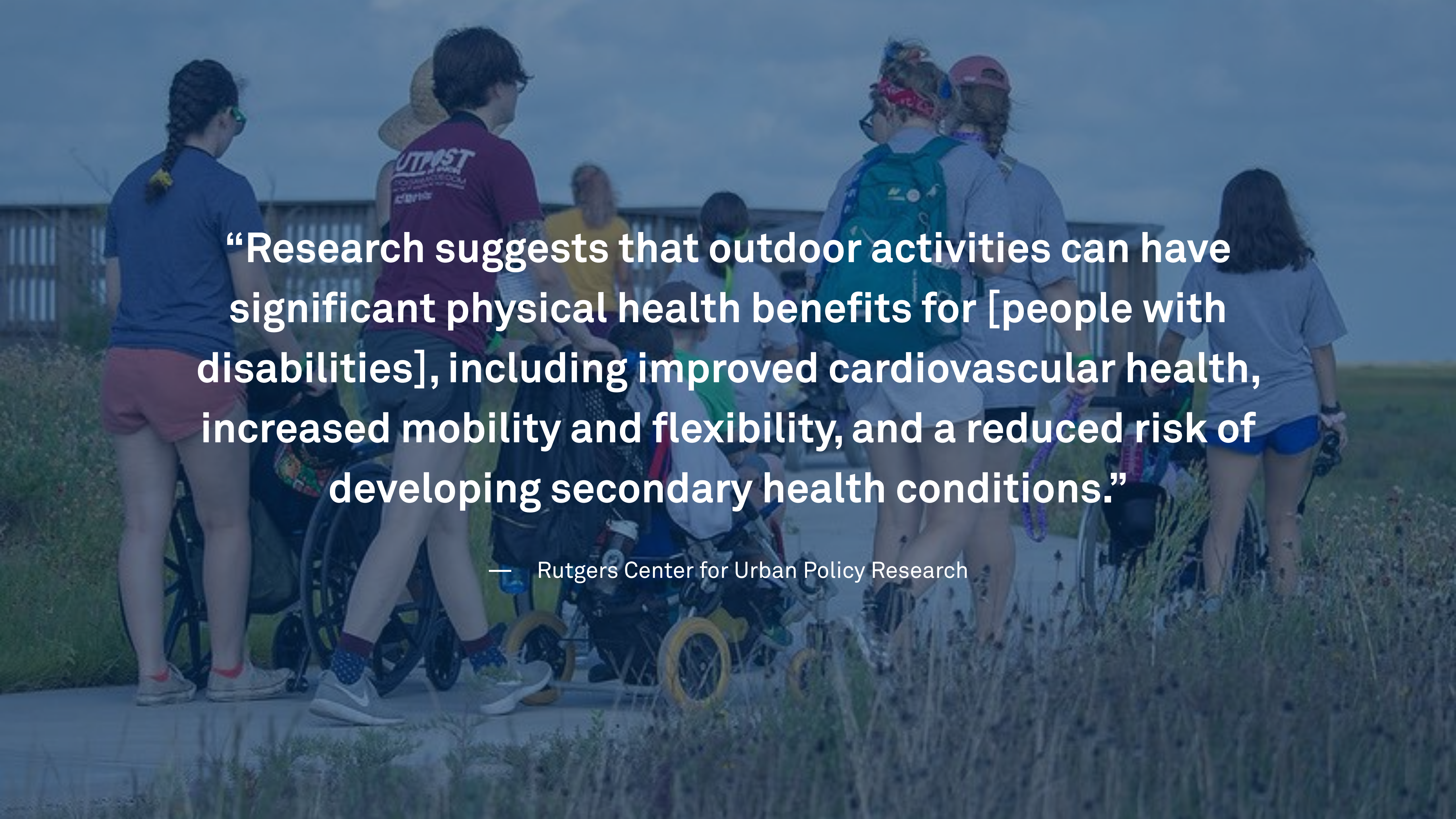
— accessibility.com

“Despite the potential benefits, individuals with disabilities may face unique challenges in accessing outdoor recreation and nature-based activities.”

— Rutgers Center for Urban Policy Research

“Nature is supposed to be a great equalizer whose services are free, universal, and accessible to all humans without discrimination.”

— Center for American Progress

A group of people, including individuals in wheelchairs, are walking along a paved path in a field at dusk. The scene is dimly lit, with a blue and purple sky. In the foreground, a person in a maroon shirt with "UTMOST" on the back is pushing a wheelchair. To their left, a person in a blue shirt and red shorts is walking. To the right, a person with a green backpack is walking. In the background, other people are visible, some in wheelchairs. The overall atmosphere is peaceful and active.

“Research suggests that outdoor activities can have significant physical health benefits for [people with disabilities], including improved cardiovascular health, increased mobility and flexibility, and a reduced risk of developing secondary health conditions.”

— Rutgers Center for Urban Policy Research

MACRO-CULTURAL OUTLOOK

THE REMARKABLE INFLUENCE OF NOSTALGIA

Donors are primarily motivated by a deep personal connection to an organization's mission. Research has shown that nostalgia is one of the most powerful tools organizations can use to establish an emotional connection with audiences. Donor communications that evoke fond memories have a demonstrably positive effect on giving behaviors.

“When individuals feel nostalgic, it generates a sense of connectedness with others, which fosters an orientation toward giving and philanthropy.”

— Journal of Consumer Behavior

“In an era of impersonal digital media... building social connectivity through nostalgia is more than welcome [among audiences].”

— Communication Today

“Capitalizing on the emotions it arouses among [audiences], nostalgia gives brands a sense of credibility, authenticity, durability and quality, as well as emotional bonding.”

— Marketing Journal

The background image shows an outdoor archery range. In the foreground, a wooden structure with a high, peaked roof is visible. Several people are present: some are sitting on a wooden bench in the lower left, while others are standing or moving around the range. In the background, there are archery targets on a grassy field. The entire image is overlaid with a semi-transparent blue filter.

“Nostalgic appeals for charity will evoke higher levels of emotions and donation intentions than non-nostalgic appeals for charity.”

— Journal of Advertising Research



CATEGORY LANDSCAPE

An aerial photograph of a camp at dusk. The camp is nestled in a dense forest of green trees. In the lower-left quadrant, there is a swimming pool with a curved edge, surrounded by a paved deck and some lounge chairs. Next to the pool is a small, modern building with a light-colored roof. In the center-right, there is a larger, open-sided pavilion with a dark roof. To the right of the pavilion, a winding path or stream flows through the trees. In the background, the camp meets a body of water, likely a lake or bay, under a twilight sky with soft orange and blue hues. The overall atmosphere is serene and natural.

A Bird's-Eye View

We took a high-level look at some of the other camps that specialize in serving individuals with special needs to understand how they are talking about the work they do.

Here's what we discovered...

