



Crossways Day Camp Digest

January

Increase Participation This Year

Invite a few folks to explore new and creative ways to increase participation at Day Camp. Here are few things to consider:

Outreach.

Day Camp isn't just for members of your congregation. Advertise on your church's outdoor kiosk, in your local newspaper, or on the radio. Make Day Camp free for non-members. What a wonderful evangelism tool! To afford this idea, approach a congregational member or two...ask them to financially sponsor the non-members. Or set aside "scholarship" money in your church budget.

Partnership.

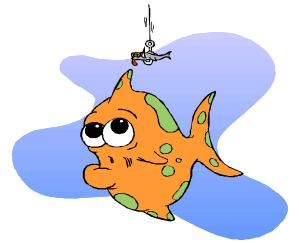
Consider partnering with another congregation. The other congregation doesn't have to be Lutheran. Prepare a list of goals and commitments. Approach the pastor or priest with a well-planned and concise "sales pitch". With the pastor's initial support determine the route of communication. Who should you speak to next? Who needs to make the final decision? How will you advertise together?

Advertising.

Plan an advertising campaign that starts now. Talk about Day Camp during your Annual Meeting. Highlight a different aspect of Day Camp twice a month until June. Invite a small team of Crossways folks to your congregation...to speak, do a temple talk, lead games and a promo during Sunday School, or address parents' questions.

Parents.

Children and adults are different. Many congregations only advertise to the children. Be sure to advertise to both children and parents. Children want to hear about activities, why it will be fun, and who will be there. Parents need to hear why their child should attend, what the benefits of attendance are, what's expected of the parents, how much it will cost, and who will look after their child.



Tip of the Month.

Hook Them Now

Start talking about Day Camp now. Volunteers are all around you at coffee hour. Retired adults, school teachers, and active families top the list. If people hear about Day Camp, its goals, mission and past successes, over a period of time, they will be more likely to want to be involved.



Relationships—A Philosophy

Studies conducted in the last few years make a correlation between growing faith and relationships built in faith. Faith Factors, a Minneapolis based organization with ties to Luther Seminary, states that three faith mentors are necessary for youth to carry their faith into adulthood. Crossways believes that relationships built in faith strengthen faith. We believe that any program we offer becomes life changing when participants grow in God *AND* in relationships. Day Camp is no exception.

At Day Camp youth meet college aged staff who pray publicly, play guitar, and know who God is in their lives. At Day Camp the youth also meet adults and older youth from **your** congregation. These adults and older youth are keys to the success of your Day Camp. These folks become faith role models. Our intention and our hope is that Day Camp does not end after one week, but that ideas shared and friendships made will continue to shape the evangelism and religious education of your congregation year round.

My hope is that relationships begin and continue to build between the Day Camp children and your volunteers. It is through these relationships that children will feel a part of the ministry happening in your church...and then take it home with them. Build faith this summer through relationships!

The Key Faith Factors

- Faith integrated into family identity and practice
- Three or more adult mentors of faith
- Three or more months service in the name of Jesus Christ
- Apprenticed early into leadership in their church
- Engaging, meaningful church experience in which youth are valued
- Excellent senior high/young adult ministry
- Encouraged by strong Christian friend(s)
- Support within an engaging Christian community during a personal crisis