

2024



Leadership Team Playbook



WinShape
Camps™



Day Camps Partners,

THANK YOU! There is no other way for us to start this other than saying THANK YOU! Thank you for advancing the Gospel, giving it your all, working week in and week out helping kids understand about a Savior that loves them and equipping parents and families with tools to be able to disciple their kids. It is inspiring to watch from a distance the work God is doing through each of you.

We couldn't do what we do without you. Because of you, last summer over 1,000 kids came to know Jesus as their Lord and Savior. We know camp may be only 1 of the 52 weeks you have to plan for a year but we are humbled that it's a week we get to come alongside you and cheer you on.

We are proud of you, grateful for you, and thankful for the investment you constantly make.

As you go through this Leadership Team Playbook, we ask that you take time to read through it. Even if you have hosted from the very beginning, we have new strategies and insights that will help make your week of camp better than ever.

In Part One of this playbook, you'll find our Sample Monthly Meeting Agendas as well as our Role Checklists. These guides serve as a supplementary way to help your team stay on track. For our newer hosts and teams, Part Two serves as a comprehensible guide on all things WinShape Camps – from our WIN registration system and Kickoff Week to Camp Lingo and Family Fun Day. We are here every step of the way!

And because it cannot be said enough, thank you for your dedication to WinShape Camps and to the kids and families in your communities. We are here for you and our primary goal is to support you and partner with you in ensuring that your camp week is a next-level experience.

We are so excited for all that God has ahead.

-The Host Development Team

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February 2024 Meeting Agenda

WSC Leadership Team (1 hour)

Prayer Requests (10 min.)

Introductions of Roles & Responsibilities (15 min.)

Review Establishing a Leadership Team

HOST

Communicates with the WinShape team via Host Development Representative, facilitates monthly meetings and communication with the Leadership Team, manages/delegates work leading up to camp, serves as primary communication between Leadership Team and Camp Director.

MARKETING COORDINATOR

Spearheads the effort of spreading the word about camp, utilizes Marketing Credit for advertisements, utilizes Brand Guidelines to create graphics and/or share posts about the upcoming week of camp. This role uses our [Marketing Resources](#) found on the Host Hub to promote camp on their church's social media.

SCHOLARSHIPS & PARTNERSHIPS COORDINATOR

Establishes and/or pursues partnership with other churches in the area as well as schools, businesses, non-profits, and organizations that might be willing to support the week of camp in some capacity. By inviting other participants in the venture of supporting camp, this role can aid in scholarship funds, registration numbers, volunteer recruitment, donations, and more. This person will also be using the [WIN: Step-by-Step Guide](#) found on the Host Hub to set up scholarships and distribute however your team desires.

VOLUNTEER COORDINATOR

Recruits, communicates with, and empowers eligible volunteers to serve during the week of camp. This person utilizes WIN, our registration system, to monitor Volunteer registration and communicate with them as needed, prior to camp. This person also aids in the process of making sure volunteers receive a background check and will work most closely with the Volunteer Director during the week of camp.

CHICK-FIL-A REPRESENTATIVE

Serves as a point of connection between the church Leadership Team and the partnering Chick-fil-A restaurant. At the very least, this person helps coordinate the catering logistics of Friday Family Fun Day. At most, this person helps market camp in their store, hosts optional Spirit Nights where families can register for camp, and utilizes three full scholarships given to Operators as a way to recruit/bless camper families.

Alignment (15 min.)

DISCUSSION QUESTIONS

Why are we hosting WinShape Camps in our community?

Who are we missing on this Leadership Team? In other words, what perspective would be valuable, if added?

What do you hope to gain from serving on this Leadership Team? What do you hope to give? What does your capacity look like right now?

Create and document your team's "why statement" to determine why your team is eager to host camp. Revisit this "why" throughout your planning.

Community Specific Goal Setting (10 min.)

GOAL SETTING SUGGESTIONS

- Total Number of Campers
- Number of Partnering Organizations
 - Churches
 - Businesses
 - Schools
- Number of campers registered during Kickoff Week
- Scholarship Money Raised
- Number of Volunteers Registered

Action Steps (10 min.)

- Schedule monthly meetings
- Utilize the \$750 Marketing credit
- Review Role responsibilities for next month

Prayer

Kickoff Week Meeting Agenda

WSC Leadership Team (1 Hour)

Prayer Requests

Alignment (45 min.)