CATEGORY LANDSCAPE

CAMP FOR ALL

Value Proposition

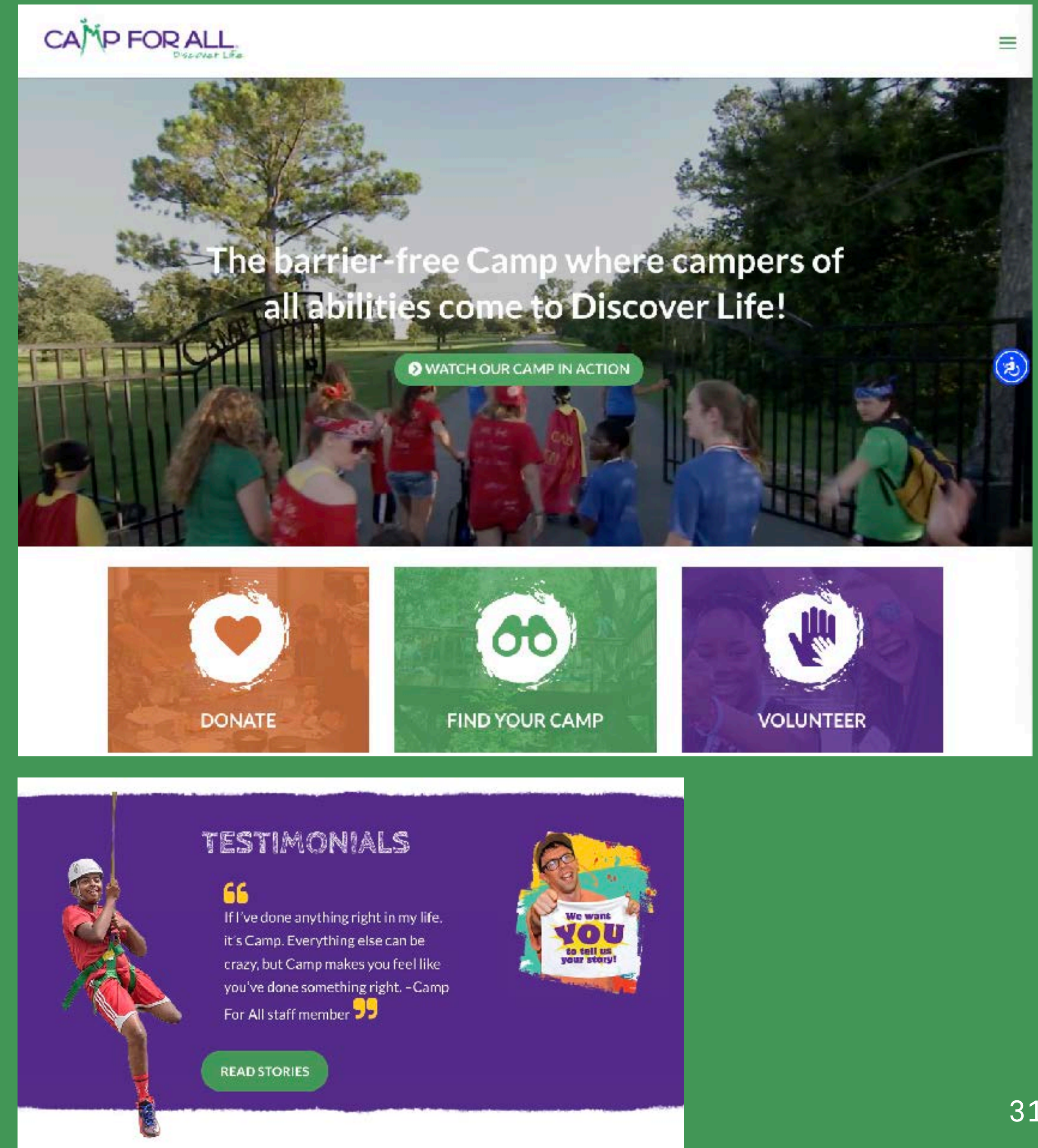
- Barrier-free inclusive camping that transforms the lives of children and adults with challenging illnesses or special needs.

Brand Messaging

- “Barrier-free”, joy, life-changing, exceeding expectations, transforming “can’t” into “can do”

Look + Feel

- Purple and green color palette with playful cloud illustrations and chalk stencil font
- Polished 2024 camper video
- People-centric professional photography with campground as a lovely backdrop





CATEGORY LANDSCAPE

CAMP FOR ALL

Notable Features

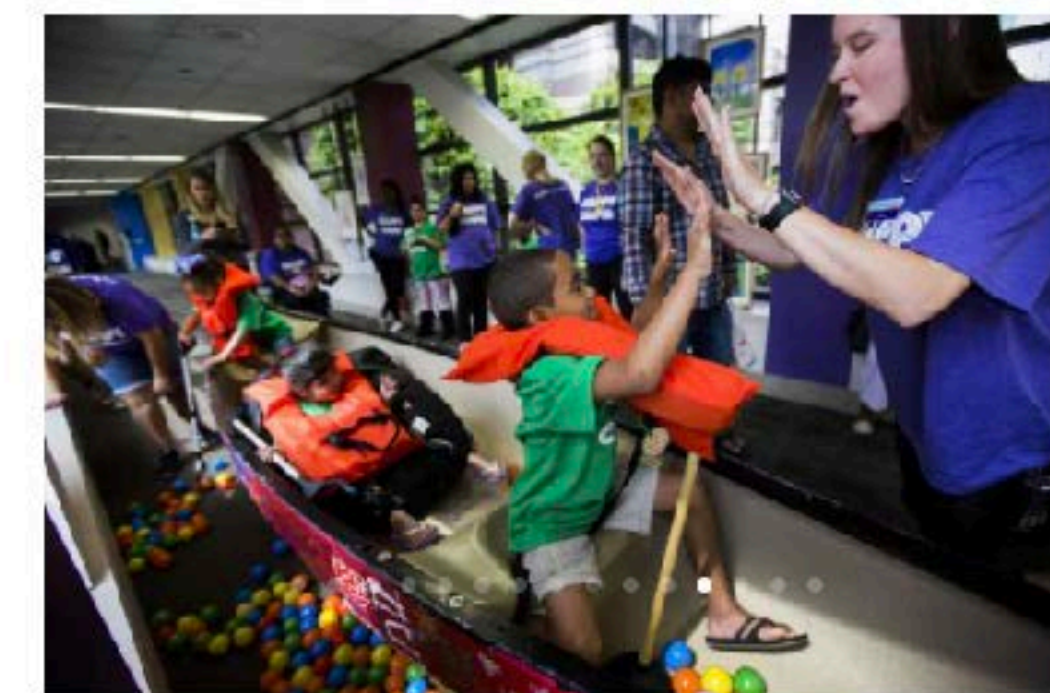
- Camp For All 2U remote camp experiences
- Find Your Camp partner org search
- Camp Activity Guidebook
- Camp Care volunteer projects

