



Users Guide to the Multi Week Summer Camp Promotion Program

This outline is intended to help CampPersons effectively promote LCC summer camp ministry.

Regular church attendance no longer means attending church every week. Attending once or twice a month is the new norm. Additionally, marketing experts claim a person needs to hear a message between four and seven times before they are moved to make a purchasing decision like registering for camp. Following the old plan of doing a singular "Camping Sunday" is no longer effective because 2/3's of a congregation may be absent and those who are present may not be moved sufficiently to take registration action.

This promotion effort provides an easy to use format designed to educate, motivate, invite, and move families, parents, and others to register for camp.

Overview:

- **First week:** Bulletin insert #1 and Tempe talk # 1: *Over the next several weeks we will be learning about the summer camp ministry at Kirchenwald and Nawakwa and why it is an important component of our congregations Christian Education and faith formation efforts. The camps are our outdoor ministry partners and we want to encourage all members of our congregation to consider attending camp this summer. There are many great and fun activities offered at Kirchenwald and Nawakwa every summer. Indeed, there's a camp for everyone regardless of age, or interest. However, the reason the summer camp ministry is important to our congregation is because all those activities and programs are designed to help campers grow in their faith, practice discipleship, and experience Christian fellowship. Please take time to read the bulletin insert which describes why and how summer camp ministry at Kirchenwald and Nawakwa has been important for Bishop Dunlop, his entire family, and for all of us.*
- **Second week:** Bulletin insert #2 and Tempe talk #2: *This week's outdoor ministry highlight focuses our attention on why the summer camp ministry at Kirchenwald and Nawakwa should be a priority. Camp experiences are holistic. Campers are part of a community where each person is valued and affirmed. They are free to be the authentic person God created them to be. Campers try new and exciting things. They support and encourage one another in the challenges of living together as God wants us to. Campers grow in confidence and self-esteem as they practice Christian leadership and discipleship, engage in worship and prayer, play together, and explore God's Creation. Please take time to read the outdoor ministry bulletin insert about a camper named David and why he never misses going to our camps.*
- **Third week:** Bulletin insert #3 and Temple Talk #3: *This week's outdoor ministry highlight reminds us that summer Camp is not just for children, but for God's children of*

all ages. Kirchenwald and Nawakwa offer family camps and camps just for adults. Family camps and adult campers are able to unplug from the grind of daily life, slow down, and experience the peace which is almost unknown in the fast paced world we live in. Family campers and adult campers spend extended time enjoying a different way of being family – they experience a Church family in an extended time and place apart. Please take time to read this week’s outdoor ministry bulletin insert about the significance of family camp and consider how it may be the best and most worthwhile vacation ever!

- **Fourth week – CAMPING SUNDAY:** Bulletin insert #4 and Temple talk #4: *For the past three weeks we’ve heard about the summer camp ministry at Kirchenwald and Nawakwa and the many ways lives are positively changed by attending camp. Summer camp at Kirchenwald and Nawakwa is an extension of our congregation ministry. When camp ends, the campers return to their homes, and return to our church as more inspired and excited Christian disciples, eager to share God’s love, and proclaim the Gospel. Please read this outdoor ministry bulletin insert. (if an additional presentation is planned for today, announce it now – where, when. This is also the time to make camp brochures available, to announce that it is time to register, and remind about various discounts, and if registration fees are supported by the congregation and in what amounts)*