

Promotional Guide

Late February

- _____ Decide which week your group will attend youth/kids camp. Set an early bird and regular rate due date for your church. We suggest making your due date one week earlier than the IMN's due date. Add this information to your posters and registrations.
- _____ Begin announcing camp dates in the church bulletin, social media, and in youth group materials.

March

- _____ Schedule a parent's meeting in April to answer questions. Begin promoting now. During your parents' meeting, talk about registrations and the importance of filling them out completely and accurately, also important dates, and what the kids/youth will experience at camp. This is a great time to review the camp age policy with parents. Have registration forms, camp regulation forms and brochures available. Follow-up with parents who were unable to attend.
- _____ Begin talking to people about counseling at camp.
- _____ Talk with your Lead Pastor and set-up a camp scholarship fund. Begin passing out scholarship applications to those in need. Set scholarship deadline for early May. The IMN Youth Department has a sample scholarship packet that is available upon request

April

- _____ Put up posters and begin distributing camp registration forms to parents. Use the downloadable church bulletin to promote camp to parents on Sunday.
- _____ Continue recruiting camp counselors. Give them counselor applications.
- _____ Have a Camp oriented service and receive a special camp scholarship offering (partial and full) for students who can't attend otherwise. This is a great evangelistic tool. Sending a child or student to camp for a week with one of your leaders is discipleship and relationship building at its best.
- _____ Mail postcards and blow-up social media with camp promo.

Early May

- _____ Create a system to track camp registrations and money. Early Bird Deadline is approaching. Remind parents and check forms for missing information and errors as you receive them.
- _____ Finalize your camp counselors.
- _____ Make phone calls, send emails, and continue using social media to promote camp to parents and visitors. Remind them the early bird rate is due soon!

- _____ Have students pray for friends they can invite to camp. Give them brochures and registrations they can give to friends at school and in their neighborhood.
- _____ Review camp scholarship applications, approve, and distribute money accordingly.
- _____ Ask a student/leader to share a testimony from camp 2012 on Wednesday and Sunday.

Late May

- _____ Enlist people to pray for the week(s) your church will have students at camp.
- _____ Continue recruiting counselors, if you need more, and return completed counselor forms.
- _____ Review received registrations. Make sure they are completed and accurate. (Don't forget to use your registration check list before sending them into the IMN.)
- _____ Request a check to pay your group's desposit.

Two Weeks

- _____ We encourage you to check students for lice 14 days prior to camp.
- _____ Start priming parents to have their student's medication prepared for camp. Send them an email with our health policy and medication policy.
- _____ Remind students what to bring to camp, including items for theme days. Include this in a letter or email to parents with details about drop-off, pick up time, visitor policy and their balance due.
- _____ Request another check to pay your group's camp balance. Your group must pay in full at registration.

Day of Departure!!

- _____ Conduct required lice check and comple the lice check form before you leave your church parking lot.
- _____ Prepare for registration at camp. Know how many girls, boys, and couseors you have attending. Don't forget your church check made out to the Iowa Ministry Network.
- _____ Make sure everyone has their suitcase, sleeping bag, pilllow, medication, etc. on the bus/van before departure.
- _____ Pray with your group before you leave and expect to have an incredible week!

Camp, camp, camp. We love camp!