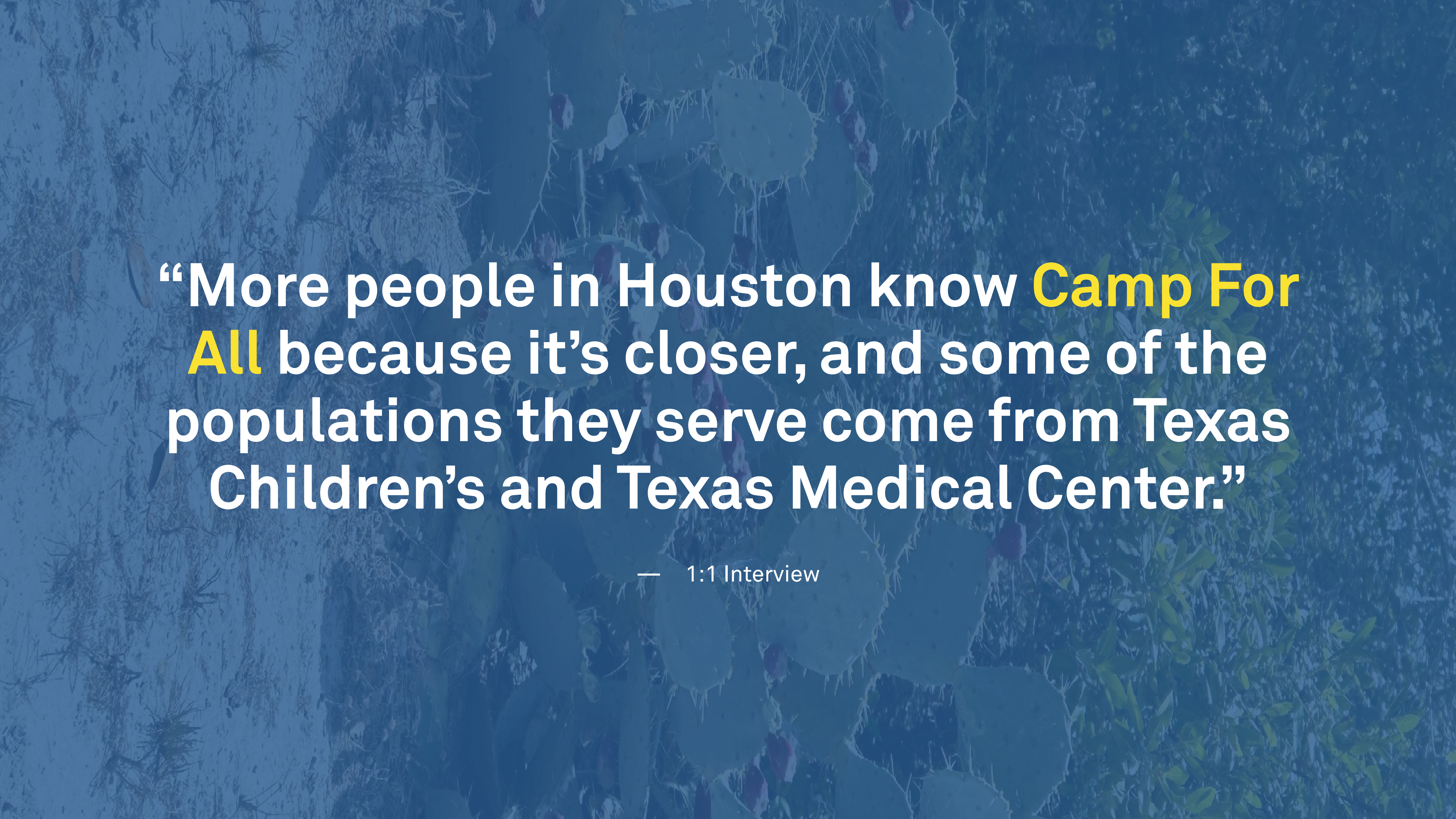
Fundraising Callouts

- “Over the Edge” event-based crowd funding and corporate sponsorship opportunity
- Amazon wishlist for specific items
- Named donor groups:
 - “Energizer” = recurring small donor
 - “No Barrier Society” = legacy donors



Camp For All is taking it on the road! Named Camp For All 2U, this award-winning outreach program provides our amazing camp experiences, indoors and in town, for pediatric patients who cannot leave the hospital and come to camp and campers who do come to camp but need more “can do” spirit! Canoeing, archery, s’mores, barnyard animals, you name it, it’s happening! Serving multiple hospitals in both Houston and Austin, the impact on the campers is huge and the volunteers love it.





“More people in Houston know **Camp For All** because it’s closer, and some of the populations they serve come from Texas Children’s and Texas Medical Center.”

— 1:1 Interview



CATEGORY LANDSCAPE

CAMP CAMP

Value Proposition

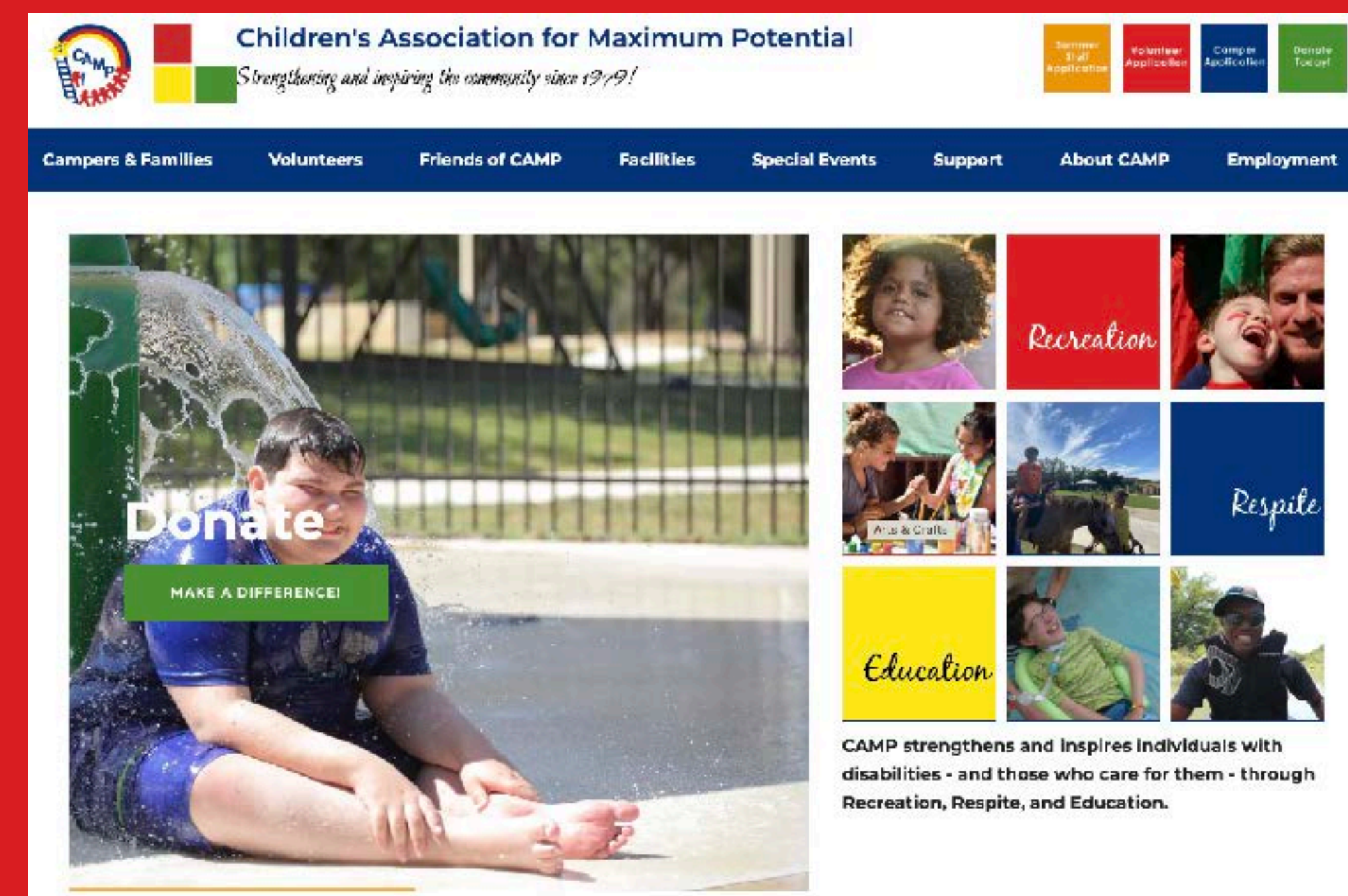
- Strengthening and inspiring individuals and those who care for them through Recreation, Respite + Education

