



United Camps, Conferences & Retreats

Marketing Your Summer Camp Program



Today's Plan

Tina

- Setting Your Goals
- Testimonials, Postcards, Posters
- Promo Packets for every congregation
- Fundraising
- Other Resources

Laura

- Website
- Press Release/Blog
- Social Media
- eNewsletter
- Online Directories



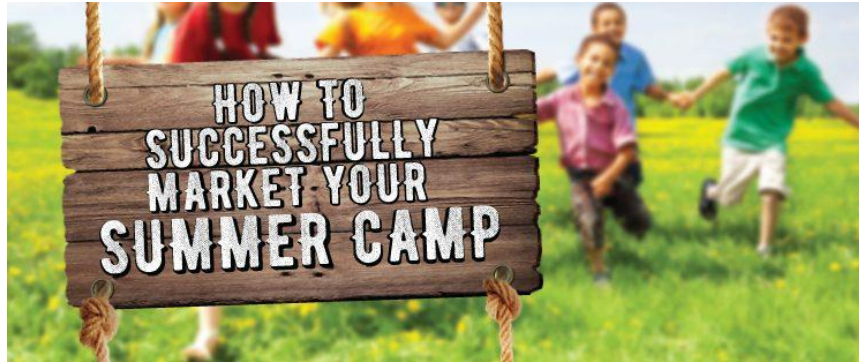
Setting Your Camp Promotion Goals

**EARLY
BIRD
DISCOUNT**



- Create a Calendar with campaigns and deadlines
- Set & reserve camp dates by November
- Promotional Packets to congregations in January
- Schedule a Camp Promotion Day in March or April
- Registration Materials available by February
 - Include Early Bird discount
 - Printed registration option
 - Online registration ready to go
- Create incentives such as Bring a Friend discount, Family discounts, Free camp shirt or gift.

Camp Promotional Packets for Congregations



Include:

- Posters for bulletin boards
- Postcards to hand out
- Testimonials
- Fundraising Ideas
- Bulletin inserts and/or Electronic Ads for camp
- Give the Gift of Camp Campaign



Testimonials



Sharing personal stories about the benefits of the camp experience has great impact. 80% of new campers come from a word of mouth referral!

- Regional/Conference promotional materials and in local churches.
 - A written piece
 - A video
 - A spoken piece
- Invite campers of all ages to share how camp influenced them
- Invite counselors or directors to share the benefits of camp



Posters & Postcards

Create a poster with your camp theme and graphic with dates for camps & early bird discount dates to be posted in churches

Utilize the same graphics/theme to **create a postcard** to be handed out during Regional/Conference wide events and in local congregations

Give postcards to campers & adults to give to their friends & colleagues.

Use postcards to give out to local youth organizations

Bulletin Inserts & Electronic Ads for camp



Using your Camp theme and graphic, create bulletin inserts or an ad to be placed on the video screen before church.

Advertise promotional deadlines & fundraisers.

Give the Gift of Camp Campaign



One of the biggest barriers for families of campers is the cost. Conferences & Regions also incur large expense by paying for counselors & staff to be at camp.

- Consider Conference/Region-wide fundraising campaigns to offset these costs through scholarships.
 - Family discounts for more than one child/adult going to camp from family
 - T-Shirt/hat sales
 - Each congregation underwrite the cost of one camp staff for a week
- Local churches can also make a commitment to scholarship youth & camp staff attending camp from their church.
 - See Fundraising ideas



Fundraising & Events Ideas

A great way to get people involved in Camp Promotion!
Help kids & counselors get their camp experience paid for through fundraisers.

- BBQ or Dinner
- Variety or Talent/No Talent Show
- After Church Hot Dogs/Bake Sale
- Car Washes
- Yard Sale/Auction
- Recycling for Cash
- Host a Campfire Evening with Hot Dog Roast & S'Mores

Visual Story with details.

Promote blog and website link on social media.

Final push.



Website

Blog

Facebook

eNewsletter

Resend & boost

Write a blog to create content to use in promotion.

Collect emails or use existing emails to send program details.

Blogs



Fall Festival at Hartman Center - Live Music

[Read More →](#)

Sep 11, 2018



Inspiration at Camp

"You can do it, yes you can!"

[Read More →](#)

Aug 28, 2018



Mother Nature's Medicine: Green Exercise is Good For Recovery

[Read More →](#)



Search



Laura

Event

Insights



Events

Events

Calendar

17

Fall Festival

Birthdays

Discover

Hosting

17

+ Create Event

appearing in the pavilion:



**Jerry Zolten &
Richard Sleigh**

**& Tussey Mountain
Moonshiners**

5725 Old US Hwy 322, Milroy | hartmancenter.com | 717-502-2246

OCT

13

Fall Festival

Public · Hosted by Hartman Center - Camp & Retreat Center

★ Interested

✓ Going

➔ Share



Saturday, October 13 at 10 AM – 3 PM EDT



Hartman Center - Camp & Retreat Center
5725 Old US Hwy. 322, Milroy, Pennsylvania 17063

Show Map

About

Discussion



Event Space | Day Use | Overnight Retreat Center

Fall Festival October 13

10am to 3pm

SAVE THE DATE



HARTMAN CENTER FALL FESTIVAL

Homemade food, baked goods for sale, kid's games and crafts, basket auction, fishing derby, hayrides, face painting, prizes, swag... and more!

FREE ADMISSION:
PROCEEDS BENEFIT SUMMER PROGRAMS

Online Directories

1. ACAacamps.org
2. Mysummercamps.com
3. Summercampdirectories.com
4. Kidscamp.com
5. Camppage.com
6. CCCA.org (Christian Camp & Conference Association)



Other Resources

- Ultimatecampresource.com
- Activecamps.com/resources
FREE downloads for Camp Leaders including marketing tools:
<http://www.activecamps.com/resources/whitepapers/best-camp-class-marketing-toolkit#top>
- “Marketing Plan in a Box” through CCA.org. \$199
 - Must be a member to purchase
- Gocamp.pro
 - Lots of professional camp info here. Check out the Blogs by camp professionals!
- Online Registration & ENews:
 - Jotform.com
 - Mailchimp
 - Constant Contact



We're Here To Help!

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