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Dear West Area Churches,

Church camp season is around the corner. The 2018 Camp Kum-Ba-Ya dates are set. We write to encourage the congregations in the West Area to consider dedicating March 4 (or another date this spring) as Camp Sunday! We've created posters, bulletin inserts, a new slideshow, a social media jpeg and a brochure to help your church spread the word about our great camps. New for 2018--the camper who brings the most first-time campers will receive a gift card for \$50, and the Church with the most first-time campers will receive \$250 for their youth/children's ministry program. Check [www.campkumbaya.org](http://www.campkumbaya.org) for more information.

Here are a few ideas for promoting the ministries of Camp Kum-Ba-Ya in your congregation:

- Promote Camp Sunday with the new downloadable posters and via digital media using the jpeg found at [www.westareadisciples.org](http://www.westareadisciples.org).
- Include the downloadable bulletin inserts (found at [www.westareadisciples.org](http://www.westareadisciples.org)) in your worship bulletin on Camp Sunday and the following Sundays.
- Play the "Welcome to KBY" video (found at <https://www.youtube.com/watch?v=VGKZu54Kt24>) prior to worship or as a presentation to a group or gathering in your congregation. Then, link the video to your church's website or social media page and invite others to share it.
- Set up a registration table to distribute our 2018 camp brochure and registration forms to children and youth in your congregation. Have experienced campers and counselors available to answer questions. Offer prizes to those who register by the end of the day.
- Recruit a couple of experienced campers (preferably from different generations) and counselors to give brief testimonies in worship about the meaning camp has brought to their faith lives, and encourage church members to think of children and youth beyond the congregation they could invite to camp.
- Invite experienced campers to share their stories in Sunday school, youth group, and/or through your church's print and social media.
- Design a camp-themed display or bulletin board with the posters, camp pictures, and a file folder pocket to hold registration forms and counselor applications. Photos may be downloaded at [www.campkumbaya.org](http://www.campkumbaya.org)
- Set camper and counselor recruiting goals for your congregation and publicize them. Display the count as forms are received.

Are there unique, creative ways that your congregation might reach out to new campers? Camp Kum-Ba-Ya enriches spiritual lives and strengthens faith. Working together, we can grow our camping ministry and share the love of Christ with a new generation.

Peace and Grace,

The Camp Kum-Ba-Ya Advisory Team