Reference [Kickoff Week](#) section for more information

- Determine what percentage of your scholarship funds your team wants to give out during Kickoff Week.
- Determine how much per camper you want to give away during Kickoff Week. Is this a standard rate for all campers who register or will it vary?
 - Ex: The first 50 campers to register receive \$50 off of their registration or anyone who registers during Kickoff Week gets 25% off of their registration.
- Determine how many campers you are hoping to register during Kickoff Week.
- Ideate a list of incentives you might be able to offer.
- Review your ordered Marketing materials and plan how you'd like to use your credit.
- Contact partners who might be interested in aiding in the effort of promoting camp.
- Utilize your Marketing Coordinator and the [Marketing Resources](#) located on the Host Hub to include info graphics about Kickoff Week to use in your church bulletin, on announcement slides, or however your church best dispels information.
- Ideate what other platforms you might be able to use to promote Kickoff Week.

Action Steps (5 min.)

ASSIGN ACTION STEPS (REPLACE WITH LEADERSHIP TEAM MEMBER'S NAMES):

- Host:
- Marketing Coordinator:
- Scholarships & Partnerships Coordinator:
- Volunteer Coordinator:
- Chick-fil-A Representative:

Prayer

FEBRUARY 2024 ROLE CHECKLIST

WSC Leadership Team

HOST

- Establish the Leadership Team & Define their Roles
 - Marketing Coordinator
 - Scholarships/Partnerships Coordinator
 - Volunteer Coordinator
 - Chick-fil-A Representative
- Schedule monthly meetings with your team
- Set up your “Goals” within WIN (To learn how, reference the WIN FAQs listed [here](#).)
- Decide if you and your team would like to coordinate anything specific for Kickoff Week? (Scholarships, promo materials, etc.)

MARKETING COORDINATOR

- Review the Marketing page as well as the [Marketing Resources](#) provided on the Host Hub
- After deciding how to use your Marketing credit as a team, begin to order your marketing materials through the WinShape Camps vendor (if you haven’t already). Reach out to your Host Dev Rep for assistance if needed.
- Fill out our [Road Crew Interest form](#) (if interested in having the Road Crew visit your community for Spirit Nights or recruitment related events).

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- Log into [WIN](#) or reach out to your Host Dev Rep if you need a WIN login account made.
- Review the [WIN Resources](#) page on the Host Hub.
- Create any Kickoff Week Scholarships needed (if applicable)
- If you already have a plan for any other Scholarships, begin to make those and submit for approval to make sure it is set up correctly for the type of Scholarship you are wanting to create.
- Establish if there are any families or businesses you would like to reach out to if your team would like to raise scholarship funds.
- Work with your Marketing Coordinator if you need any materials to present to potential partners (also feel free to reach out to your Host Dev Rep if you need any additional resources)

VOLUNTEER COORDINATOR

- Review the [Volunteer Resources](#) page on the Host Hub.
- Coordinate with Host and partnering churches to get volunteer information out over the next couple of months. Best to start early and give plenty of time to recruit!
- Reach out to Host Dev Rep if any additional resources are needed.

CFA REP

- Partner with the Marketing Coordinator to brainstorm and identify partnership opportunities/goals.
- Are you interested in having a Road Crew Spirit Night at the store? If so, let your Host know so that they can fill out the Road Crew Interest Form.

March 2024 Meeting Agenda

WSC Leadership Team (1 Hour)

Prayer Requests (10 min.)

Roles & Responsibilities (15 min.)

REVIEW JOB RESPONSIBILITIES - REVIEW ESTABLISHING A LEADERSHIP TEAM

INDIVIDUAL UPDATES/PROGRESS/IDEAS:

- Host:
- Marketing Coordinator:
- Scholarships & Partnerships Coordinator:
- Volunteer Coordinator:
- Chick-fil-A Representative:

Alignment (15 min.)

KICKOFF WEEK

- How many families are currently registered?
- Does this match what we anticipate for our goal? If not, anything we need to think through?
- Scholarships – Did we have a KOW scholarship? Did the scholarship work correctly? If there is any leftover/ unused scholarship budget from KOW, how would we like to use it? How much scholarship money would we like to raise?

