

# Schoolhouse of Wonder

**Strategy:** In the very crowded summer camp space, Schoolhouse of Wonder (SHOW) needed to break through the clutter. MMG helped SHOW put the spotlight on the uniqueness of their location (state parks) and the once in a lifetime experiences their campers got as a result.

**Big Idea:** After a day at SHOW — the kids are worn out, filthy from a day outdoors, and wearing a big smile. Research has demonstrated that outdoor experiences build confidence and curiosity.

**How'd we do?** Summer camps are selling out and school year intercession weeks have the longest waiting list in the history of SHOW. They've added two new counties/camps since we've started working together and there's more on the horizon.

*"Over the past 20 years, I have worked in three non-profits in three different states. We've hired MMG in each case and they elevated each of the organization's reach, income and mission. If I ever change jobs, the one thing I'm taking with me for sure is MMG!"*

— JWendy Tonker  
Executive Director  
Schoolhouse  
of Wonder

The collage features several promotional items for Schoolhouse of Wonder:

- Open-hearted children become open-minded adults**: A brochure with a grid of photos and text:
  - Kindness \$50
  - Curiosity \$100
  - Adventure \$150
  - Friendship \$300 a week of camp
  - Confidence \$1,200 a month of camp
  - Memories \$3,000 entire summer of camp
- 2017 Camp Parent Handbook**: A green and white handbook with the Schoolhouse of Wonder logo and a photo of children holding a crayfish. It includes contact information for Durham and Wake locations.
- Dirty, Tired, and Happy. Guaranteed.**: A brochure featuring a photo of a smiling child and text: "We'll return your child dirty, tired, and happy. Or we'll refund your remaining camp tuition. Guaranteed." It also mentions "Voted Best Summer Camp" and "28 Years of Award-winning, Nature-based, Outdoor Day Camps".
- Together, let's build bridges of understanding**: A brochure with a photo of children and text: "All donations made through this symbolic giving program support our operating fund. Your donation will be used where it is needed most: to engage kids in nature-based outdoor adventures." It includes the Schoolhouse of Wonder logo and contact information.

