

# 2017 SUMMER CAMP PUBLICITY GUIDE



## IN THIS GUIDE:

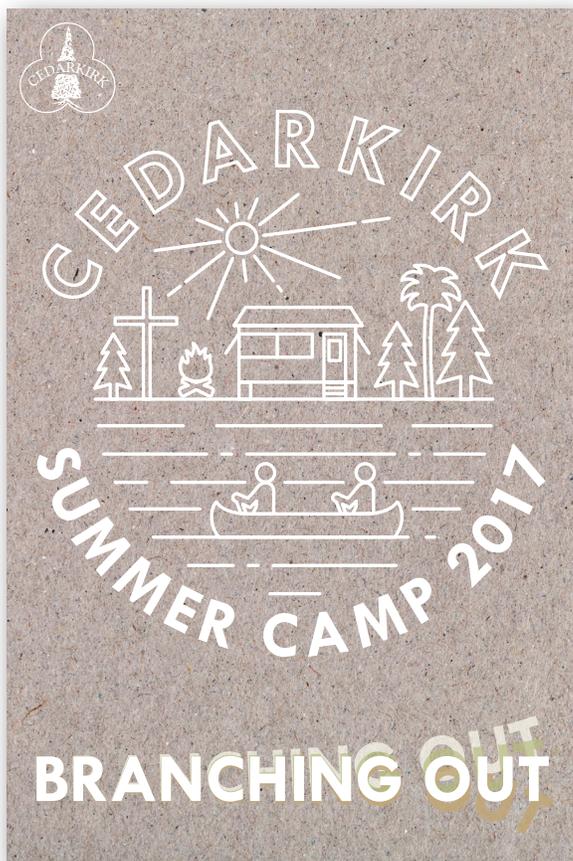
- Tips for Promoting Summer Camp
- Newsletter Articles
- Bulletin Blips

*Your camp and conference center is offering seven weeks of fun, faith-building residential camp programs for children, youth, adults with developmental disabilities, and parents or grandparents with young children. We are looking forward to a wonderful summer of ministry!*

Thank you for taking the time to utilize this guide to help publicize summer camp in your church. We encourage you to include the *Newsletter Articles*, *Bulletin Blips*, and *Bulletin Insert* from this guide in your church newsletter and worship bulletins. If your church projects announcements during your service, we hope you will download our ready-made image slides and use them as well! You can access those at [www.cedarkirk.org/summer/summer-camp-publicity](http://www.cedarkirk.org/summer/summer-camp-publicity).

You can also help by displaying the posters in a conspicuous location at your church and making the included brochures readily available to your members and friends. If you run out of brochures or would like more posters, please let us know and we will be happy to send you more! If you would like a representative from Cedarkirk to speak to your congregation about camp, please contact us to schedule a speaker, evening program, etc. We love visiting congregations and talking about the transforming ministry that happens here!

**813.685.4224 x2 | [camps@cedarkirk.org](mailto:camps@cedarkirk.org) | [www.cedarkirk.org](http://www.cedarkirk.org)**



In addition to publicizing the 2017 Cedarkirk Summer Camp program in your church bulletins and newsletters, we offer additional suggestions on the following page for promoting camp to your congregation and community:

- How to Get Your Campers to Camp
- Helpful Hints for Camp Promotion
- Tips for Hosting a “Camp Sign-Up Day”

***We value our partnership with the churches we serve! If you need any additional publicity materials or creative resources, please let us know. Our staff are happy to assist you with publicizing summer camp in any way we can!***

