



Inside ACA — June 2009

Learning Resources

Because of Camp – 2010 ACA National Conference

It's not too early to make plans to attend the ACA's [2010 National Conference](#) in Denver, Colorado. The Rocky Mountains provide an excellent backdrop to celebrate ACA's 100th Anniversary — and enjoy four education packed days.



Session Submissions

Our National Conference Program Review Team is now accepting proposals for educational sessions. Do you have expertise you would like to share? Innovative Programs that can serve as models for others? New technology that increases efficiency? Plan to submit one or more proposals online at: www.ACAcamps.org/cfp. Proposals will be accepted through September 15, 2009, with notification in early October. We know your focus is naturally on staff training and other opening activities — so as your summer progresses and great ideas surface, make a note, and visit the site as your time permits.

Schedule at a Glance

Take a look at the events we have in mind for Denver. Plan your arrival and departure and consider a day or two on either end of the conference to explore Denver and the surrounding, beautiful areas, including the slopes.

Our Conference Hotel

The Hyatt Regency Denver, just steps away from the famous 16th Street Mall in downtown Denver, will serve as our official conference hotel. Special rates and rooms may be reserved online or by phone.

Keep Campers and Staff Healthy at Camp

ACA provides resources for your staff to make camp a healthy community.

The Basics of Camp Nursing 2nd — \$35.95

Linda Erceg and Myra Pravda

Help any health-care professional get up and running immediately. This book includes information about the role of the camp nurse, regulations, setting up the health center, orienting staff, record systems and screening processes, communicable disease management, medication management, injury and illness surveillance, responding to emergencies, and interfacing with tripping programs.

Supercharge Your Staff Training with These Related e-Institute Courses

Have all staff take the [Injury and Prevention Courses](#) at ACA's e-Institute – before they arrive at camp.

- Ouch: Protective Equipment: What All Staff Should Know
- Reducing the Spread of Communicable Disease in Camp
- Footloose: Minimizing Slips and Falls at Camp
- Knife Safety: Reducing Sharp Object Injuries at Camp

For more resources, go to the [ACA Bookstore](#).

[Camp Is for the Camper](#) — \$9.95

Connie Coutellier

Handbook for new and returning counselors: being a role model, parent interaction, camper developmental characteristics, reinforcing positive behaviors, homesickness, bed-wetting, ADD/ADHD, group activity planning, inappropriate group behavior. Related course: Have staff take this certificate-producing online course. One unbelievably low fee allows all staff to take the course. Most popular online course! Go to www.ACACamps.org/einstitute/.

[S'mores and Other Sticky Stuff](#) — \$79.95

It's a game! A unique training tool that helps staff identify potential sticky situations and how to avoid them. For precamp and in-season staff training.

[Pocket Guide for Girls Resident Camp Counselors](#) — \$9.95

[Pocket Guide for Boys Resident Camp Counselors](#) — \$9.95

A tool box for your counselor's back pocket. One specifically for all-boys camp counselors and one for all-girls camp counselors.



[Camp Counselor's Guide to Interpersonal Communication](#) — \$19.95

James Schnell

Includes elements of interpersonal communication, including the message, channel, noise and context, and perception, confusion between fact and inference, verbal and nonverbal communication, reasons for listening, environmental and personal factors, how communication can deteriorate, building scripts, and power and ethics.

Visit www.ACABookstore.org today or call 888-229-5745. Members receive a 5% discount at check-out.

Marketing Essentials for the New Economy — Three-Part Series

Tough economic times require that you turn up the marketing heat and attract new customers to your doors, while increasing current customer loyalty and repeat business. [E-courses in this three-part series can be purchased as a package \(highly recommended\) or individually.](#)

Part 1: Back to Basics — Marketing Concepts You Need to Know

In today's chaotic business environment, strategic marketing is key to your ongoing success — as a camp or individual. Whether you are a programmer, director, registrar or specialist — you are a critical part of your camp's marketing team and should have basic understanding of this important business development process. This course will give both novice and experienced marketers a new and solid review of promotion and marketing concepts. Learn to use the marketing perspective to building a stronger business foundation, customer connection, and brighter future for your camp, programs, and organization.