MARKETING INITIATIVES

- How are we currently marketing?
- Any adjustments needed?

CAMP DIRECTOR

- Any Camp Director Updates or Questions?

Community Specific Goal Setting (15 min.)

MINISTRY/OUTREACH

- How do we plan to get the word out now that KOW is over? (schools, businesses, churches, etc.)
- What progress have we made in reaching out to families outside of our church?
- Are there any stories to share from KOW?

Action Items

Did we accomplish everything we said we would?

- Where are we behind?
- What should be on our radar moving forward?
- Are there any questions we need to take to our Camp Director or Host Dev Rep?
- Review Next Meeting Dates

Prayer

MARCH 2024 ROLE CHECKLIST

WSC Leadership Team

HOST

- Prior to Kickoff Week, work with Scholarships/Partnerships Coordinator to double check your plan for scholarships is set.
 - Establish the best way for parents to reach you or your team with questions. (Would you like to put your work email as a contact or create a camp-specific email that you and your team share responsibility with?) Parents/guardians will ask questions, so be sure to share with them the best way how to contact you.
-

MARKETING COORDINATOR

- Use the [Marketing Resources](#) on the Host Hub Website as you wish for any marketing strategies
 - Work with Host to make sure all ordered printed materials were received. Reach out to your Host Dev Rep for assistance if needed.
 - Fill out our [Road Crew Interest form](#) (if interested in having the Road Crew visit your community for Spirit Nights or recruitment related events).
-

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- [Log into WIN](#) or reach out to your Host Dev Rep if you need a WIN login account made.
 - Review the [WIN Resources](#) page on the Host Hub.
 - If needed, finalize any Kickoff Week specific scholarships.
 - Work with Host to gift any individual Scholarships to families of your choosing. (Reach out to Host Dev Rep if you need any help!)
-

VOLUNTEER COORDINATOR

- Review the [Volunteer Resources](#) page on the Host Hub.
 - Ideate ways to recruit volunteers and finalize a strategy plan.
 - Ideate how volunteers might be able to assist in the role of completing the team's laundry.
 - 2nd Mile Care (Optional) With Host, decide if there needs to be volunteers recruited for staff/volunteer care the week of camp (example: volunteers willing to provide a meal or two, volunteers to stay and help with truck unpack the weekend before camp, etc.)
-

CFA REP

- Partner with the Marketing Coordinator to brainstorm and identify partnership opportunities/goals.
- Are you interested in having a Road Crew Spirit Night at the store? If so, let your Host know so that they can fill out the Road Crew Interest Form.

April 2024 Meeting Agenda

WSC Leadership Team (1 Hour)

Prayer Requests (10 min.)

Roles & Responsibilities (10 min.)

Individual Updates/Progress/Ideas:

- Host:
- Marketing Coordinator:
- Scholarships & Partnerships Coordinator:
- Volunteer Coordinator:
- Chick-fil-A Representative:

Alignment (20min.)

EVALUATE CURRENT NUMBERS:

- Campers
- Volunteers
- Scholarships
- Partnering Organizations (Churches, Businesses)
- Unchurched Families

AWARENESS

- What avenues have we not maximized yet with our current marketing strategy?
- Finalize the last-minute locations that could be potential areas of growth

MINISTRY

- How can we support each other's ministry job boxes?
- What are we giving to our community?
- Begin to plan a Follow-Up Strategy after the week of camp.

Action Items (15 min.)

DISCUSS

- Successes / Celebrations
- Did we get everything accomplished that we said we would?
- Where are we behind?
- What needs to be on our radar moving forward?
- Review next meeting date and confirm
- What will we accomplish by our next meeting?

Prayer (5 min.)