## HOW TO GET YOUR CAMPERS TO CAMP

- Give the **Bulletin Blips** to the person who compiles or publishes your Sunday worship bulletin.
- Give the **Newsletter Articles** to the editor of your church newsletter.
- Make copies of the **Bulletin Insert** and include them in your worship bulletins.
- Select a few weeks for children and youth at your church to attend camp at the same time.
- With your congregation, set a goal for how many campers you want to attend camp this summer.
- Invite a Cedarkirk staff member to speak at a worship service, Sunday School class, or evening program.
- Choose a Sunday to promote as “Camp Sign-Up Sunday.” *[If you would like materials or assistance in planning an event like this, contact Cedarkirk and we will assist in any way we can.]*
- Offer and promote scholarship assistance to the children and youth in your congregation and surrounding community.
- Personally encourage children to attend – particularly those you feel would benefit from a summer camp experience.
- Help publicize our Open Houses, free Saturday events on February 4<sup>th</sup> and May 13<sup>th</sup>, by using the included flyer and adding it to your church’s calendar of events.

## HELPFUL HINTS FOR CAMP PROMOTION

- Create displays using pictures of past campers and any of their special mementos from camp.
- Have past campers wear their summer camp t-shirts to church.
- Enlist past campers in the creation of promotional posters, collages, banners, etc.
- Have campers from previous years write a short article describing what camp has meant to them.
- Create a visual reference (i.e. a thermometer or pie chart) to document the progress being made toward your goal of camper sign-ups).

## TIPS FOR HOSTING A “CAMP SIGN-UP DAY”

- Hold a “Camp Sign-Up Day” some Sunday to kick off or give a boost to the registration of campers. It may help to emphasize particular weeks during the summer when groups of campers from your church would attend at the same time.
- Use the bulletin insert included with this publicity guide to help raise awareness of Cedarkirk’s programs.
- Select a few enthusiastic campers from past summers to share their experiences with your congregation.
- Set up a tent, display, or table in your building or outside your sanctuary to help publicize your “Camp Sign-Up Day”.
- Have a designated sign-up table or make a computer available for online registration. All you need is internet access and a browser pointed to [www.cedarkirk.org](http://www.cedarkirk.org).
- Invite a Cedarkirk staff person to your church to answer questions and speak about summer camp programs.

## FOR THE NEWSLETTER EDITOR

*We encourage you to give this page to the staff member or volunteer responsible for editing or compiling your church newsletter! Thank you for your support of the ministry of Cedarkirk.*

### **JANUARY NEWSLETTER ARTICLE**

#### **CEDARKIRK SUMMER CAMP REGISTRATION IS OPEN**

Registration for Cedarkirk's 2017 Summer Camps is open! Whether you are in first grade or high school, a family with young children or a grandparent seeking time with your grandchild, Cedarkirk's summer programs offer something for you. Cedarkirk offers camps for all ages and stages of life, emphasizing opportunities for fun, community-building, and spiritual growth in a beautiful, natural environment. To ensure your choice of programs, pick up a brochure in the church office or visit [www.cedarkirk.org](http://www.cedarkirk.org) today. If you have any questions, please contact the camp office at 813.685.4224 x2 or [camps@cedarkirk.org](mailto:camps@cedarkirk.org).

### **FEBRUARY NEWSLETTER ARTICLE**

#### **HAVE YOU HEARD ABOUT CEDARKIRK'S MOST EXCITING NEW PROGRAM?**

Our second year of Traveling Day Camps begins in June! We are partnering with churches from the Presbyteries of Tampa Bay and Peace River to provide exciting and engaging day camps for the children in those congregations and surrounding communities. A Cedarkirk van will arrive with staff, supplies, games, Bible study materials, recreation equipment, and everything else we need to take the transforming and experiential aspects of summer camp on the road. If your church is interested in hosting a Traveling Day Camp program, contact Associate Program Director Rebeca Franca ([rebeca@cedarkirk.org](mailto:rebeca@cedarkirk.org)), for details and answers to any questions you have. You may also find more information at [www.cedarkirk.org](http://www.cedarkirk.org). We'll see you this summer!

