

PROMOTION TIPS FOR CAMP COORDINATORS

CAMP SUNDAY!

- > Use the Camp & Retreat Ministries logo on your bulletin cover. This logo is available as a computer graphic and can be obtained by E-mailing the Conference Camping Office with your request. We can attach it to our return message.
- > Make copies of the master schedule (which is included in the local church packet sent in February) and pass them out with each worship bulletin.
- > Promote the website: gocamping.org. Direct people to the calendar, the descriptions, the resources... invite them to snoop around & find out more about Camp Ministries.
- > Have everyone with a camp T-shirt wear it to church that day.
- > Put up a small tent in your sanctuary.
- > Have a potluck that includes making S'mores over a hibachi.



BULLETIN BOARDS

- > Not original, but very effective and relatively easy!
- > Ask past campers to lend photos from their experiences.
- > Use the flyers and brochures from the summer camp packet.
- > Change the display every couple of weeks to keep it interesting.
- > Tack up items like T-shirts, pinecones, a swimming suit, and old tennis shoes — make it eye-catching!

NEWSLETTER ARTICLES

- > Write something different each time your newsletter goes out (use the Camp & Retreat Ministries logo to draw more attention to your article).
- > Publicize the camping website: www.gocamping.org

BULLETIN INSERT

- > This master schedule is included in the summer camp packet and can be reproduced and inserted in your Sunday worship bulletins. Summer camps for all ages are listed, along with contact information for the Conference Camp & Retreat Office.

GUEST SPEAKER

- > Consider inviting someone to speak at a youth meeting, potluck, or other special event. If you don't know of experienced campers in your area, contact Lisa Jean Hoefner in the Conference Camp & Retreat Office— extension 26.

CAMP VIDEOS & POWERPOINT

- > Videos range from 7 to 18 minutes in length and are available for a variety of age levels. Show one at a special event or have one running during Sunday morning fellowship time. Contact Lisa Jean Hoefner for more information on videos or PowerPoint presentations.

LIST OF CAMPERS

- > During the summer, print a weekly list of "campers away this week" in your bulletin and/or newsletter.
- > Invite congregation members to pray for those at camp.
- > Match up campers with "stay-at-home" folks who will write to each other during the camp week.

- > Include a spot on your bulletin board for a list of names of those who are at camp each week.
- > Remember that “campers” includes counselors, deans, camp nurses, family campers, and adult campers.

SET A GOAL

- > Decide on a reasonable goal for the number of campers you want to have attend from your congregation this year. Make a poster showing the goal and update your progress as campers register.

SEND-OFF CEREMONY

- > Include a dedication time during a worship service early in the summer for everyone going to a United Methodist camp this summer.

WORK PARTIES

- > Encourage your youth groups (or other church organizations) to participate in one of the campsite work parties (season-opening work events are held at most of the sites; contact the Camp & Retreat Office for dates). Room and board is free or reduced in exchange for work. Fellowship, group building, and a new enthusiasm for camping are a bonus!

USE SCHOLARSHIPS

- > Don't let the cost discourage anyone from participating in a camp or retreat!
- > Make sure your youth groups, church council, United Methodist Men & Women, outreach and education teams are all working to provide scholarship assistance for anyone who needs it, and include an offering for camp scholarships in your Camp Sunday worship service.
- > Conference scholarships from the Oregon-Idaho United Methodist Camp & Retreat Ministries are also available for campers who have no scholarship funds available through their local church or have need of supplemental financial assistance in addition to their local church assistance.

KEEP UP-TO-DATE

- > Regularly check the camping website www.gocamping.org
- > The more you know about Camp & Retreat Ministries, the easier it will be for you to enthusiastically recommend a particular event for folks in your congregation.
- > If you're not already receiving the weekly Camp & Retreat E-News or the bi-yearly Gocamping Newsletter, sign up right away at: <http://gocamping.org/newsletter/>
- > Read *The United Methodist Connector* for year-round stories about camps and retreats, and watch for the winter, spring, and fall camping brochures. <http://www.umi.net/communications-center/news-a-information/um-connector>.
- > Talk with persons from your congregation soon after they return from their camp or retreat event — they will have lots of great promotional “fodder” for you to use next year. Be sure and share their stories with the camping office if you think we need to hear it, or if it would make a great newsletter item!

SHARE YOUR SUCCESS STORIES

- > Do you have a promotion tip that has worked for you? Are you willing to share your secret with your colleagues in other churches? Write, call or E-mail your ideas to the Conference Camp & Retreat Office and we will add them to the list of ideas for next year!

KNOW ALL THE ANSWERS —

Camp & Retreat Ministries

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OR GET A BROCHURE!

- > Unless you have been the camp coordinator for years, there are going to be questions that arise. In fact, even if you have done it for years, the Camp & Retreat Ministry is evolving and expanding to keep our programming exciting and interesting, so new questions will arise. Look through the promotional material to get the answers to most of your questions; however, feel free to contact the Conference Camp & Retreat Office for assistance. The success of the Camp & Retreat Ministry is dependent upon the invaluable contribution of all our volunteers, including you!

Thank You!