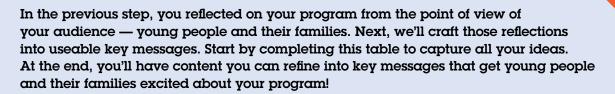
Ignite Summer Toolkit:

RECRUITING & MARKETING MESSAGE MAP



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