### **MARCH NEWSLETTER ARTICLE**

#### **SUMMER CAMP CHANGES LIVES!**

Are you looking for a summer program for your child that will provide him or her with opportunities for spiritual, physical, and social growth? Cedarkirk offers small-group, residential camp programs that allow children and youth to explore, learn, and just be themselves. Besides being fun, summer camps help kids: improve confidence and self-esteem; learn a new skill; improve critical thinking and decision-making abilities; experience the wonder of the natural world; learn to live and work as part of a community; and connect with God in a place where earnest discussions and honest dialogue allow them to make their faith their own. Send your camper to Cedarkirk this summer to discover how a single summer can last a lifetime! Visit [www.cedarkirk.org](http://www.cedarkirk.org) for program dates, details, and registration.

### **APRIL NEWSLETTER ARTICLE**

#### **ARE YOU REGISTERED FOR SUMMER CAMP YET?**

June and July may seem a long way off, but Cedarkirk's summer programs are filling quickly and you don't want to miss out! Sign up today for your week of games, songs, worships, cookouts, and time to hang out with your new best friends. Try exciting activities like canoeing, the high ropes course, campfires, zip lining, and kayaking. Deepen your connection to God and learn new things about yourself as you spend time in the woods away from your usual routine. Pick up a brochure in the church office or visit [www.cedarkirk.org](http://www.cedarkirk.org) to register online. For more information or to request a confidential scholarship, please contact the camp office at 813.685.4224 x2 or [camps@cedarkirk.org](mailto:camps@cedarkirk.org).

### **MAY NEWSLETTER ARTICLE**

#### **WHAT ARE YOU DOING THIS SUMMER?**

Summer is rapidly approaching and camp is just around the corner! Another exciting summer of ministry is about to begin and we want you to be part of the fun! Camp programs offer a variety of activities and adventures: swimming, archery, canoeing, ridiculous games, high ropes, climbing the rock wall, and forging new friendships. All of that, combined with energetic worships and engaging Bible studies make for an incredible and life-changing week. There is still time to register for a summer you'll always remember. Pick up a camp brochure in the church office or visit Cedarkirk online at [www.cedarkirk.org](http://www.cedarkirk.org). Online registration is fast, easy, and provides instant confirmation of your child's registration. We look forward to seeing you at camp this summer!

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## NEWSLETTER ARTICLES CONTINUED...

### **JUNE NEWSLETTER ARTICLE**

#### **CEDARKIRK SUMMER CAMP FUN BEGINS**

Hang up the backpacks and put away the books because summer is here! Make sure your children are signed up for a Cedarkirk camp. There is so much fun to be had, so don't miss out on the valuable experiences a week at summer camp can offer. Camp programs provide a variety of activities and adventures, including swimming, hiking, canoeing, archery, arts and crafts, cookouts, and meeting new friends. These activities are all centered around daily Bible studies and worships that focus on our summer theme, BRANCHING OUT. Some of our camps still have availability, so register your camper today! Find specific program descriptions and register online at [www.cedarkirk.org](http://www.cedarkirk.org).

### **FOR THE CHURCH BULLETIN EDITOR**

*Please include the following Bulletin Blips in your church bulletin (feel free to make changes in the order they appear). In addition to the Blips, a reproducible bulletin insert is included in this pack for use on any Sundays you choose. Thank you for your support of Cedarkirk's ministry!*

#### **JANUARY 15**

**OPEN HOUSE** at Cedarkirk! On Feb. 4th, from 1:00-5:00 pm, Cedarkirk invites you to a free afternoon at camp. Join us for tours, hayrides, s'mores, archery, zip lining, and raffle for great prizes (including summer camp gift certificates)! This is also great opportunity to learn about our summer programs, see some of the facilities and activities used during summer camp, and get a feel for what your child will experience. Find out more at [www.cedarkirk.org](http://www.cedarkirk.org). We'll see you at the OPEN HOUSE!

#### **JANUARY 22**

Check out our newest adventure-based camp! If you enjoy the rigorous challenge of high ropes courses and the laid-back skills required for piloting canoes and kayaks, Ropes & Rivers Camp is for you! You will start by conquering Cedarkirk's own ropes course and Alafia River, then moving on to another ropes course in the area and a trip down another of Florida's scenic rivers. Reserve your spot for this fantastic week at [www.cedarkirk.org](http://www.cedarkirk.org).

