TWENTY PRINCIPLES FOR SIGNING KIDS UP FOR CAMP

1. Prayer
   • All aspects of the trip, not just sign-up, should be covered with prayer. Involve leaders, committee, Campaigners, churches — anyone who cares for kids.
   • Pray daily for kids.
   • Pray for kids to know Christ, not just to go on your trip.

2. Make as big a list as possible of kids to contact. Maintain it.

3. Put together all camp sell items such as camp video, slides, movie, brochures and posters. Make a local trip brochure with specific information on it for kids and parents by February 15 and always have them with you.

4. Sell camp all year — use it in club talks, show last year’s slides or video in the fall, mention it to kids occasionally and (for those in the north) never forget the impact of seeing pictures of summer in February.

5. Camp sell — clubs provide information but individual contacts get kids signed up.

6. Tell every kid in the best way possible about the trip.

7. Remember, who else is going is vitally important for most kids. Work on getting kids who can influence others positively to sign up early.

8. Be persistent and close the deal. Ask kids about it directly. If a kid says he or she is going don’t wait for him or her to bring you the deposit, make an appointment to go to his or her house and pick up the deposit.

9. Be positive. Say, “I’d really love it if you went to camp with us.”

10. Ask kids who have gone to speak positively about it to their friends. Word of mouth is the most effective means of advertising.

11. Find out what lies behind “no.” If a kid says he or she can’t afford it, ask if he or she would go if the money could be raised. If he or she comes up with more excuses, the kid probably won’t go. If the kid says he or she would go if it was affordable, then work with him or her. Remove the obstacle in an imaginary fashion first, and if he or she responds affirmatively, then work with him or her to actually remove the obstacle (money, work, family, trip, driver’s education). Remember also that only 10 percent of those who say they will go next year actually do.

12. Don’t ask for commitments from kids in a group. Give information to the group, but ask for commitments individually.

13. Follow through with every kid to a definite yes or no.


15. Maintain regular contact with those who have signed up through letters and fund-raisers and enlist their help recruiting others.

16. Have fund-raisers, camper parent information night and follow-up meetings planned before you start signing kids up.

17. Use incentives to get deposits — free T-shirts to the first 20 sign-ups, $100 scholarship drawing from all who bring deposit first night.

18. Have parent’s night club in the spring and sell camp to them.

19. Help every kid afford it, but have every kid pay initial deposit.

20. Don’t become so obsessed with filling your quota that you don’t talk to kids about anything else. Take a hint if you notice kids avoiding you.