



# 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.
- Visit or call families who have not registered.

## In the Community

- Place notices and information in the local newspaper periodically. 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, if they are not hosting one of their own.
- Encourage Day Campers to invite friends and neighbors.

## Online Media

- Share information about your Day Camp on your churches website.
- Share information and invite guest to join you on Facebook promoting the week with a page or group.
- Send updates and information using twitter or Facebook posts and messages to volunteers.
- Create fun power points with pictures or video to generate excitement for your program. These can be displayed during announcements at your church or shown before confirmation, youth group, or even Sunday school programs.