Part Two: The Five-Minute Marketing Plan — Designing Your Blueprint for Success

You know you should have a written marketing plan but can't seem to find the time, energy, or know-how to pull it together. Problem solved! In this fast-paced program, you will actually create a ready-to-use promotional strategy to increase customers, profits, participation, attendance, sponsorships, volunteers, or support for your camp, facility, or programs. Using the Five-Minute Formula, anyone — from amateurs to experts — will glide through the critical marketing planning process.

Part Three: Choosing Marketing Media to Move Your Message

If you're confused by the ever-changing world of marketing tools, then this is the program for you. Especially designed for those with a written marketing plan (see *The Five-Minute Marketing Plan — Designing Your Blueprint for Success*), this workshop will help explore the pros and cons of five distinct types of marketing tools: advertising, publicity, promotion, sales, and digital media as it relates to camp programs and products. You'll learn how to transform your marketing ideas into reality by exploring new and traditional media tools.

Help Parents Prepare Their Children for Camp

As camp professionals, you know that parents often choose not to share details about their children, sometimes omitting critical information that would allow you to better serve their child.

In this video, [Ready for Camp: Sharing Personal Information About Your Child With Camp Professionals](#), Bob Ditter speaks directly to parents about the importance of honest communication with camps.

Please [share this video](#) with all your camp parents in your precamp communication and post as a link on your own Web site. The free and unlimited access to this very helpful and informative video is another partnering-with-parents service to the camp community from Bob Ditter, Healthy Learning, and the American Camp Association.

Latest Research

Snapshots of American Camp Association's Emerging Issues Survey Results

In January, 316 American Camp Association (ACA) camp directors completed a survey about emerging issues that included such topics as dealing with economic challenges, insurance, transportation, school partnerships, session length changes, online registration, and marketing efforts. Here are a few snapshots from their answers.

- The top five major issues were parent communication, staff training, financial health of the camp, staff screening and recruitment, and programming challenges. The areas of least concern were camper pregnancies, weather, and electronics/social network issues.
- Session lengths can be challenging, especially for the 37 percent that have mixed session lengths occurring simultaneously (for example, offering two one-week sessions while running one two-week session). Almost two thirds of these directors said all campers were basically integrated in the camp program, which can be a challenge for activity progression, outcomes evaluation, and group development.
- School partnerships are emerging as an important opportunity for some camps, but 58 percent of camps have no current connection with schools. However, 32 percent have direct partnership during academic year, and another 10 percent have a direct connection in the summer.

For more specifics on the data and more survey results, please go to www.ACAcamps.org/research/improve/emerging_issues.php.

PR Press Box

PR Press Box: Technology Trends — Making the Most of Your Web site

Camp and technology has always been one of those love/hate relationships. While most would agree that camp is no place for a cell phone, they also would agree that families are depending on the Internet for a majority of their camp research. While touting that camp provides an opportunity to unplug and connect with nature, camps also put a lot of work into Web sites, social networking sites, and e-Newsletters. It's critical — if you don't have a presence on the Internet, you don't exist — as far as many of today's families are concerned.

Recently, several American Camp Association (ACA) camps participated in a Google AdWords project with the University of Indianapolis. As part of the project, students evaluated current online marketing, outlined a strategy, ran a three-week advertising campaign, assessed the results, and provided camps with recommendations to further develop online marketing.

Google AdWords ads are displayed along with search results when someone searches Google using designated keywords. Participants can choose the exact content placements of the ad, or contextual targeting will match keywords to content. Google provides a variety of ad formats, including text, image, audio, and video ads, and allows participants to track ad performance using reports. To find out more about Google AdWords, visit the [AdWords home page](#).

