



BRILLIANT AT THE BASICS | Getting Kids to Camp

If you're not talking to parents about camp, you are not going to get kids there. Parents manage their kids' schedules and finances at this age, so it is imperative that you communicate well with them. You want to personally invite kids and get them excited about camp, but you need to share the details with parents.

Review the following timeline and then customize it for your WyldLife trip. Find more camp resources in the [WyldLife Toolbox](#) on Staff and Volunteer Resources.

AUGUST/SEPTEMBER/OCTOBER

- **Be strategic** as you schedule weekend retreats/overnights. How will timing affect camp signups?
- Plan **package deals** for kids who go to a weekend retreat and camp. (Sign up for both and get \$50 off camp.)
- Create a **second-timer policy**. How many you will bring? How can they help you bring new kids?
- Talk about camp **at every club**. If club doesn't meet weekly, you have fewer opportunities to promote camp.
- Include **"coming soon"** camp information in every WyldLife communication with parents.
- Identify **key parents** (maybe those whose kids have gone to camp) to promote camp with you.
- **Get commitments from leaders** to attend camp so they can invite kids to "Come with me!"
- Ask leaders to make a list of kids they want to go to camp and **start praying for them**.
- Establish a **prayer strategy** for camp.

NOVEMBER

- **Order camp fliers** from the service center as soon as you know your camp.
- Send an **email with camp dates** to parents of every kid – the day you receive your dates. Don't wait!
- Follow up with a **"save the date" postcard** to parents and tell them more details will follow.
- Determine **camp costs** – transportation, leaders, T-shirts, etc. – and set a price for the trip.
- Continue to tell kids about camp **at every club**.
- Post your camp trip information on your **web site** – parents will look for it there. Set up on-line registration.
- Give **"campership prizes"** during club games in the month before your sign-up night. Target kids who will have trouble going to camp without financial assistance.
- Set an **early bird registration discount** if deposit paid by end of December.
- Send registration forms to parents, giving them the opportunity to surprise kids with a WyldLife T-shirt and a **"You're going to camp!" card** to open on Christmas. (See sample letter.)
- Offer camp with **monthly payment options**. If they pay \$50/month, December to June, you'll collect \$350. (See sample payment plan.)
- Ask key parents to **host desserts** in their homes and invite other parents to talk about camp.
- Host a **parent information meeting** during Open House. Look for creative opportunities to meet with parents around scheduled school events they will attend.
- Ask leaders to **personally invite** kids to camp.
- Compile leaders' kid lists and ask committee and/or parent support team to **pray for these kids**, too.

DECEMBER

- Include camp dates in **every email** sent to parents.
- Host a **camp sign-up night** at your last fall club to start building momentum early.
- Ask **key parents** to communicate with their circles of parents about camp.
- Plan **fundraising opportunities** for kids.
- Update kid lists and continue **praying for kids** to go to camp.

JANUARY

- Mail a **spring club calendar** to all parents. Include camp dates and enclose a camp flier and letter.
- Include camp dates in **every email** sent to parents during the spring semester.
- Show a **camp video** at all spring weekend retreats and clubs, then give camp fliers to parents at pickup. (If you give fliers to kids, parents may never see them.)
- Ask key parents to **host desserts** in their homes and invite other parents to talk about camp.
- Host a **parent information meeting** during Open House or another school event.
- Confirm which leaders will attend camp so they can say to kids, **“Come with me!”**
- Set aside a **day to pray** for camp sign-ups.

FEBRUARY

- Host a **leader call-a-thon** with leaders meeting to call parents about camp. (See sample script.)
- Continue to offer **monthly payment options**. If they pay \$100/month, February to June, you’ll collect \$500.
- Invite parents for the **last 15 minutes of club** one week. Show the camp video and talk about camp.
- Ask leaders which kids they have **personally invited**. Make a list of who else needs to be invited.
- Give kids the opportunity to **participate in fundraisers** throughout the spring.
- Update kid lists and continue **praying for kids** to go to camp.

MARCH

- Ask leaders **to call parents** of kids who came to club that week and talk to them about camp.
- Have a **“who’s going” list** at club and in leaders’ pockets. Kids want to go to camp with their friends.
- Send leaders to **visit kids and parents at home** with camp fliers and a camp video on their phones.
- Make decisions about what your **R2 numbers will be** – which kids do you still need to invite?
- Update kid lists and continue **praying for kids** to go to camp.

APRIL

- Once R2 numbers are set, confirm you have enough leaders so that there is **one adult in every cabin and one leader for every five kids**.
- Consider **taking parents to camp** as leaders, not chaperones. They could be great key parents when selling WyldLife camp next year, or they could become full-fledged leaders.
- Set aside a **day to pray** for the kids who are going to camp.

MAY

- **Train WyldLife leaders** going to camp.
- Set **camp follow-up plans** before you leave for camp.
- Give thanks for **all God that has done** as you’ve prayed for kids to go to camp.