

## **TIMELINE FOR CAMP PROMOTION & REGISTRATION**

### **FEBRUARY**

- ◆ Campers are mailed postcard by Tall Oaks.
- ◆ Church packets are mailed to churches by Tall Oaks.
- ◆ Churches should designate “Camp Coordinator(s)” to be in charge of camp registration. (A separate sheet is enclosed to give guidelines for registering campers, record keeping, and payments.)

### **MARCH**

- ◆ Newsletter article.
- ◆ Bulletin insert announcing camp dates & local church contact.

### **APRIL**

- ◆ Newsletter article.
- ◆ Bulletin inserts.
- ◆ Camp Sunday (Remember, forms have to be in by May 1 to get the “Early Bird” discount.
- ◆ Start sending Registration and Health forms to Tall Oaks.
- ◆ First invoice will be received after April 19 and first payment to Tall Oaks should be made.

### **MAY**

- ◆ Newsletter article.
- ◆ Remember “Early Bird” discount no longer available.

### **BULLETIN/NEWSLETTER IDEAS**

Enclosed you will find a double copy for a bulletin insert. It has a camp heading, a place to fill in the camp contact person and the camp dates. Feel free to use the information in your newsletters or expand on the information. There are also a couple of sheets of clip art that can be used to enhance newsletter articles.

### **PROMOTIONAL SUGGESTIONS**

- ◆ Put the posters in prominent places.
- ◆ Put articles about camp in your church newsletter for a few months.
- ◆ Use bulletin inserts and announcements several times.
- ◆ Establish and promote a “Camp Sunday” to have a sign-up day with a Notary on hand.  
Suggestion: Sunday April 18 so you have time to get as many registered as possible by the “Early Bird” deadline. Some churches have special fellowship times as part of this “Camp Sunday” by having a pancake or biscuit/gravy feed.
- ◆ Have past campers and youth leaders make short presentations to potential campers and camper families during Sunday worship or Sunday School.