Brand Messaging

- *Celebrate individuals for who they are, not how they are labeled.*
- *Belonging, fun, excitement, independence*
- *Dignity, respect and belonging don't stop after summer, neither do we!*

Look + Feel

- Primary colors and early childhood-feel graphics
- Disjointed design, but scrappy and lots of energy



CATEGORY LANDSCAPE

CAMP CAMP

Notable Features

- Focus on family respite and connection
- Many ways to volunteer (not place-specific)
- Year-round programming in various locations
- Friends of CAMP clubs in high schools and universities
- Promoting hands-on experience and CEUs for healthcare professionals as part of recruitment

Fundraising Callouts

- Donate a tree, rocking chair or bench
- 1:1 personal fundraising campaign support
- Amazon wishlist for specific items
- Named tiered recurring giving

RESPIRE CAMPS	PARENT'S NIGHT OUT	TEEN & ADULT DAY ADVENTURE	FAMILY RETREATS
<p>Respite Camps pack all the fun of summer (canoeing, horseback riding, arts & crafts, and more!) into a weekend experience. CAMP also offers a 4-day, 3-night Spring Break Camp.</p> <ul style="list-style-type: none">✓ Held at Camp CAMP in the Texas Hill Country✓ Open to individuals with disabilities aged 5-55✓ Respite Weekends (2 days) full cost is \$400✓ Spring Break sessions (4 days) full cost is \$850✓ Respite units may be used to cover cost✓ Tier Pricing Program available✓ Advanced enrollment is required	<p>Parent's Night Out (PNO) offers the perfect combination of enrichment activities, socialization, and play - while parents enjoy an evening out.</p> <ul style="list-style-type: none">✓ Held in San Antonio at the Down Syndrome Association of South Texas✓ Takes place once monthly during the school year✓ Open to children with a disability aged 3-15✓ Open to siblings with no diagnosis aged 3-14 (siblings must attend with camper)✓ Cost is \$5 per family, per event✓ Advanced enrollment is required	<p>Teen and Adult Day Adventure (TADA) provides teens and adults the opportunity to socialize with peers while engaging in local cultural and recreational experiences.</p> <ul style="list-style-type: none">✓ Held at various locations in San Antonio✓ Takes place once monthly during the school year✓ Open to teens & adults with a disability aged 13-40✓ Cost is minimal and varies by activity✓ Advanced enrollment is required	<p>Family Weekend Retreats offer a refreshing weekend getaway for the whole family. Families stay in climate-controlled cabins and have the opportunity to try all that CAMP has to offer, while connecting with other families who understand the challenges they face.</p> <ul style="list-style-type: none">✓ Held at Camp CAMP in the Texas Hill Country✓ Open to individuals with disabilities and their families✓ Cost is currently underwritten by Methodist Healthcare Ministries✓ Advanced enrollment with a refundable deposit is required



MONTHLY GIVING MAKES A DIFFERENCE!			
\$25 / MONTH \$3.33 / DAY	\$50 / MONTH \$1.67 / DAY	\$100 / MONTH \$3.33 / DAY	\$150 / MONTH \$4.99 / DAY
Provides CEUs for 12 healthcare professionals volunteering this summer!	Provides meals, supplies, and training for 4 teen and young adult volunteers this summer!	Feeds the animals in the nature center and horses for 1 day each month of the year!	Provides a full campership for one camper each summer!
HEALTHCARE	VOLUNTEERS	ANIMALS	CAMPERS

Total ECLIPSE CAMP

Join CAMP and watch the moon photobomb the sun!

Join us on **Monday, April 8, 2024** for a once-in-a-generation opportunity.

Tickets \$100/adults & \$50/children

www.campcamp.org/eclipse

CATEGORY LANDSCAPE

CAMP TWIN LAKES

Value Proposition

- For campers: Fully adaptive, medically supportive, deeply impactful camp experience.
- For volunteers: A summer of purpose. Get paid to live and work at camp. Earn academic credit, make friends and become a leader.

Brand Messaging

- *Where challenges become triumphs, discovery, transformation, extraordinary children*
- *Intentional play: Play is the root of learning and the origin of courage, self-determination and healing*