In the class presentations, the students gave some interesting feedback including:

- **First Impressions** — Photos are great for a home page, but it is important to remember that Google searches text. If there is no text, then there is nothing for Google to search. In contrast, too much text can overwhelm visitors. The camp home page may be the first impression families have of your camp.
- **Timeliness** — Web sites should be updated regularly. In March and early April some camps still had 2008 registration information listed instead of 2009. Families searching for a camp may get frustrated and move to the next search result.
- **Keep it simple** — Some of the student groups suggested that camps keep it simple, and clearly state who they are and what they do in their Web copy. Think about who would be searching for your Web site and why — what words would they use? Is there a target or key word that you are not fully taking advantage of?

In all, the project results were very interesting. The student groups were able to learn real-life skills in search engine optimization and provide valuable insight into how a consumer, with little or no camp knowledge, would search the Internet. This cooperative effort was an excellent opportunity for ACA camps to participate in a meeting of the young, techno-savvy minds.

It is important to have balance in all things — and technology is no exception. Camps with a Web presence are now exposed to a global audience. With careful thought and evaluation, a camp's Web site is one of its best external public awareness efforts. It is possible to maintain a "technology-free" place for children and adults, while maintaining an informative, useful Web site and taking advantage of current technology. Ultimately, it's a win/win situation for everyone.

[Because of Camp...™ PSA Sees Success in First Month](#)

Association News

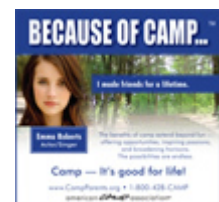
***Because of Camp...™* Print PSA Launches**

ACA's public service announcement (PSA) titled [Because of Camp...™](#) went live in early May. The purpose of this viral, Web-based, campaign is to familiarize the non-camp, general population with the benefits of camp. Since its launch, *Because of Camp...™* has had over 13,500 views on YouTube, over 6,500 unique visits on ACA's Web site, nearly 2,200 unique visits to CampParents.org, and almost 700 fans on Facebook. And these numbers grow each hour!

ACA asked you, the membership, to share this video with as many people as possible in as many places as possible. Many of you have stepped up to the challenge. Several camps have linked on their Web sites, Facebook, and Twitter pages, and included in blog postings. Thank you!

For those who haven't, it is now easier than ever! When visiting ACA's *Because of Camp...™* page, you will now see easy links to share on Facebook, Myspace, Twitter, LinkedIn, and Digg. In addition, information on linking or embedding the video is available.

ACA is also proud to announce that the print version of the PSA will be launched this week. Ads featuring six of the celebrities from the video will be sent to more than 5,000 media outlets. These ads will also be available on the [ACA Media site](#), in three sizes.



Please feel free to share these with any media contacts, or to include on Web sites, blogs, and social networking sites.

Visit www.ACAcamps.org/becauseofcamp/ to link and share the PSA today! For more information on *Because of Camp...*[™], or for assistance linking the video, contact Dawn Swindle at 765-349-3317 or dswindle@ACAcamps.org with any questions or concerns.

ACA Collaborations Foster Connections to Nature

As part of the American Camp Association's efforts to connect children and nature, ACA has joined a national initiative called Nature Rocks.

Nature Rocks is a campaign to inspire parents and caregivers to get children outside to play and explore, to make playing in nature a fundamental part of childhood and family life again. Launched in May 2009, Nature Rocks builds on the momentum of the burgeoning grass roots movement, and will show all families that a healthy environment, playing and exploring in nature, is an essential ingredient for family bonding and for raising happier, healthier and smarter children.



Check out Nature Rocks for fun and easy ways to connect families with nature. Nature Rocks has over 100 activities for groups and families and a "find nature" tool to identify local outdoor opportunities. We want all families throughout America to see for themselves how much Nature Rocks.

Nature Rocks was founded by ecoAmerica and the Children & Nature Network, and has been brought to life through partnerships with The Nature Conservancy, REI, the American Camp Association, and the Flora Family Foundation all of whom provide funding and/or in-kind support.

For more information about Nature Rocks, visit: www.naturerocks.org.