#### **JANUARY 29**

Do you enjoy working with children and youth? Do you love playing and worshiping in the beauty of nature? Are you seeking to hear what God is calling you to do this summer – and beyond? Cedarkirk Camp and Conference Center invites young adults at least one year beyond their high school graduation to consider serving as part of our 2017 Summer Staff. Visit [www.cedarkirk.org/summer/employment](http://www.cedarkirk.org/summer/employment) to learn more about our life-changing summer community and how you can serve.

#### **FEBRUARY 5**

**DID YOU KNOW...** a significant and growing body of research shows that time spent at camp – and away from home – helps kids grow? In a week of summer camp, kids have 7,080 minutes to deepen faith, build community and character, cultivate independence and self-esteem, and explore creativity, imagination, and free play. Register your child today and discover how one summer can last a lifetime! Visit [www.cedarkirk.org](http://www.cedarkirk.org) to learn about Cedarkirk's 2017 Summer Camps.

#### **FEBRUARY 12**

Happy Valentine's Day from the staff at Cedarkirk! As your mind turns to love, consider sending a child or grandchild to a week at summer camp where they will experience the deep love of Christ through community. Amazing things happen when kids (and adults!) exchange the distractions of home for a period of rustic living in the woods! God's presence is felt intensely and intimately as campers worship, eat, play, and live together. Give the gift of camp to someone you love and sign them up at [www.cedarkirk.org](http://www.cedarkirk.org).

## **FEBRUARY 19**

Did you know that Cedarkirk offers confidential scholarship assistance for families to send their kids to camp? Residential camps provide so many spiritual, social, and physical benefits to kids and we never want financial constraints to keep a child or young person from spending a week with us! For more information or to download a scholarship request form, visit [www.cedarkirk.org](http://www.cedarkirk.org).

## **FEBRUARY 26**

Come experience Cedarkirk summer camp for the first time! Explorer Camps are for our youngest campers who have completed 1st through 3rd grade. These programs provide safe, meaningful camp experiences for children who would like to try camp, but aren't sure they want to be away from home for a full week. Read about these exciting events in a summer camp brochure here at church or online at [www.cedarkirk.org](http://www.cedarkirk.org).

## **MARCH 5**

Do you enjoy learning about and exploring our beautiful world? Well... that's what Woodwise Camp is all about! Spend an adventurous week in our rustic cabins with your small group, learn about the animals and plants we share this space with, and explore ways we can take better care of the Creation God has entrusted us with. For more information and online registration, visit [www.cedarkirk.org](http://www.cedarkirk.org).

## **MARCH 12**

This summer, Cedarkirk is offering nearly 50 camp programs for all ages and interests. You may pick up a camp brochure here at the church or request one by mail at [www.cedarkirk.org](http://www.cedarkirk.org). Make sure you sign up for a week packed with adventure, spiritual growth, and exciting activities in the woods with a bunch of new friends. We'll see you this summer!

## **MARCH 19**

Do you know a 3rd through 6th grade student looking for real adventure this summer? Campers in the Junior Adventure Camp at Cedarkirk can look forward to cooking over a campfire, Bible studies, arts and crafts, swimming in the pool, canoeing, archery, zip lining and lots more. Find more info and register at [www.cedarkirk.org](http://www.cedarkirk.org).

## **MARCH 26**

Do you enjoy spending time in and on the water? The Water Wonder Adventure camp (for 3rd - 6th graders) may be the perfect program for you. Join us for an exploration into God's gift of water. You will play in and learn about the waters that fill the Alafia River, which flows through camp, and tackle all of Cedarkirk's most popular activities with your small group! The week culminates with a behind-the-scenes tour and overnight stay at the Florida Aquarium! To register for this exciting program, visit [www.cedarkirk.org](http://www.cedarkirk.org).

