

## Pillar 3:

# RAISE THE PAINTED TURTLE PROFILE TO ACHIEVE INCREASED AWARENESS AND CONTINUED GROWTH

We will maximize awareness about the impact of a Painted Turtle Camp experience with stories and communications that are created for specific Painted Turtle audiences, based on their preferences, attitudes, and needs. We will measure effectiveness through clearly defined communications objectives.

### KEY OUTCOME

Increase the number of camper applications generated through amplified regional awareness and new mission-aligned partnerships.

### HOW WE'LL GET THERE

- Increase the impact of our communications by developing strategic outreach plans tailored to key audience segments.
- Elevate community awareness by opening Camp for transformative experiences for the whole family.
- Enhance partnerships with groups and organizations aligned with our mission.

*“More people need to know about the transformative work you are doing at The Painted Turtle. There are lots of Camps. We need to tell more TPT stories - across Southern California.”* CHILD LIFE SPECIALIST