APRIL 2024 ROLE CHECKLIST

WSC Leadership Team

HOST

- Monthly communication with Camp Director - take any questions from your Leadership Team to your Camp Director.
 - Work with/delegate someone to begin making a plan for camper snacks the week of camp (need two snacks per camper with options for campers with allergies). Food doesn't need to be ordered and picked up yet, but a good idea to go ahead and get it on the radar.
 - Set a meeting time in the next month to meet/work with facilities crew at camp location to go ahead and put facility needs on their radar: to ensure grass is cut, ant hills are treated, rooms will be set and ready to go, enough paper products are in inventory, etc.).
 - Work with Volunteer Coordinate to order Volunteer Shirts (can create/print your own or order through WSCC's vendor).
-

MARKETING COORDINATOR

- Continue to use [the Marketing Resources](#) on the Host Hub Website as you wish for any marketing strategies.
 - Evaluate and adapt Marketing Strategy as you and Leadership Team see fit.
 - Short marketing videos that can be used as commercials or promos at church are located on the Resources page of the Host Hub.
-

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- Monitor Scholarship usage by pulling weekly/bi-weekly reports on WIN.
 - See if all families you provided Scholarships to have registered - and if the code worked correctly.
 - Keep track of money raised for scholarships vs money set to be used by scholarships
-

VOLUNTEER COORDINATOR

- Review the [Volunteer Resources](#) page on the Host Hub.
 - Ideate how volunteers might be able to assist in the role of completing the team's laundry.
 - 2nd Mile Care (Optional) With Host, decide if there needs to be volunteers recruited for staff/volunteer care the week of camp (example: volunteers willing to provide a meal or two, volunteers to stay and help with truck unpack the weekend before camp, etc.)
 - Work with Host to estimate how many volunteer shirts will be needed.
-

CFA REP

- Partner with the Marketing Coordinator to brainstorm and identify partnership opportunities/goals..

May 2024 Meeting Agenda

WSC Leadership Team (1 Hour)

Prayer Requests (10 min.)

Roles & Responsibilities (10 min.)

INDIVIDUAL UPDATES/PROGRESS/IDEAS:

- Host:
- Marketing Coordinator:
- Scholarships & Partnerships Coordinator:
- Volunteer Coordinator:
- Chick-fil-A Representative:

Alignment/Discussion (15 min.)

EVALUATE CURRENT NUMBERS:

- Campers
- Volunteers
- Scholarships
- Partnering Organizations (Churches, Businesses)
- Unchurched Families

COMMUNITY IMPACT:

- Are families in our community hearing about camp?
- How is word getting out? (Schools, Businesses, Churches?)
- Are there any additional areas and families we would like to reach out to and promote camp?
- Finalize Follow-Up Strategy for the week after camp

FINAL MONTH PUSH!

MARKETING

- New Locations
- Who can we recruit to help get promotional materials out in our town?
- What is our goal for registration from now until camp?

SUPPORT

- Would Senior Pastor be willing to promote camp from stage?
- Are there any people in the community who could help promote in other small ways?
(work, apartments, clubs, etc.)
- What can we do to leverage our current events to promote WinShape during these days?

Camp Team Arrival (15 min.)

QUESTIONS

- Do we know where the camp team is staying? (Camp Director will know)
- Do we know when the camp team will get to town?
- Do we have a system in place to do the team's laundry when they arrive?
- Have we scheduled with the Camp Director when camp will get set up the weekend before camp?

2nd Mile Care (Optional)

- Would we have any families in our community who would like to care for the team during the week?
 - Examples: Provide a breakfast or dinner, have a volunteer/staff snack room, staffer care package with daily treats, hosting the team in someone's home for dinner, prayer, etc.
- What activities could we suggest to the Camp Director for the team's down time?

Action Items (10 min.)

SUCESSES/CELEBRATIONS

- Did we get everything accomplished that we said we would?
- Where are we behind?
- What needs to be on our radar moving forward?
- Is there a time for us to get together again before the week of camp?
- Have volunteers been communicated when and where to meet for Volunteer Training, the Sunday prior to the week of camp (coordinate with Camp Director)

Prayer (5 min.)

MAY 2024 Role Checklist

WSC Leadership Team

HOST

- Work with Leadership Team to establish if there are any volunteers needed to help coordinate any additional week of camp tasks? (building unlock/lock-up, camper snack purchases, meal prep (optional), etc.)
 - Receiving/responding to parent/guardian questions – remember our Customer Experience team is available to help with parent questions. They can be reached at 844-WS-CAMPS
 - Check-in on each Leadership Team member to make sure they have everything they need for the final stretch
 - If you have a waitlist, coordinate with your Host Dev Rep if you have any questions on the process of cancellations and moving families off waitlist
 - During Camp Director communication, make sure all questions have been exchanged
-

MARKETING COORDINATOR

- Work with Host to do one last marketing push – prepare for a week before camp countdown
-