Look + Feel

- Sunshine and bright sky branding
- Human-centric photography of varied quality





CATEGORY LANDSCAPE

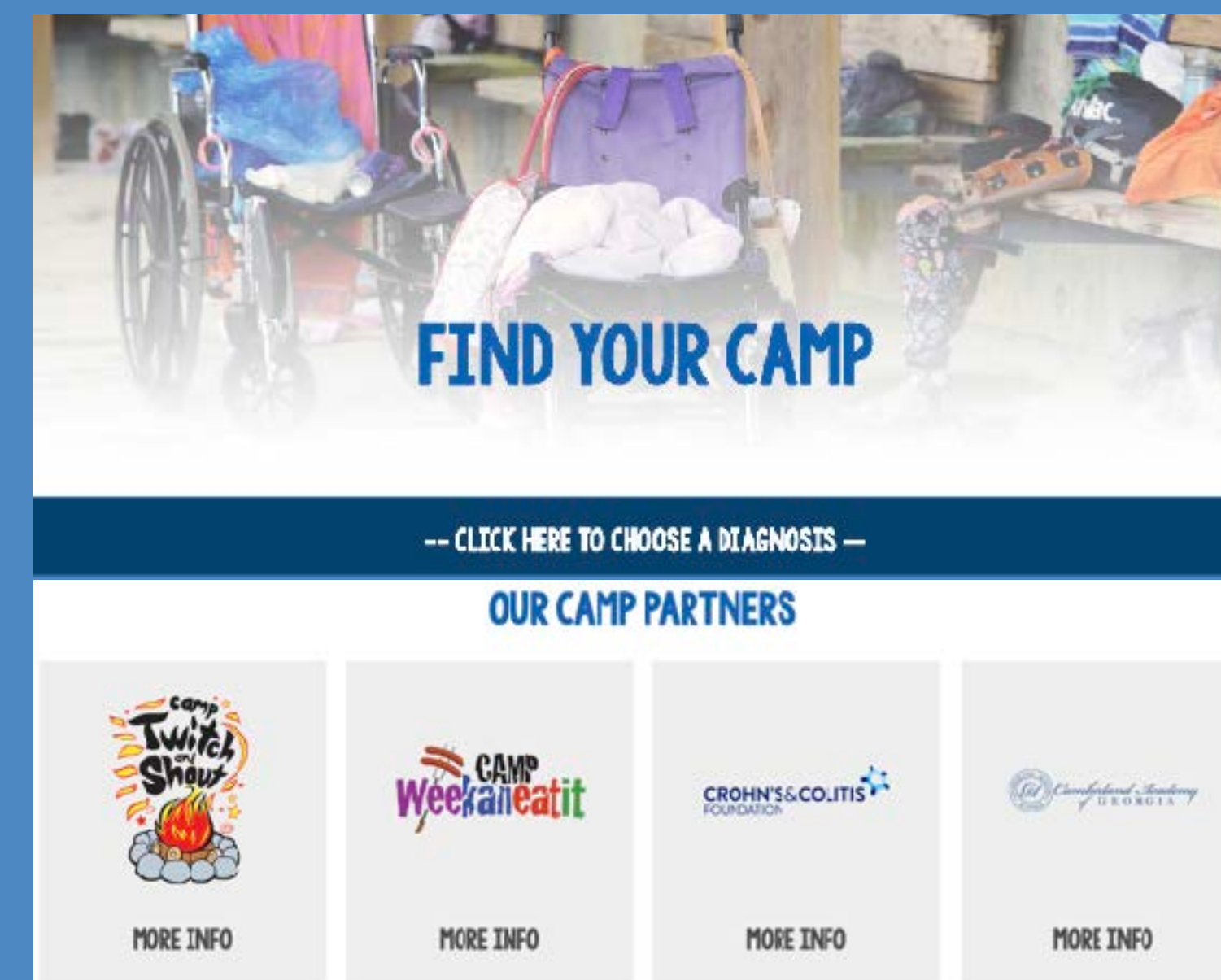
CAMP TWIN LAKES

Notable Features

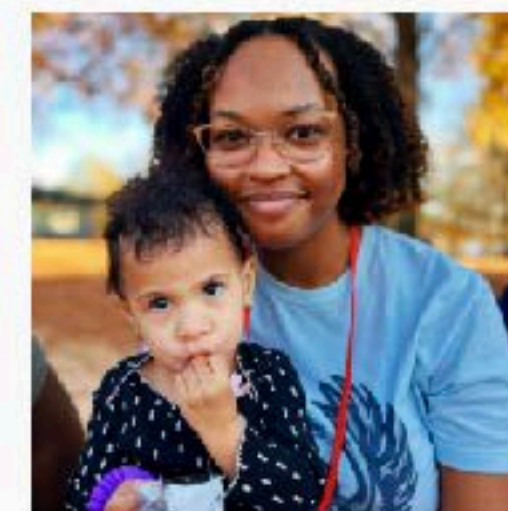
- Year-round weekend camp offerings
- Military and first responder family retreats
- TONS of testimonials in their marketing
- Lots of partner tie-ins, mentions and conversations
- Intentional recruitment for diversity with HBCUs

Fundraising Callouts

- Bike ride event-based crowdfunding and corporate sponsorship opportunity
- “Partners Card” shopping fundraiser that supports local businesses
- Radiothon interactive fundraising with popular sports talk radio station



MILITARY & FIRST RESPONDER FAMILY PROGRAMS



Camp Twin Lakes provides several weekend retreats for active and retired service members, first responders, and their immediate family members. These camps offer service members, veterans, and their families a fully-accessible camp experience and new resources to take home once they leave camp. As a family, our campers have the opportunity to reconnect and rebuild their foundation in a relaxing and supportive environment. [Learn more](#) about how to attend or volunteer with one of our military and first responder programs.



TAKEAWAY

ACCESSING FUN!

The peer organizations we reviewed emphasize how being barrier-free impacts campers and families. While we recognize how crucial accessibility is for the populations we serve, there's an opportunity for Camp Aranzazu to focus as well on just how much **FUN** it is to be at camp.

Let's look at one more organization that shows a bit more of that true *camp* experience.

EXAMPLE: CAMP OZARK

CATEGORY LANDSCAPE: EXAMPLE

CAMP OZARK

Value Proposition

- Your classic summer camp on steroids with a gorgeous 400-acre campus, 150+ activities and a focus on healthy competition, fun and Christianity.

Brand Messaging

- Big, bold language with secret camp vocabulary: *Three Flames, Mish Mash, incomparable, premiere, fun is what we do better than anyone*

Look + Feel

- Stunning photography and video with cool parallax animation on their website
- Blend of camper-centric imagery and camp landscape shots
- Extremely slick marketing experience



CAMP OZARK

Our Setting

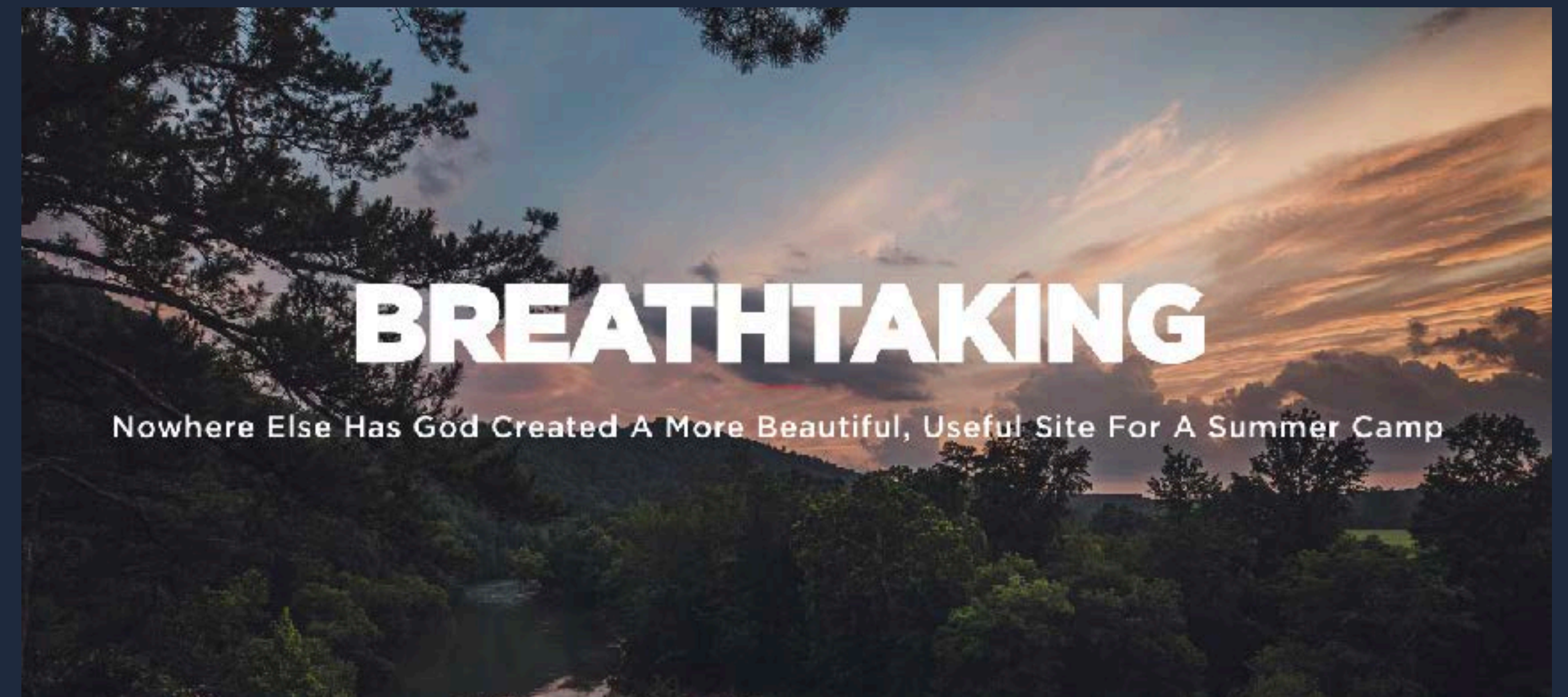
What Is It that makes Camp Ozark so truly incomparable? Start with our magnificent setting.

