

# ACCREDITATION

**297** visitors who have a combined **2,570** years of being a visitor.

**70** of those visitors have been a visitor for more than 15 years

**23** visitors completed more than one visit to a camp in the summer of 2023



# SERVICE & ENGAGEMENT

**450** personalized postcards sent

**3,000+** miles traveled and over 50 camps toured throughout New England

**45,000** views on Instagram and TikTok

# PROFESSIONAL DEVELOPMENT

**1,000+** unique attendees joined ACA, New England professional development events in FY23 (and 250 attended more than one offering!)

Programs included our annual New England Camp Conference, Fall Camp Tours, monthly Resource Communities and bi-weekly Coffee & Camp Chats, a variety of MESH sessions (from Youth Mental Health First Aid to Emotional Backpack and Social Emotional Supports e-sessions), a three-part e-series on online marketing tools, and our first ever Summer Staff Saturday!

Focused efforts on DEIB and supporting a sense of belonging at our New England Camp Conference, which was appreciated by attendees and reflected in evaluation data.

# COMMUNICATIONS

**Growing Digital Engagement:** Launched TikTok account and Tradewing, New England's Member Platform; grew following across platforms.

**Enhanced Newsletter & Email Marketing:** Open rate in the high 40's/low 50's up from the high 30's/low 40's.

**Member-focused Content:** Promote news and research resources around MESH, youth development, self-care techniques, and the value of outdoor education to equip camp professionals holistically.