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- Help finalize any remaining scholarships
 - Monitor scholarships being used to ensure scholarship usage match budget
 - Finalize any loose ends with Partnerships, if applicable
-

VOLUNTEER COORDINATOR

- Coordinate with Host if you have not yet talked with your Volunteer Director from your Camp Team. They will work with you and the Host to finalize Volunteer Training, which we call the Sunday Show, and make final volunteer assignments.
 - Clearly communicate to all Volunteers on where and when to meet for the Sunday Show. More information on the Sunday Show can be found [here](#).
 - Do any final volunteer recruiting as needed.
-

CFA REP:

- Will hear directly from the Camp Director to coordinate any final Friday logistics and will communicate camp numbers by Tuesday of the week of camp.
- If there are any additional questions, work with Host or Camp Director specifically to get any information needed
- (Optional) - If your store would like to sell breakfast items during the week of camp, communicate to Camp Director and Host to make sure everything is planned for during check-in

June 2024 Meeting Agenda

WSC Leadership Team

Month of Camp Week (45 Minutes)

Prayer Requests (10 min.)

Roles & Responsibilities: Updates (15 min.)

INDIVIDUAL UPDATES/PROGRESS/IDEAS:

- Host:
- Marketing Coordinator:
- Scholarships & Partnerships Coordinator:
- Volunteer Coordinator:
- Chick-fil-A Representative:

Alignment (15 min.)

EVALUATE CURRENT NUMBERS:

- Campers
- Volunteers
- Scholarships
- Partnering Organizations (Churches, Businesses)
- Unchurched Families

Camp Team Arrival

- Any last-minute questions for Camp Director?
- Confirm when the Volunteer Meeting will take place and all Volunteers are aware
- Are there any volunteers available to help with truck unpack?

Last Minute Details

- Is everything set for the buildings to be accessible and clean?
- Are there any last minute tasks needed to be delegated?
- Have families been clearly communicated with? (By WinShape Camps and Host Church communication)
- Are Volunteers secured?

Follow-Up Strategy

- Is plan in place? Who is helping coordinate/organize?
- Will we split up campers and make phone calls to families? Or mail a follow-up card? Or send an email?
- Are there any questions regarding camper information that we need to get clarity from the Camp Director on?
- Make sure to receive clarity from Theme Director on the Follow Up Tool (SAT). Host will receive paper copies on every camper before Camp Team leaves as well as pertinent information in a digital format.

Action Items (10 min.)

- Any final action items we need to divide up to finish?

Prayer

JUNE 2024 ROLE CHECKLIST

WSC Leadership Team

MONTH OF CAMP MEETING

HOST

- Work with Camp Director and Volunteer Director to make sure all logistics are set for arrival, unpack and Sunday Show
 - Confirm anyone helping unlock/lock building are prepared
 - Send any last reminders to camper families through WIN communication
 - Work with Volunteer Coordinator to make sure communication has gone out to Volunteers regarding Sunday Show
-

MARKETING COORDINATOR

- Continue any countdown marketing
-

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- Monitor Scholarships used and work with any partners to finalize any scholarship donations
-

VOLUNTEER COORDINATOR

- Send all Volunteers details and expectations for Sunday Show meeting
 - Work with Volunteer Director to answer any remaining questions for yourself or volunteers regarding expectations/needs
 - Have volunteer shirts ready to pass out at the Sunday Show
-

CFA REP

- Coordinate with Camp Director that all logistics are clear for Friday Family Fun Day meals and any additional second mile options your CFA Rep is opting in for.

July 2024 Meeting Agenda

WSC Leadership Team Follow-Up Meeting (45 Minutes)

Prayer Requests (10 minutes)

Follow-Up Items (15 minutes)

REFERENCE FOLLOW-UP SECTION [HERE](#)

FAMILY FOLLOW-UP

- Has initial follow-up with campers and families been made after camp?
- Is the plan clear for everyone? (Who is helping, what their responsibility is, when is the date we'd like all families to be contacted by?)
- Any adjustments to Follow-Up plan need to be made?
- Is there any events we'd like to invite families to?

