

PROMOTION IDEAS

Invite a speaker to your church

Invite speakers to come to your church and talk about the many opportunities available in Camp & Retreat Ministry. Possible speakers include members of the Camp & Retreat Commission, The Speakers Bureau, Camp Deans, Site Directors, Camp Staff, or the Director of Camp & Retreat Ministry. Please try to schedule well in advance. Contact the Camp & Retreat Ministry Office if you need names, contact information and/or ideas.

Invite testimonies from your church members

You may not have to look beyond your congregation. Maybe someone in your church has had experience in the camping program – either as a counselor, camper, or other connection. Speakers can also be arranged by the Conference Camp & Retreat Ministry Office. Though it is important to relay facts and figures about camp, we also need to convey the message of what the camping experience means in the spiritual life of the individual.

Make a Summer Camp display

Make a display about summer camp on a bulletin board, table, or free standing. You can use the brochure and/or poster enclosed in the summer camp mailing. Provide a place for the summer brochures. You can use pictures of congregation members at camp (past and present). Include stories and drawings of camp experiences. Be creative!

Camper Recognition

Recognize campers, counselors, and deans from your church that have participated in the summer camp program or retreat programs. You can call out their names or have them stand as part of the Sunday service. You can add names and/or pictures to the camp display.

Newsletter Articles

Use the newsletter articles provided in this booklet to highlight some of the new programs and opportunities. You can also have campers write articles about their experiences at camp from previous years.

Share Notes of Thanks from Campers

Have those who attended camp write thank you notes to the congregation and put them in the bulletin, church newsletter, or bulletin board. It's a great way for the congregation to know their prayers and gifts are appreciated. It will help build the program for next year.

Camping Sunday

Choose a good date. Remember to check local Spring Break schedules or any other factors that could impact attendance. Remember the Early Bird Deadline for camp (after April 8, price goes up \$20). Remember Easter is March 31, 2013. Use the Sunday School hour for children and youth to experience what camp is like. Some of the activities could include singing camp songs, Bible study, story time, crafts, hiking, games, camp snacks, and community building. While this is happening, other adults can be answering parents' questions, giving out brochures and sharing personal stories of what camp means to them. Children love hands on Sunday School lessons and it serves to inform them about camp, too. This could also be done on a week night or Sunday afternoon with people in the camping program leading it. (*see Camp Sunday within packet*)

Talk to People

Put in a good word about the camping program to individuals and church organizations. Make sure all prospective campers have registration forms and that they send them in early.

Do you have other ideas for promoting summer camp and retreat opportunities? Please send them to the Camp & Retreat Ministry Office, P.O. Box 2053, Mechanicsburg, PA 17055 or via e-mail camps@susumc.org.