For more information about ACA's nature education resources, visit: www.ACAcamps.org/nature and www.CampParents.org/nature/.

Nature Programming Resource

Through www.naturecircles.org, find unique nature activities (Nature Circle Cards) to incorporate into your camp's programming.

Send Us Your Camp Photos to Feature in Camping Magazine

ACA is collecting historical and contemporary photos from all ACA-Accredited® camps for use in *Camping Magazine*, promotional materials for ACA's 100th Anniversary celebration and the 150th Anniversary of the camp experience, and other ACA marketing and communications print and electronic publications.

In order for any photos to be considered for publication, an [online photo submission form](#) must be submitted when sending photos. The camp, camp location, and photographer if applicable must be identified on any photos or CDs submitted. An approximate date must be indicated on all scanned historical photos. Photos must be a resolution of at least 300 dpi, including all scanned files.

Send us your scanned historical photos via e-mail to magazine@ACAcamps.org or mail a CD of photos to:

Attention Graphic Designer
American Camp Association
5000 State Road 67 North
Martinsville, IN 46161

Calling All Camps! ACA, AT&T, and Cell Phones for Soldiers Invite You to a Community Service Challenge

ACA is excited to answer a challenge from AT&T and Cell Phones for Soldiers (CPFS). Beginning this summer, we are launching cell phone recycling drives through ACA with AT&T and CPFS. CPFS is a charity started by two Massachusetts teens that collects and recycles used wireless phones, then uses the proceeds to purchase prepaid phone cards for military members stationed overseas.

Your campers, who are enjoying the environment and learning leadership skills at camp, will have the opportunity compete in a service project contest to see who can:

- Create the most environmentally-friendly cell phone recycle bin;
- Design the most creative cell phone recycling bins; and/or
- Collect the most used cell phones from their communities.

This is the perfect Fourth of July holiday activity for your camper families and your camp community because as a result of your efforts, CPFS will be able to provide even more U.S. servicemen and servicewomen serving overseas with free phone cards to stay in touch with their families.

[Find out how to participate today!](#)

Thank you to All ACA's Donors

We have all felt the effects of the economic downturn, which is all the more reason for ACA to thank its current financial supporters.

Did you know that less than 50 percent of the camp fees collected go to the national office, yet we continue to make significant strides in the field of child and youth development through educational initiatives, outstanding research, and media communications? We could do *more!* We could make a *profound* impact with more funds to enhance the power of learning, research, and public outreach that we are capable of creating. Your tax-deductible contribution to the annual fund is critical to every person who believes in camp and every child's success at camp. Even the smallest amount counts in the great adventure of enriching lives through the camp experience.

Gifts of all sizes are important. When we apply for grants or approach companies about sponsorships, one of the first questions they ask is the *percentage* of members who have shown their support to ACA through a financial contribution. Any amount matters!

Please take this opportunity to renew your support. Simply call ACA at 1-800-428-2267, ext. 501, or [give online](#).

Invite Your Legislators to Camp With ACA's "Congressional" Toolkit

This summer is a great time to invite your elected leaders (state and Federal) to your camp to show them that camp is not just recreation, but as part of year-round learning experiences, it contributes to the growth and development of children, youth, and adults.

The American Camp Association has made inviting your legislators to camp easy — with the informative [Toolkit: Congressional Visitors and Your Camp](#), complete with samples of invitation letters, agendas for the day they visit, tips from Congressional staff members, advice on working with the media — and much more.... And, all for free!

Join in the movement to educate our elected leaders about the value of the camp experience in the education of all of America's children!

Camp 2 Grow: Where Every Child Naturally Leads and Shines . . .

Be part of Camp 2 Grow's Environmental Leadership Program!

- Cutting edge leadership curriculum designed for nature-based settings
- Easily integrated into your camp setting
- Completely customizable to achieve camp-specific goals



Where every child
naturally leads
and shines

Bring this dynamic curriculum to your camp. Visit www.ACAcamps.org/camp2grow for details.

