



We are so excited that you and your students will be joining us at camp this summer! We believe that God's Word is both relevant and instructive for the challenges that your students are facing today. Our goal is to put God's Word in front of your students so that life-change can happen within the community of your youth ministry.

It is our goal to do all that we can in order to support you and help you to maximize your ministry. In this PDF, we have put together various resources that we believe will help you fundraise and promote camp to parents, students and your church body.

We are excited about the chance to partner with you in helping teenagers know Christ through His Word. It is our hope that these suggestions give you some helpful ideas to get the word out to your church community about our time together next summer.

We are here to help you, so call us any time!

MINISTRY EVENTS TEAM  
1.800.718.2267



## CHURCH


- **One Sunday morning**, have a few students share about their time at camp last year. Sharing personal testimonies can be a great way for the church to feel connected to what is happening in the lives of our youth. This connection can spur on the donation of scholarship money.
- **Show SL Videos** so that the church can see first hand what happens at camp.
- **Use the bulletin insert** provided online as a simple way to give the congregation a tangible reminder.
- **Incorporate the SL camp power point slide** on our website in your church's weekly announcements.



## PARENTS

- **Establish the dates and location of camp early on**, so that families can know when they are planning their family vacations.
- **Make sure that financial guidelines are clear**, and offer incentives for signing up early.
- **Have a meeting for parents** about finances, camp schedule, travel details, etc.

## TEENAGERS



- **Encourage each student to come to camp**. Make phone calls, send emails, pull them aside at youth group, and tell them how much you'd love to see them at camp this year. Knowing that someone cares if they are at camp or not could make a huge difference in their decision to come.
  - **Have a few students share about their camp experience** in youth group one night. It will encourage other students to go if they know their peers had a good time and were changed.
  - **Use the orange bracelets you received in your promo box** as a way to get students hyped for the coming summer: hand them out, use them as giveaways and wear them when you're around your students.
  - **Incorporate SL Camp videos** into youth group announcements.
  - **Have a "Camp Spirit Sunday" themed youth event!**
  - **Give the Audacious T-Shirt** you received in your promo box as a door prize.
  - **Use SL summer hashtags** in your tweets, and encourage students to do the same.
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## WHAT YOUR FELLOW YOUTH MINISTERS ARE SAYING:

“Register for camp early and publicize your scheduled week in the late fall or early winter. Many families are already making summer vacation plans so let them know early when camp is and hopefully they will plan around your week. The cost of camp is always a factor parents and students consider before signing up for camp. Give them incentives to sign up early. Offer family discounts, payment plans, early bird/late registration rates and even a drawing for the first twenty who sign up for a fully paid scholarship to camp.”

Jason Atchley, FBC Round Rock in Canyon, TX



“We have our deadline the Sunday before SL’s 12 days out deadline. This is a hard deadline that only changes if a student drops out and a spot opens up. We think we are just extending grace when we let them sign up till the very last day but we are often being poor stewards by adding last minute costs or the time/energy we spend trying to make last additions “work out.” Save the ulcers and put a deadline that matters. Schools do it. Teams do it. We can do it. Raise the bar. Set a deadline and stick to it.”

CJ Malott, Fielder Road Baptist Church in Arlington, TX

“The biggest way to promote camp was to offer discount deadlines. Those who signed up and paid 8 weeks before camp got a discount. The next discount came at 4 weeks. After that, they paid full price. Any youth bringing a non-church visitor--BOTH received a discount. For us, it was \$50 off (same as 8 week discount). \$25 was the 4 week discount. Posters for publicity helped communicate the plan. It’s amazing seeing the kids (and their parents who write the checks) get fired up about getting signed up, and reaching out to others. Some actually paid the full price for camp and gave their discount to their friend. This made a \$300 camp become just \$200 for the unchurched friend!”

David Boncler, Vista Grand Baptist Church in Colorado Springs, CO

“I often find myself frustrated when deadlines approach and even the last minute when kids cancel or want to add. My key word when it comes to camp enrollment is “flexibility.” My “deadlines” are “soft-deadlines” and I have to remind myself that we live in such a mobile society and that most people plan late instead of early. Early promotion is key once you know when and where you are going. A parent meeting is essential to help promote camp and answer questions. This year I am going to have a parent meeting to discuss upcoming events for our students, answer questions about our ministry, and then I will hand them a camp packet and use Student Life’s payment vouchers as an option to help spread out the cost of camp over the next several months. Another good practice is to have your student leaders and previous year campers talk about camp.”

Kurtis Abl, First Baptist Church in Dalhart, TX