Nowhere else will you find a more beautiful, useful site for a summer camp. Nestled in and amongst the Ouachita mountains and tall pine trees; surrounded by thousands of acres of national forest land; overlooking the beautiful Ouachita River; bisected by a natural, refreshing, spring-fed, crystal-clear lake, Camp Ozark occupies the perfect setting for this uniquely wonderful camp experience.

Explore

Lake Ouachita

But that's only where it starts. nestled in the hills of the Ouachita National Forest, Lake Ouachita boasts over 1000 acres of shoreline and over 200 islands. Rated by the EPA as one of the cleanest lakes in the country, Lake Ouachita is the ideal spot for the Camp Ozark Lake Program. Whether you are looking for water "like glass" in a secluded cove or catching a nice wind in the open water, Lake Ouachita offers the perfect spot for an unforgettable lake experience.



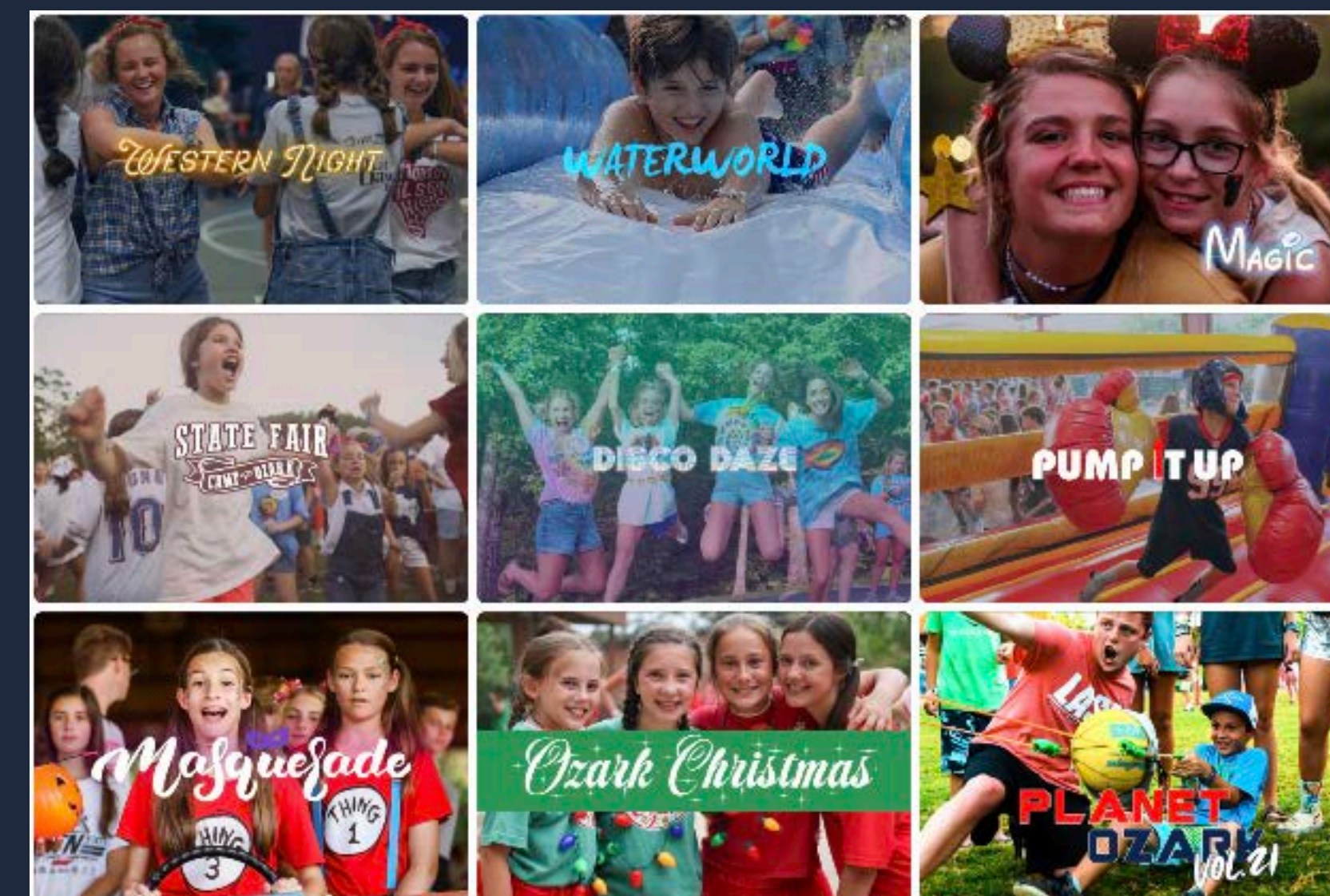
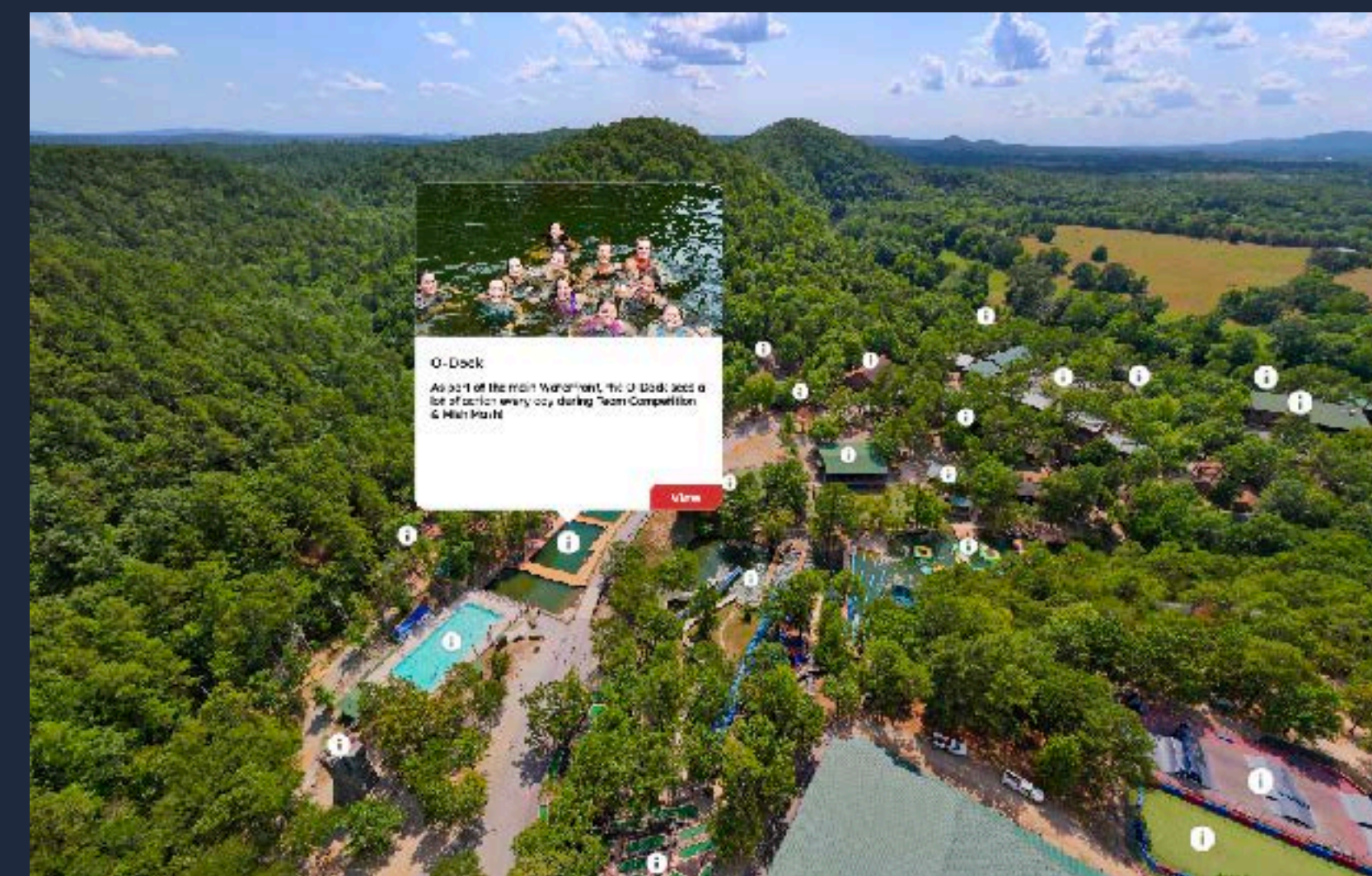


