



## What can you do NOW to get WyldLife kids to camp?

The keys: Praying. Plans. Parents.

### AUGUST/SEPTEMBER/OCTOBER

- Be strategic as you schedule weekend retreats and overnights. How will their timing affect camp signups?
- Plan a package deal for kids who go to a weekend retreat and camp. (Sign up for both and get \$50 off camp.)
- Create a second-timer policy. Consider how many you will bring and how they can help you bring new kids.
- Talk about camp at every club. With bi-monthly clubs you have fewer opportunities to promote to the group.
- Include “coming soon” camp information in every communication with parents about club, Campaigners, etc.
- Identify key parents (maybe they are on your parent support team or their kids have been to camp before) who can help you talk about camp with other parents.
- Get leaders committed early 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

- Send an email with camp dates to parents of every kid – the day you receive your camp dates. Don’t wait!
- Follow up with a “save the date” postcard to parents and tell them more details will follow.
- Order camp fliers from the service center.
- Determine camp costs – transportation, leaders, T-shirts, etc. – and set a price for the trip.
- 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 camp registration forms and a letter to parents. Give parents the opportunity to surprise kids with a WyldLife T-shirt and a “You’re going to camp!” card to open on Christmas morning.
- Offer camp with monthly payment options. If they pay \$75/month from December to June, you’ll collect \$525.
- Ask key parents to host desserts in their homes and invite other parents to talk about camp.
- Host a parent information night during Open House or another school event. Look for creative opportunities like this to meet with parents in urban areas.
- Compile leaders’ kid lists and ask your 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.
- Host a leader call-a-thon with leaders making calls to parents from the same location.
- Ask key parents to communicate with their circles of parents about camp.
- Ask key parents to host desserts in their homes and invite other parents to talk about camp.
- Plan fundraising opportunities for kids.
- Update kid lists and continue praying for kids to go to camp.

### JANUARY

- Send 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.
- Show a camp video at club and give camp fliers to parents when they pick up their kids.
- Ask key parents to host desserts in their homes and invite other parents to talk about camp.
- Continue asking for commitments from leaders to attend camp so they can say to kids, “Come with me!”
- Set aside a day to pray for camp sign-ups.



## **FEBRUARY**

- Show camp video at weekend retreats and give camp fliers to parents when they pick up their kids.
- Continue to offer camp with monthly payment options. (If they pay \$100/month from February to June, you'll collect \$500.)
- Show a camp video at club and give camp fliers to parents when they pick up their kids.
- Invite parents to join you for last 15 minutes of club one week. Show the camp video and talk about camp.
- Include camp dates in every email sent to parents.
- Host another leader call-a-thon with leaders making calls to parents from the same location.
- Give kids the opportunity to participate in fundraisers.
- 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.
- Include camp dates in every email sent to parents.
- Show camp video at weekend retreats and give camp fliers to parents when they pick up their kids.
- Ask key parents to host desserts in their homes and invite other parents to talk about camp.
- Have a "who's going" list at club and in leaders' back pockets. Kids want to go to camp with their friends.
- Update kid lists and continue praying for kids to go to camp.
- Give kids the opportunity to participate in fundraisers.

## **APRIL**

- Include camp dates in every email sent to parents.
- Once R2 numbers are set, work to be sure you have the right number of leaders to meet the 1:5 leader to kid ratio for WyldLife camp (and one adult per cabin).
- Consider taking parents to camp as a leaders, not chaperones. They could be great key parents when selling WyldLife camp the following year, and they could become full-fledged leaders.
- Set aside a day to pray for the kids who are going to camp.
- Give kids the opportunity to participate in fundraisers.

## **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 has you've prayed for kids to go to camp.