



SUMMER CAMP PUBLICITY GUIDE

This summer, your camp and conference center is offering eight weeks of faith-based, community-focused, adventure-driven programs for all ages.

Please use this guide as you publicize summer camp to your congregation. The *Newsletter Articles* and *Bulletin Blips* from this guide can be used in your church newsletter and worship bulletins. If your church projects announcement slides during your service, we hope you will download our ready-made image slides and use them as well! You can find those on our Pinterest page or our website:

www.cedarkirk.org/summer/summer-camp-publicity.

You can also help by displaying the provided posters around your church and making the included brochures readily available to your congregation. If you run out of brochures or would like more posters, please let us know and we will be happy to send you more! As always, 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!

In addition to publicizing the 2019 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"

813.685.4224 x2 | camps@cedarkirk.org | www.cedarkirk.org

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!

FIND US ON SOCIAL MEDIA!



FACEBOOK



INSTAGRAM



YOUTUBE



PINTEREST

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 transforming, summer camp experience.
- Help publicize our Open Houses (free Saturday events on February 2nd and May 11th) by using the included flyer and adding it to your church's calendar of events.
- Use pre-made videos or images (available for download from the Summer Camp Publicity page of our website) during worship or Christian Ed. 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 (e.g. a thermometer/pie chart/etc.) 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 with a computer for easy online registration. All you need is internet access and a browser pointed to 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 IS HEADING TO A NEIGHBORHOOD NEAR YOU!

Our fourth year of Traveling Day Camps begins in June! We are partnering with churches from the Peace River and Tampa Bay Presbyteries 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 this summer, please contact Rebeca Franca (rebeca@cedarkirk.org) for details and answers to any questions you have. You may also find more information at www.cedarkirk.org/tdc. We'll see you this summer!

FEBRUARY NEWSLETTER ARTICLE

CEDARKIRK SUMMER CAMP REGISTRATION IS OPEN

Registration for Cedarkirk's 2019 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 have 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 today. If you have any questions, please contact the camp office at 813.685.4224 x2 or camps@cedarkirk.org.

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 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 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.

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, 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. Online registration is fast and easy. We look forward to seeing you at camp this summer!

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 offer 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, PEACE WORKS. Some of our camps still have availability, so register your camper today! Find specific program descriptions and register online at 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 20

OPEN HOUSE at Cedarkirk! On Feb. 2nd, from 1:00-5:00 pm, Cedarkirk invites you to a free afternoon at camp. Join us for tours, hayrides, s'mores, zip lining, and a drawing 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. We'll see you at the OPEN HOUSE!

JANUARY 27

If you enjoy the rigorous challenge of high ropes courses and the laid-back skills required for piloting canoes and kayaks, Rivers & Ropes Camp is for you! You will start by conquering Cedarkirk's own ropes course and Alafia River, then move on to the largest ropes course in the area and other paddling adventures. Reserve your spot for this fantastic week at www.cedarkirk.org.

FEBRUARY 3

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 2019 Summer Staff. Visit www.cedarkirk.org/summer/employment to learn more about our life-changing summer community and how you might serve.

FEBRUARY 10

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.

FEBRUARY 17

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 to learn about Cedarkirk's 2019 Summer Camps.

BULLETIN BLIPS CONTINUED...

FEBRUARY 24

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/summer.

MARCH 3

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 check out our website at www.cedarkirk.org.

MARCH 10

Do you love learning about the amazing animals that inhabit our world? At Cedarkirk's Amazing Animals camp you'll learn awesome facts about local creatures from the present and the past. You will also get to have a tour and sleepover at Zoo Tampa at Lowry Park! We can't wait to see you! For more information and online registration, visit www.cedarkirk.org.

MARCH 17

Spend a week in God's beautiful creation and undertake 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! Visit www.cedarkirk.org for information and online registration.

MARCH 24

Do you know a 3rd through 6th grade student looking for real adventure this summer? Campers in the Junior Adventure Camp can will learn outdoor living skills like cooking over a campfire, as well as 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.

MARCH 31

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! Register for this exciting program at www.cedarkirk.org.

APRIL 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.

APRIL 14

If you love camp and have been looking for a way to give back, this is your chance! You and your small group will spend a part of each day working on a project to benefit camp, then spend the rest of your time doing your favorite activities. This year we will build raised beds and construct a garden for camp so we can grow some of our own food! Find more information at www.cedarkirk.org or pick up a brochure in the church office.

BULLETIN BLIPS CONTINUED...

APRIL 21

OPEN HOUSE at Cedarkirk! On May 11th, 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 drawing 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. We'll see you at the OPEN HOUSE!

APRIL 28

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 doughboys. Find out about all of Cedarkirk's summer camp programs by picking up a brochure here at church or by visiting www.cedarkirk.org.

MAY 5

This summer, Cedarkirk is offering more than 40 camp programs for all ages and interests. You may pick up a camp brochure here at the church or request to have one mailed to you at 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!

MAY 12

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 and also enjoy all the traditional Cedarkirk activities! Learn more about this popular program by visiting camp's website at www.cedarkirk.org.

MAY 19

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.

MAY 26

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.

JUNE 2

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 at www.cedarkirk.org.

JUNE 9

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.