Camp 2 Grow, funded through the Lilly Endowment Inc., is an initiative created by the American Camp Association® to encourage and teach leadership skills among campers in unique nature-based settings. This initiative fosters positive youth development with a multifaceted focus on engaging youth from disadvantaged backgrounds, parent outreach, staff training, and environmental stewardship.

Relevant Issues

Going into the Summer with H1N1: Information for Camp Professionals

The Centers for Disease Control and Prevention (CDC) would like to provide H1N1 flu guidance to organizations that may host summer camps. Note the following important links to more information:

- H1N1 (Swine Flu): Information for Child Care Providers
www.cdc.gov/h1n1flu/childcare.htm
- H1N1 Flu (Swine Flu): Resources for Parents and Caregivers
www.cdc.gov/h1n1flu/parents/
- H1N1 Flu (Swine Flu): Guidance on Public Gatherings
www.cdc.gov/h1n1flu/guidance/public_gatherings.htm
- Printable Poster to Cover your Cough
www.cdc.gov/flu/protect/pdf/covercough_school8-5x11.pdf
- Printable Poster to Clean your Hands
www.cdc.gov/h1n1flu/pdf/handwashing.pdf

As the summer camp season arrives, H1N1 influenza continues to pass from person-to-person. Camp professionals are attempting to articulate a balanced response to this ever-changing disease profile, a response that acknowledges the risk profile of H1N1 with the benefits of camp for millions of children and the staff who work with them. Some of us must now make decisions for our camp season and/or refine those that have already been made. This information is provided to help that balancing process. [Read more about this.](#)

IRS Reminds Small Tax-Exempt Organizations to File e-Postcards

The Internal Revenue Service reminds many small tax-exempt organizations to file their annual electronic informational return with the IRS.

This is the second year of the new requirement for tax-exempt organizations whose gross annual receipts are normally \$25,000 or less to file Form 990-N also known as e-Postcards. The process is fast and easy.

Nonprofits must file five months after their budget year ends. For those nonprofit organizations whose budgets end in June, the deadline for filing is by November 15, and for nonprofits whose budgets end in December, the filing deadline is in the Spring. Organizations whose tax year is different from the calendar year must file the e-Postcard by the 15th day of the 5th month after the close of their tax year.

The e-Postcard is a simple, Internet-based form that asks a few identifying questions about the organization. The e-Postcard must be filed online; there is no paper option.

[More information](#) and a link to the e-Postcard can be found www.irs.gov.

Business Resources

Need Camp Products/Services?

Find resources for your camp from action games to yurts through ACA's [Online Buyers Guide](#). The *Guide* lists ACA Business Affiliates who know and understand the camp industry. Shop with those that are displaying the Business Affiliate logo — these businesses are helping support your camp through your local ACA office.

Consorta Saves Your Camp Money!

With camps keeping a close eye on their bottom lines more than ever this year, ACA would like to remind you of the ACA Group Purchasing Program that saves your camp money. This program has special contracts negotiated just for you with FedEx, SYSCO, Gordon Foods, Sherwin Williams, Home Depot Supply, EcoLab, and hundreds of other companies. Never before have camps had this buying power.

The program is an exclusive benefit to ACA-accredited and affiliate camps. Learn more at www.ACAcamps.org/partners/consorta.php.

"We have been delighted with the Consorta Program! We have saved a significant amount (20% or more) on our food purchases from SYSCO! As a nonprofit in a tightening economy, Consorta was just what we needed to make our dollar go farther! We are grateful to ACA for offering such a valuable resource. It has more than paid for our ACA Membership!" Dan Mathews, M.Ed., CTRS, *Camp Director*

FREE ACA Group Purchasing Program Registration

Register today! [Request Passkey](#) for PurchasingPoint Web Portal. Questions? Contact [Kim Bruno](#), 765-349-3309 or [Paula McCarns](#), 765-349-3319

For information about new product updates and easy access to vendors, check out the inaugural issue of [ACA's PurchasingPoint iNews](#), the insider to your Web portal for lowering costs.