## **APRIL 2**

Cedarkirk's Music, Arts, and Drama Camp is the perfect summer experience for a creative son or daughter in middle or high school. Campers in this program explore their creative talents throughout the week across a variety of artistic disciplines while also enjoying all the traditional Cedarkirk activities! Learn more about this exciting program by picking up a camp brochure in the church office or visiting our website: [www.cedarkirk.org](http://www.cedarkirk.org).

## **APRIL 9**

Camp is not just for kids! You & Me Family Camp is a special event at Cedarkirk for children ages 3-12 and their adult relatives or grandparents. This three-day event provides opportunities for you to spend time with – and grow closer to – that special child or grandchild in your life and explore your faith together. Find more information at [www.cedarkirk.org](http://www.cedarkirk.org) or pick up a brochure in the church office.

## **APRIL 16**

OPEN HOUSE at Cedarkirk! On May 13th, from 1:00-5:00 pm, Cedarkirk invites you to a free afternoon at camp. Join us for tours, hayrides, s'mores, archery, zip lining, and raffle for great prizes (including summer camp gift certificates)! This is also great opportunity to learn about our summer programs, see some of the facilities and activities used during summer camp, and get a feel for what your child will experience. Find out more information at [www.cedarkirk.org](http://www.cedarkirk.org). We'll see you at the OPEN HOUSE!

## **APRIL 23**

Have you ever eaten a doughboy? Do you know what that is? Join us for a week at Cedarkirk and find out about this treat – quite possibly the most delicious campfire snack ever created. We also have tons of exciting activities, Bible studies, and games to fill all the hours when you're not eating a doughboy. Find out about all of Cedarkirk's summer camp programs by picking up a brochure here at church or by visiting [www.cedarkirk.org](http://www.cedarkirk.org).

## **APRIL 30**

Spend a week in God's beautiful creation and have lots of adventures within the context of a loving and supportive Christian community. Canoeing, shark's teeth hunting, archery, arts & crafts, games, campfires, and s'mores... are just a small sample of the exciting things you can do as a camper at Cedarkirk. We'll see you this summer! To find out more and register online, visit [www.cedarkirk.org](http://www.cedarkirk.org).

## **MAY 7**

Experience a special Christian community at Cedarkirk and make this a summer that you will never forget. Summer camp programs are available for campers who have completed grades 1-12 and there is something for everyone. Make your plans today for camp to be a part of your summer. You can register online and find out information about Cedarkirk, its staff, and its summer programs at [www.cedarkirk.org](http://www.cedarkirk.org).

## **MAY 14**

Cedarkirk Camp and Conference Center would like to thank the churches of Peace River and Tampa Bay Presbyteries for their continued support of our camp and conference ministry. If you would like information on how you can support us, please call the camp office at 813.685.4224. For more information about Cedarkirk's summer camp or year-round programs, visit our website at [www.cedarkirk.org](http://www.cedarkirk.org).

## **MAY 21**

It's not too late! There are still openings for a handful of camps at Cedarkirk this summer. A week at camp may be one of the most effective forms of Christian nurture a church can provide for a child, so encourage a young person in your congregation to attend camp this summer! Camp changes lives! Take a look at all of our programs and register at [www.cedarkirk.org](http://www.cedarkirk.org).

## **MAY 28**

Did you know that the Alafia River, which flows through Cedarkirk's property, is chock full of fossilized shark's teeth? You can wade right into a shallow area and pick them out of the gravel on the riverbed! Join us for a week of camp and take part in this activity that has been among our campers' favorites for more than 45 years! Register today at [www.cedarkirk.org](http://www.cedarkirk.org).

## **JUNE 5**

Our first week of summer camp ministry at Cedarkirk starts today! Please keep our staff and campers in your prayers – that this summer will be fun, safe, and spiritually transforming for all who attend. Thank you for your continued support of this vital ministry! Visit us online at [www.cedarkirk.org](http://www.cedarkirk.org).