



## 2008 *SBCV* Studentz Camp

### Promotional Tips:

#### a) Materials to Assist...

(You will find these on the camp DVD-ROM, at [www.sbcv.org/studentz](http://www.sbcv.org/studentz) or call 888-234-7716)

- **Brochures:** Please contact us with the quantity that you would like sent to your church.
- **Posters:** On the inside of the camp brochure is the poster to display in your church.
- **PowerPoint:** Includes camp slides to use in worship or youth meetings.
- **Clip Art:** Includes camp logos/artwork to use in bulletins, letters, etc.
- **Videos:** Cutting edge promotional videos have been created for viewing over the next several months to create interest and encourage registration.

#### b) Helpful Tips...

- Remember that camp is to youth like VBS is to children, the # 1 evangelistic tool!
- Promote camp early so that parents can start saving up and plan it on their calendars.
- Promote camp all the way until the camp deadline. Most kids sign up at the last minute and don't even think about camp till summer hits.
- Use the camp promo videos in youth group AND in worship service (cast the vision)
- Have camp on PowerPoint slides to advertise during worship and in youth group
- Have the church do a special offering for youth camp scholarships
- Personally contact key students, challenging them individually to attend
- E-mail your youth database camp advertisements and details
- Have Sunday morning teachers/care leaders personally contact their students for camp
- Hold a parent meeting at the beginning of summer. Use this to highlight summer activities, promote camp to parents, and recruit adult workers for your ministry.
- Have a church-wide summer preview and have each ministry set up a booth in a large fellowship hall, highlighting summer events and offer discounts to those who sign up for camp that night. Have cotton candy /games/ice cream, etc. to attract the church family.
- Mail newsletters or post cards highlighting camp details and other summer events.
- Challenge those registered for camp to invite their friends.
- Target unchurched and irregular attendees. That is why we keep camp inexpensive.
- The Sunday before they leave for camp, pass out armbands with your campers' names on them to people in the congregation, so the adults wear them and remember to pray for the students during the week.
- Hang the camp posters throughout the youth room and church
- Put camp advertisements in any church bulletins or mailings; use camp clip art/logos.
- Have a camp table/booth set-up in your worship foyer and forms available with a person collecting them. Have the camp video playing at the table on a laptop or DVD player.