CATEGORY LANDSCAPE: EXAMPLE

CAMP OZARK

Notable Features

- Robust recruitment with 60+ college campuses and a dedicated landing page for each
- Immersive online content:
 - Campus interactive map
 - “Day in the life” digital feature
- Camp ritual storytelling:
 - *Upon arriving at Camp Ozark, each camper is initiated into one of these two teams in a secret and solemn ceremony. From that moment on, the two teams lock horns in a series of unique competitions.*
- Themed events and activities are actively showcased - if they got it, they’ve made content about it.





AUDIENCE LANDSCAPE

WHAT ARE PERSONAS?

A Window to Empathy & Alignment

Audience personas are fictional human mosaics based on true stories from our research. They represent the audience's needs and pain points, which help us make brand decisions with empathy and understanding.

The goal is not to create monolithic stereotypes, but to provide a window into specific, lived experiences. This way, recommendations are grounded in real perspectives, not assumptions or biases.





DONORS + FUNDERS



Corporate Funders

VALUES

- Meeting internal ESG goals
- Publicly supporting their community
- Demonstrably successful programs

NEEDS + WANTS

- Volunteer opportunities for their team
- Recognition or press
- Clear communications and data

CONCERNS/FRUSTRATIONS

- Overhead or operating costs
- Wasteful spending



Foundations + Granters

VALUES

- Trusted leadership
- Efficiency
- Collaboration + collective impact

NEEDS + WANTS

- Data transparency that demonstrates impact
- Clear communications

CONCERNS/FRUSTRATIONS

- Funding overhead or operating costs
- Perceived misuse of funds or wasteful spending



Individual Donors

VALUES

- Personal connection to a cause
- Seeing the impact their donation makes

NEEDS + WANTS

- Storytelling + narrative data

CONCERNS/FRUSTRATIONS

- Too many fundraisers
- Compassion fatigue



AUDIENCE LANDSCAPE

DONORS + FUNDERS

“I like how [Camp Aranzazu] sets up their comms. We like numbers. Numbers give us the evidence of their impact.”

— 1:1 Interview

“With Camp Aranzazu, we get to do more than just ‘checkbook philanthropy’ — there are so many volunteering opportunities.”

— 1:1 Interview

“We look at [supporting] organizations that benefit the area right around our fence line. We want to make sure we’re taking care of our neighbors.”

— 1:1 Interview

“Printed mailers...I’m not a fan. They cost a lot, and they just go into the recycling bin”

— 1:1 Interview

“I’m touched by personal experiences. Sick children get to me. My heart goes out to families who have kids with differences or disabilities.”

— 1:1 Interview



AUDIENCE PERSONA

CAMPERS + THEIR FAMILIES



The Russel Family

“I need to know my child will get to enjoy nature like anyone else and be supported. This is a big step for us, but I want them to have a camp experience like I had as a kid.”

Full-time Mom and Advocate

VALUES

- Providing their children a joyful childhood
- Safe, fun experiences that also offer high levels of support and care

NEEDS + WANTS

- Reassurance that their child will be safe
- Time and space for themselves

CONCERNS/FRUSTRATIONS

- Cost
- Feeling disconnected or out of control

Note: this persona is based on limited data from interviews + assumptions gathered from your team.



AUDIENCE PERSONA

NONPROFIT PARTNERS



Angela Wright

"Our mission is to serve our population to the best of our ability by meeting people where they are and understanding that they're all different. We make it our job to figure out how to accommodate them, whatever those needs are."

Director, Center for Childhood Developmental Disorders

VALUES

- Seeing their campers grow and thrive
- Not letting her campers be defined by their limitations
- Helping fill a gap for their community

NEEDS + WANTS

- The right accommodations for their groups
- Appropriately trained supervisory staff
- Credible programs and facilities

CONCERNS/FRUSTRATIONS

- Lack of funding
- Establishing trust
- Overwhelming amounts of paperwork + logistics

TAKEAWAYS

CRAFTING PERSONAL CONNECTIONS

Now that we know who we're talking to, how do we establish a meaningful connection with these core audiences?



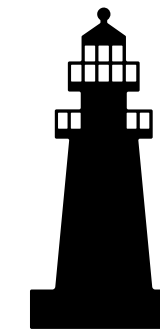
Impact by the Numbers

Our audiences care deeply about our mission. Let's continue to share with them the results of the incredible work we do.



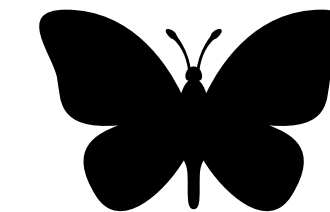
The Joy of Childhood

Our stakeholders are committed to providing campers the kinds of experiences that they don't get anywhere else.



Safety + Reassurance

Every one of our campers has unique needs. Let's continue to show our audiences how we excel at meeting them.



Powerful Stories

Audiences love to witness the transformation that campers undergo at Aranzazu. We want to continue showing, rather than telling them about, that magic.

A grid of 100 hand-drawn art cards, each featuring a unique drawing and text. The cards are arranged in a 10x10 grid. The drawings include various themes such as nature (flowers, sun, fish), abstract patterns (stripes, dots), and specific names and dates (e.g., "Rissa 2013", "Kelly Camp Hearty 2014", "MDA 2K16", "God's Love Shines", "Camacho '13", "Stars Can't Shine Without Darkness", "Light em up Josh!", "Angie"). The text is written in various styles, including bold letters, cursive, and simple block letters. The colors used in the drawings are diverse, including blues, greens, yellows, reds, and purples.

INSIGHTS

INSIGHT #1

INCLUSIVITY HAS BECOME A BUZZ WORD.

Inclusivity, intention, and personalization are foundational to the Camp Aranzazu experience. We are small on purpose, and we serve all populations year-round. We remember your soccer team's mascot, which foods you're allergic to and who you like to bunk with. We've built a place where every person gets a chance to connect with nature equitably.

All of our peer organizations want to be perceived as inclusive, authentic, and intentional. We therefore need to showcase our true super power: the highly personalized experience that we provide to each and every camper.





INSIGHT #1

INCLUSIVITY HAS BECOME A BUZZ WORD

“One thing I remember...parents complete a document about their child that’s shared with [staff]. One counselor said ‘These parents don’t know their kids!’ That camper was totally branching out...in a way they didn’t at home. What camp brings out of them is so heartwarming and so rewarding.”

