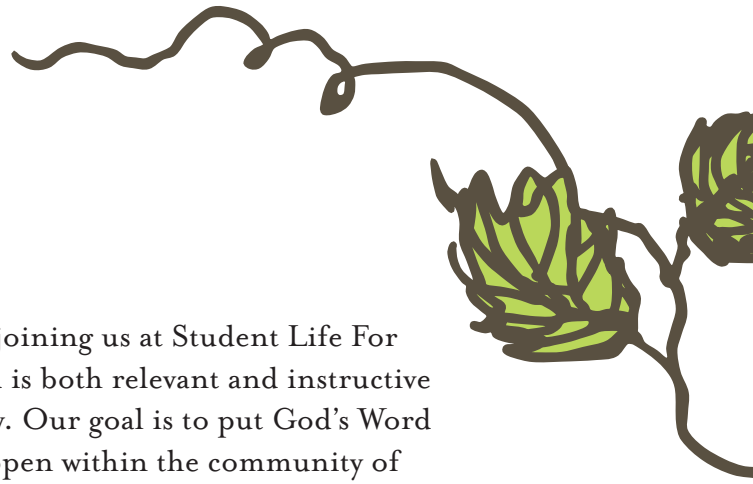


# StudentLifeKids<sup>FOR</sup>



We are so excited that you and your students will be joining us at Student Life For Kids camp this summer. We believe that God's Word is both relevant and instructive for the challenges that your students are facing today. Our goal is to put God's Word in front of your students so that life-change can happen within the community of your children's ministry.

We want to do all that we can in order to support you and help you to maximize your ministry. In this PDF, we have put together some resources and ideas that we believe will help you fundraise and promote camp to parents, kids and your church body.

We are excited about the chance to partner with you in helping children know Christ through His Word. It is our hope that you get some helpful ideas of how to best get the word out to your church community about our time together next summer.

NICK AND BETHANY MURRAY  
**SLYK Ministry Event Leadership**  
**1.800.718.2267**





## CHURCH

- One Sunday morning, have a few students share about their time at camp last year. Sharing personal testimonies can be a great way for the church to feel connected to what is happening in the lives of our children. This connection can spur on the donation of scholarship money.
- Show Student Life For Kids Videos so that the church can see first hand what happens at camp.
- Use the bulletin insert provided online as a simple way to give the congregation a tangible reminder.
- Incorporate the Student Life For Kids camp power point slide on our website in your church's weekly announcements.

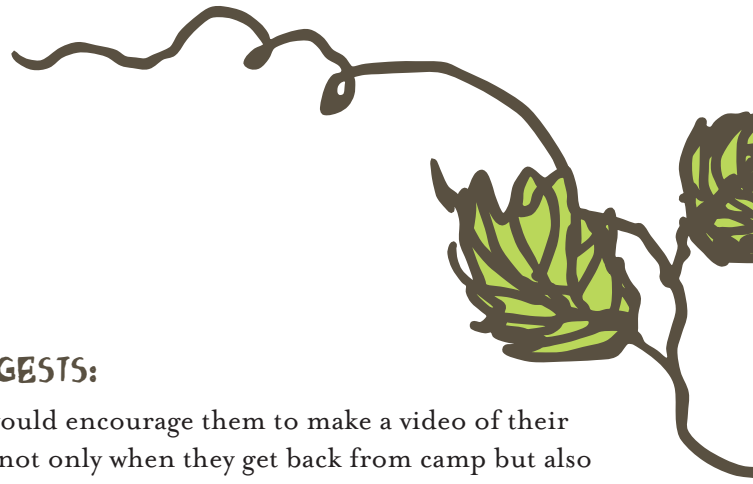
## PARENTS

- Establish the dates and location of camp early on, so that families can know when they are planning their family vacations.
- Make sure that financial guidelines are clear, and offer incentives for signing up early.
- Have a meeting for parents about finances, camp schedule, travel details, etc.

## KIDS

- Encourage each kid to come to camp. Make phone calls\*, send emails\*, pull them aside at Children's Worship, and tell them how much you'd love to see them at camp this year. Knowing that someone cares if they are at camp or not, could make a huge difference in their decision to come. (\* Make sure and have permission from parents, or include them when calling and emailing their kids!)
- Have a few students share about their camp experience in Children's Worship one morning. It will encourage other students to go if they know their peers had a good time and were changed.
- Incorporate Student Life For Kids Camp videos into your announcements.
- Have a "Camp Spirit Sunday" themed event!





## WHAT A FELLOW CHILDREN'S MINISTER SUGGESTS:

1. If churches have video making/editing capabilities, I would encourage them to make a video of their previous SL4K experience. This video should be shown not only when they get back from camp but also when the time comes to start promoting the next year's camp. Kids get excited when they see people they know on video especially when those people are having a good time. This video should be shown in the adult service, kids service, in the lobby, and any other location to remind folks to sign their kid up to camp.
2. Camp can be given as Christmas or birthday gifts. Churches can create "gift cards" to put in stockings or in cards from Grandparents to give to kids as a way to pay for camp. We did this a few years ago and had some success.
3. Budget for scholarships. I never know if I will get folks to provide scholarships. There are no guarantees. Each year I create the Kids Ministry budget, I intentionally set aside scholarship money for kids because I know the value of camp and I believe it is worth the budget money.
4. If churches have no budget, fundraisers for scholarships or to cut the cost of camp are hard because you can't take a group of 3rd graders to do a car wash or a bake sale. It is hard to get kids involved with something if they have a difficult time doing it. I would not trust an 8 year old to wash my car. One fundraising idea that I like is an art show/silent auction. Have kids draw, paint, & take photos. Invite your community to support their cause. Invite local businesses to sponsor the event.
5. Have packets available for parents with info about camp. Parents won't sign their kids up if it doesn't look safe or any good. Give them info about camp pastor, schedule, location, theme, packing list, etc. This tells parents that you (the CM) have your act together and you have a plan.
6. Bribe the kids. I know...it sounds bad but bribing kids to sign up works really well. We recently did a winter camp with our kids. We were about 3 weeks out and I had just a few kids signed up. I told them..."if you sign up, I will give you an awesome surprise." That Sunday - I had a billion kids sign up. The next Sunday I gave out ring pops to the kids that signed up. They were happy. And so was I. It motivated the kids to beg their parents to sign them up for winter camp.
7. We bit the bullet a couple years ago and found money to pay for all our camp deposits before any kid signed up for camp or paid us money for camp. Then we used the camp deposits we received for that year from the kids to pay for the next years camp deposits. This helped us pay deposits each year early without waiting for kids to pay.

STUART CHAPMAN, CIBOLO CREEK COMMUNITY CHURCH, FAIR OAKS RANCH, TX

