



# DAY CAMP

CROSSWAYS CAMPING MINISTRIES

## Day Camp Publicity Ideas

Timely and well-planned publicity is important for the success of your Day Camp. In order to ensure a thriving Day Camp for your congregation and community, we've included some ideas for publicity. Keep in mind that these are a few suggestions; there are many creative ways to publicize your Day Camp! Pray for joy and excitement as you get started!

### In the Congregation

- List the Day Camp on the church calendar and church schedule as early as possible.
- Publish brief announcements in church bulletins and newsletters.
- Mail Day Camp invitations to church families 6-8 weeks prior to Day Camp.
- Put up posters with information about the Day Camp week and schedule.
- Display pictures of Day Camp from previous years.
- Make announcements during worship and Sunday school classes.
- Give registration forms to Sunday school classes.
- Hold registration after Sunday worship or between services 4-5 weeks before Day Camp.
- Reach out to families who have not registered.

### In the Community

- Place notices and information in the local newspaper. Make use of the "community news" sections.
- Put up posters in the neighborhood or your local library.
- Invite other congregations in the area to participate in your Day Camp or combine efforts with congregations that already run a day camp program.
- Encourage Day Campers to invite friends and neighbors.

### Online Media

- Share information about your Day Camp on your churches website.
- Create a Facebook event and invite others to attend (you can also use this as a means of communication going forward).
- Use any sort of social media to promote the program.
- Create media (videos, power points, infographics, etc.) to generate excitement for your program.