— 1:1 Interview

“[Campers] get to experience acceptance for who they are, and that gives them a sense of belonging.”

— Internal Survey

“It’s a great place for people to be their authentic selves.”

— Internal Listening Session

INSIGHT #2

CAMP STICKS WITH YOU.

The physical camp is the beating heart of this operation, but the Aranzazu experience follows campers long after they leave. The skills, courage and confidence they gained here continues to benefit them throughout their lives.

What's more, when campers return home, their transformation touches the people around them — parents, siblings and caregivers all get to experience the magic of camp without even having to set foot on the grounds.



“[Families] trust us more. They’re more relaxed. The kids **come back with confidence**, and the parents can see that. The parents are not as uptight as they were before, the kids want to share what happened, and they made friends. They start to feel like **they’re not alone.**”

- 1:1 Interviewee



INSIGHT #2

CAMP STICKS WITH YOU

“We have a bonfire the last night of camp. They’re encouraged to recap their week...it’s never not emotional. They get to voice their true feelings. One of the kids said, ‘This is the first time I’ve felt normal in a year.’ That’s what makes the experience so great.”

— 1:1 Interview

“Once [the parents] realize they’ve gone a week without [their camper] and nothing bad happened, they have a more relaxed approach to treatment and the disease process..”

— 1:1 Interview

“I’ve been in love with going to camp with these kids and watching the transformation you see in them while they’re there. The things they learn how to do, the confidence building — it sticks with them long after camp.”

— 1:1 Interview

INSIGHT #3

“Z” IS FOR EXPLORATION

Our campers are so used to hearing about what they can't do. Cautious healthcare providers and protective parents are always reining them in and reminding them of their limitations. Their lives likely start to feel prescribed, and anything or anyone unfamiliar can seem like a threat.

But if we spend our lives avoiding the unknown, we won't get to experience the thrill of adventure or the wonder of discovery.

Camp Aranzazu is that truly special place where everyone can feel safe to explore and experience the “Zazu” — the magic — that exists both across our wonderful world and inside every one of us.

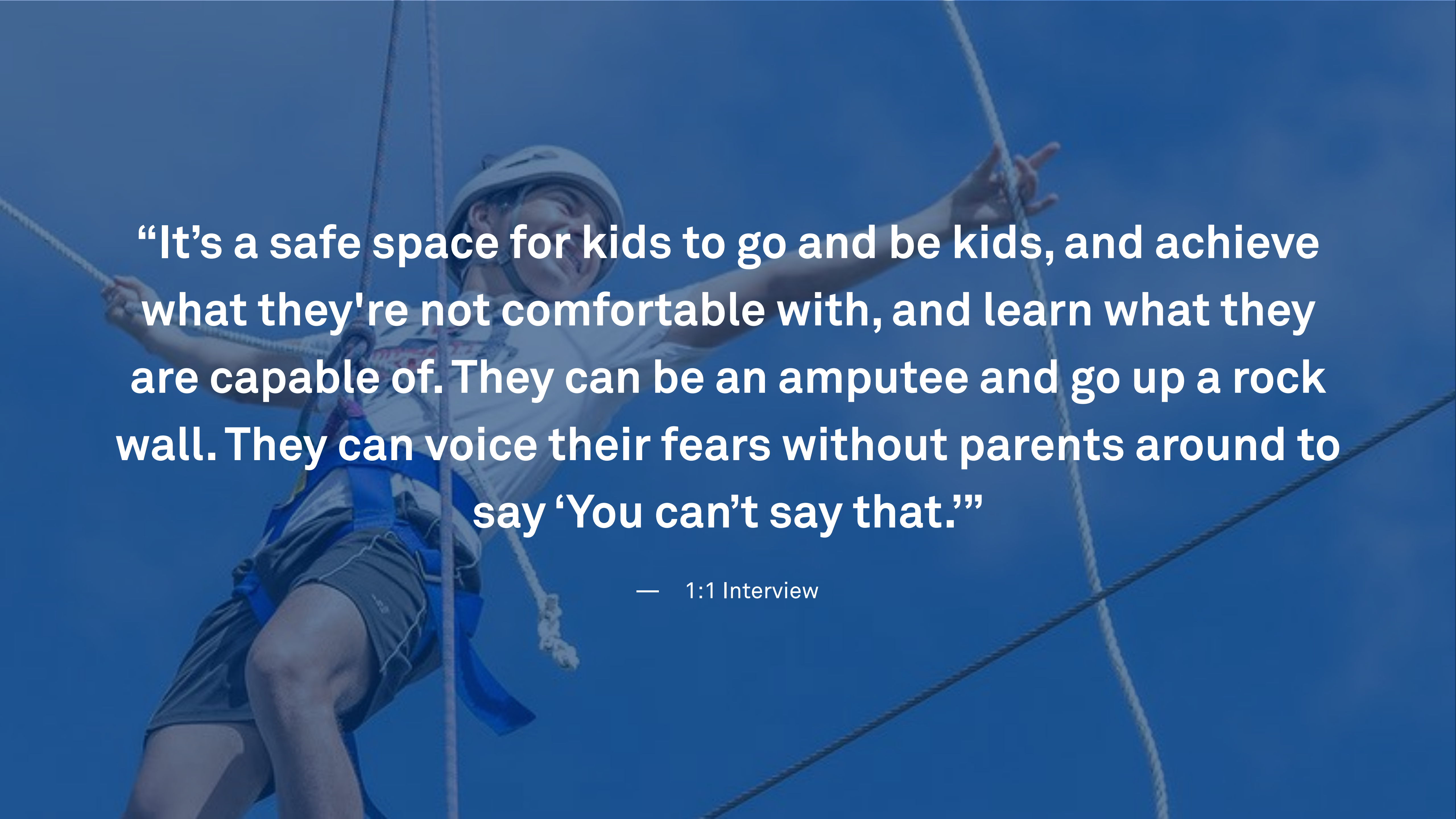


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**“Kids get to do things
they would never in a
million years be able to
do anywhere else.”**

-1:1 Interview



A person wearing a white helmet and a blue harness is climbing a rope. They are smiling and looking up. The background is a clear blue sky. The text is overlaid on the image.

“It’s a safe space for kids to go and be kids, and achieve what they're not comfortable with, and learn what they are capable of. They can be an amputee and go up a rock wall. They can voice their fears without parents around to say ‘You can’t say that.’”

— 1:1 Interview

NEXT STEPS





CONCLUSION

PROMPTS TO THINK ABOUT

What's something you heard for the first time today?

What's something that confirmed or validated what you already knew?

What's something you'd like to learn more about or dig deeper on?

What resonated with you the most?

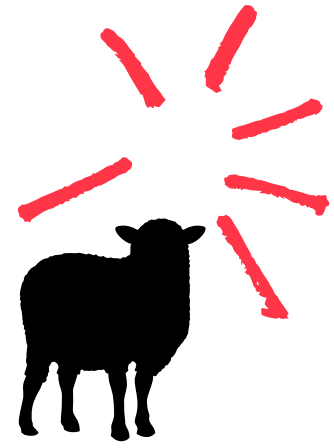
What resonated with you the least?

What questions do you have lingering?



NEXT STEPS

- ➔ **Reflect on prompts**
- ➔ **Attend Positioning Presentation
on 5/8**



THANK YOU!

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