

## **Short Sheet # 2**

### **Twenty Principles for Signing Young People up to Camp**

1. Prayer:
  - All aspects of the trip, not just sign up, should be covered in prayer. Involve leaders, committee, small groups, and churches etc. - anyone who cares for young people.
  - Pray daily for young people
  - Pray for young people to know Christ, not just go to camp.
2. Make a list of as many young people to contact and maintain the list.
3. Put together all camp sell items such as DVD's, photos, brochures and posters. Make a local trip brochure with specific information on it for kids and parents and carry them with you.
4. Sell camp all year – use in club talks, show camp DVD, mention it at club and to individuals occasionally.
5. Camp sell at club gives information, but individual follow up gets them signed up.
6. Tell everyone you can in the best way possible.
7. Remember, who else is going is very important in the life of a young person. Work on getting the peer leaders signed up early and the rest will follow.
8. Be persistent and close the deal. Ask them about it directly. If they say they are going, don't wait for them to bring you the deposit, go to their house and pick it up and meet the parents.
9. Be positive. Say, "I'd really love it if you went to camp with us."
10. Ask previous camps to help talk it up. Word of mouth is a powerful communication tool.
11. Find out what lies behind a 'no.' Is it money, help them raise it. Is it parents, go and meet with them. Help remove the obstacle in an imaginary fashion first, and then if they are positive, get in and make it happen. Only 10% of those who say they will go next year actually go.
12. Don't ask for commitments in a group setting; give information to the group and commitment individually.
13. Follow through with every young person to a definite yes or no.
14. Never assume they won't go. Always ask.
15. Maintain regular contact with those who have signed up through letters, calls, sms, fundraisers etc...
16. Have fund-raisers, parent information nights and follow up meetings before you begin to sell camp.
17. Use incentives to get deposits – free T shirts, discounts and scholarships etc.
18. Have parent night club in 3<sup>rd</sup> term and sell camp to parents.
19. Adopt a policy that no young person will miss out on camp because of finance.
20. Remember, you need to keep talking with your young people about the rest of their lives as well. Take a hint if kids are avoiding you.