

This packet contains several items to help you publicize the camping program at Tall Oaks. Feel free to adapt the material as needed for your specific situation.

Suggested publicity timeline

Right away

- Newsletter article announcing dates for camp.
- Bulletin insert announcing dates for camp
- Newsletter article for camp counselors/staff
- Distribute Staff applications to all possible counselors
- Consider setting up a bulletin board/registration area specifically for camp. Include the general poster, dates, your church's registration procedures, etc. A sign up sheet for each camp could be a real time saver. ("Youth dude/ess, which camp is _____ going to?" "I'm not sure, have a look at the board.")
- Put up posters. There are "general" posters for high traffic areas and specialty posters for age-appropriate areas/Sunday school/youth rooms. Adventure camp and CYF Mini weekend are new opportunities. Please make your CYF youth aware of this new opportunity.
- Set a date in March or April for Camp Sunday, preferably no later than April 7th. A special day to emphasize camp is helpful to expand the awareness of the entire congregation. Depending on your specific needs, Camp Sunday could be:
 - the day registration begins
 - a kick-off day for your intense publicity campaign
 - when registrations are due (it is helpful to have a Notary on hand)
 - ask your youth to share camp experiences/songs with the congregation
 - any combination of the above.
- Add camp dates and information to your church web page. Include a link to www.talloaks.org.
- E-mail camp info to your youth
- If you have not done so already, please select a Camp Representative from the congregation. Your minister has recently received information about this.
- Copy Registration form master, make as many as you need for your youth.

Feb

- Newsletter article
- Bulletin insert announcing dates for camp
- Letter to potential counselors/staff, including application form and Frequently Asked Questions.
- Letter to potential campers

March

- Newsletter article
- Bulletin insert announcing dates for camp

April

- Newsletter article
- Camp Sunday

May

- Newsletter article
- May 1st is the registration deadline. After that, add \$10 per youth.

Newsletter ideas

—Use these short blurbs as they are or expand them for your newsletter/bulletin/bulletin boards, etc. Begin now, placing several articles over several months. Please include the clip art in all printed material.

Registration procedures

- The youth, the parents and a minister must sign all forms.
- Campers should return completed form **with full payment** to their pastor or youth director! (Do not send to Tall Oaks!)
- Payment must accompany each form.
- Fill out registration worksheet
- The church sends **completed** forms (including payment) to Tall Oaks.
- Confirmations will be mailed out beginning in May.
- Late registration will be limited after 30 days before camp is to begin.

Press Kit available on-line

We will try to make this entire packet of information available at www.talloaks.org.
Electronic files are also available from Gabe Combs at 913-268-9388 or gabe@shawneepark.org.