



Promoting Camp Hope in Your Community

The following methods have been the most successful for congregations hosting Camp Hope:

1. Build a Camp Hope Ministry Team. People support what they help create! The more people involved in making Camp Hope happen, the more voices you will have talking in the community about this great experience.
2. Directly mail a registration packet to every family in the congregation—even if they do not have children! Everyone has neighbors, relatives and friends. Even single people have co-workers with children. (Some congregations simply include the registration packet in their newsletter.) To make this more successful...
 - Post information on your website, Facebook and Twitter.
 - Start teaching your congregation about Camp Hope Ministries in February or March.
 - Tell them at least 7 times in 7 different ways about the values of Camp Hope Ministries.
 - Go so far as to ask church members to TALK to other people about this opportunity! This is evangelism.
 - Encourage grandparents or aunts and uncles to invite their grandchildren, nieces and nephews to visit during one or more Camp Hope Sessions!
 - Talk to the children in Sunday School about Camp Hope. Tell them to bring their friends.
 - Invite the youth staff to do the talking to 3rd grade groups and older. The “coolness factor” works!
3. Put a professional banner or sign on the front lawn of the church. This can be designed so that the dates change yearly, but the main information is the same. Keep the information simple. Use large letters. To make this more successful...
 - Be sure the answering machine at the church gives information or a contact person’s name regarding Camp Hope.
 - Return messages the same or next day.
 - Talk about the camp values before talking about the fees. Be sure people know if scholarship funding is available.
 - Everyone on the church staff should be able to talk about Camp Hope enough to answer basic questions. Give staff a copy of the “Everything you want to know” handout.
4. Inform the community. Use signs, ads, stories, and neighborhood contacts in schools (especially counselors & school nurses), hospitals, day care centers (of siblings), playgrounds, local restaurants, hair salons, coffee shops, etc. To make this more successful...
 - Get a team of church members to take signs wherever they go!
 - Post Camp Hope Ministries information on your church web site.
 - Talk with neighborhood congregations & community centers so they know the quality of your day camp. They can refer!
5. Most importantly—invite people face to face!

What do you do with the camper forms once you get them registered?

1. Check over the forms to make sure they are complete including signatures.
2. All original forms should be hole punched and led by last name in a notebook for easy access.
3. Data from forms can be entered into a software program (Excel or Access work great) so you can create lists designated by: age, allergies, medication, last names, camper groups and church membership.
4. Camper families will need a confirmation mailing so they know what to expect the first day of camp. This should include any outstanding balance due.
5. Families will want receipts for payment made in full. These can be printed out and given to parents after the first or second day of camp.

More Questions?

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