GROWING FAITH
Together
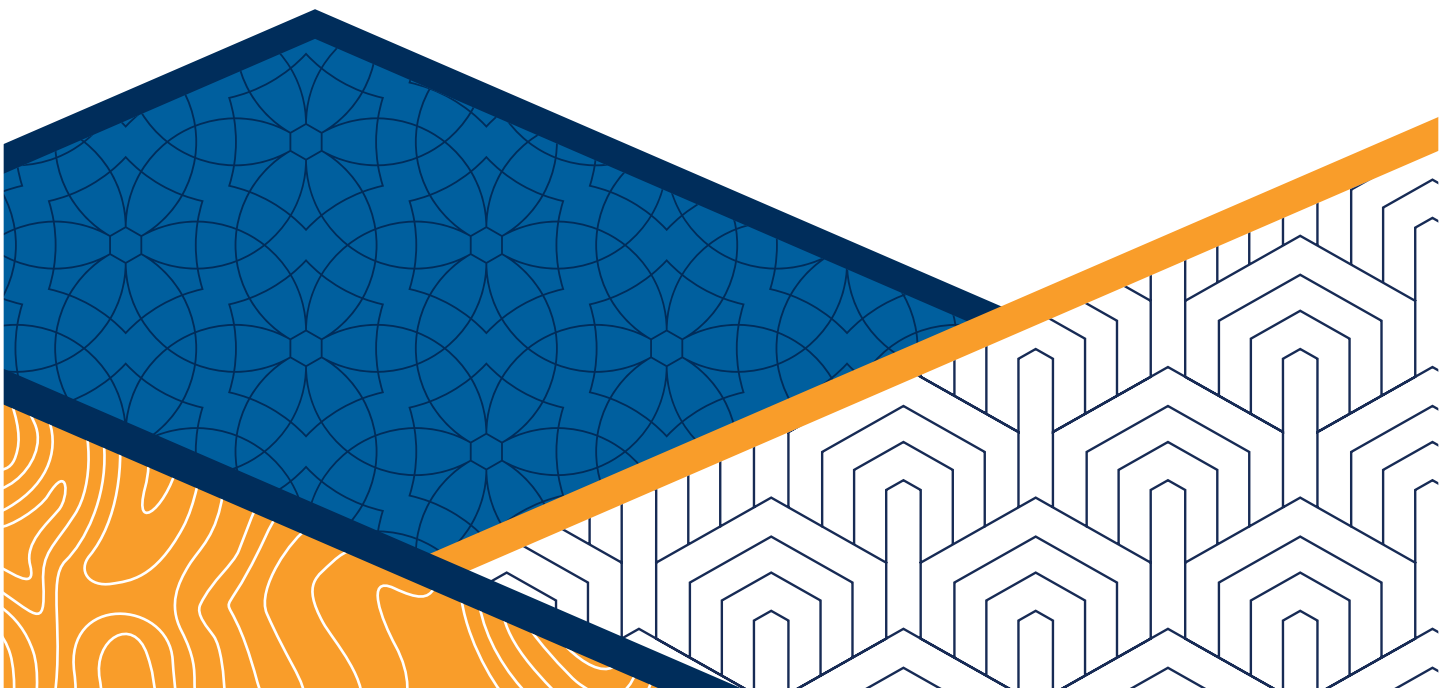
INCREASING ENGAGEMENT WITH SUPPLEMENTAL PROGRAMS

One of our early findings in the Growing Faith Together Project was that families with more camp touch points through the year show greater family impact. In other words, families that return to camp for other events or programs during the year and over many years are more likely to report that camp has an impact on their family's faith.

Consistent engagement and intentional programming create a powerful feedback loop, reinforcing the lessons of the summer and ensuring that the deep spiritual growth sparked at camp truly becomes an integrated, lasting part of the family's life together.

Consider the following types of program offerings to increase touch points with campers:

AT CAMP:

- Family camp
- Parent & Child Weekends or Days at Camp Events
- Marriage Retreats
- Camper Reunions on holiday breaks
- Church Retreats
- Fall Festival
- Camp Work or Service Day
- Camp Family Day (invite families to come for a single day of fun and fellowship)
- Volunteer Weekends

AT OTHER LOCATIONS

- Host off-site camp reunions at a church, local park, or other public venue where you have a cluster of camper families.
- Plan and lead "Camp Sunday" at churches that have families who went to camp. Lead Sunday school, sing camp songs during worship etc.
- Facilitate camper & counselor reunions in person or through online events.
- Send "camp reunion" kits to camper families and/or churches that provide all they need to have a fun camp like event at home.

Many of these events can also serve your promotional and recruiting goals. When appropriate, encourage current families to bring other families to try out your camp's programming.

Maximizing the impact of the camp experience requires moving beyond a single summer session and building a year-round relationship with families. By strategically integrating these diverse "touch points"—both at your facility and in the community—you transform the camp from a seasonal event into a consistent, enduring influence on family faith formation.