Action Items

- Confirm everyone helping with camper/family Follow-Up know what they are responsible for.
- Provide call script or email template
- Keep a log of who has been contacted

Prayer

JULY 2024 ROLE CHECKLIST

WSC Leadership Team

FOLLOW-UP MEETING

HOST

- Work with Camp Director and Theme Director to receive the Follow Up Tools (SATs) for each camper to be used for Follow-Up after camp
 - Divide and give out any of the Follow Up Tools (SAT's) from campers of your partnering churches (if applicable)
 - Lead your team in initiating a Follow-Up plan with camper families. Establish phone call assignments.
 - Send a follow-up email or provided postcards to all families and invite new families to attend church or an upcoming event.
-

MARKETING COORDINATOR

- Share End-of-Week video from your camp Media Specialist
 - Share some of the top photos from the week of camp
-

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- Send "Thank You" to any partnerships who helped sponsor camper scholarships
-

VOLUNTEER COORDINATOR

- Send "Thank You" to all volunteers who helped make camp happen
-

CFA REP

- Provide any feedback to Host to capture for WSCC Full-Time Staff.

August 2024 Meeting Agenda

WSC Leadership Team Camp Evaluation (45 Min.)

Prayer Requests (10 min.)

Celebrations (15 min.)

- What are things worth celebrating?
- What went well during our week of camp?
- Any camper/family stories to share?
- How did you see the hard work of this team set up the camp team well?

Feedback (15 min.)

- What are things we did that we should keep doing in the future?
- Are there any areas in the planning that needed more attention?
- What was the experience like with the Camp Director and Summer Staffers? Any feedback for the full-time team?
- What ways did WinShape Camps help prepare us well?
- Where are areas more clarity was needed?
- Any additional feedback from each perspective?

Prayer

AUGUST 2024 ROLE CHECKLIST

WSC Leadership Team

HOST

- Coordinate any remaining follow-up communication with families to recap the summer
- Fill out summer survey which will be sent by the WinShape Foundation following your week of camp
- Capture any feedback that would be helpful to pass along to your Host Dev Rep
- Scholarship Invoice will be sent following camp. Work with Scholarship Coordinator to ensure the invoice matches your records.

MARKETING COORDINATOR

- Capture feedback/notes on what went well and what you would suggest doing differently in the future

SCHOLARSHIPS/PARTNERSHIPS COORDINATOR

- Provide Host any documentation kept regarding Scholarships to ensure the end of the summer invoice matches your records
- (Optional) - Follow up with families who received a scholarship and thank them again for attending camp

VOLUNTEER COORDINATOR

- (Optional) - Send a “thank you” note or email to volunteers. Their emails are available by pulling a volunteer report off of WIN. Work with your Host or Host Dev Rep if you need any additional help

CFA REP

- Friday’s catering invoice should have already been paid, but please reach out to your Host to let their Host Dev Rep know if there is still an outstanding balance



Leadership Team Playbook

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Establishing a Leadership Team

The following section includes a recommendation of how a host can successfully delegate the responsibilities of hosting WinShape Camps for Communities. The recipe for success here is to have several groups represented (churches, businesses, volunteers) to collectively have a community wide perspective. We recommend that teams have a monthly touchpoint or meeting. The responsibilities of hosting camp should not be held by only one person, but a team of committed individuals. Your church and community will not only be better prepared for camp when a flourishing team is present, but the overall health and well-being of a host will be improved when there is a team aiding in the support of making camp happen. We are better together. Successful camp = thriving leadership team.

So, who is a part of the team? Listed below are descriptions of each role that has proven to be helpful in having on a host team.

CAMP HOST

This person is the liaison between the WinShape Camps office and the host church. They have access to camper and volunteer registration information and serve as the main point of contact for the host church's Leadership Team and the summer Camp Director. The Camp Host plays a key role in establishing meeting times, facilitating meetings, and delegating the responsibilities of hosting camp.

MARKETING COORDINATOR

This person leads the campaign on getting the word out to the community about camp. They are familiar with the [Host Hub Marketing Resources](#), use the community's \$750 marketing credit for any print materials they have purchased. They use WinShape's tools to execute a marketing strategy established by the Leadership Team.

SCHOLARSHIP COORDINATOR

This person is consistently seeking ways to strategically enable campers with various financial needs to get to experience camp. The initiative may start in the host church, but can often include local businesses, partnering churches, and other influential people in the community who could contribute to a community's scholarship fund. They are willing to interface with people who want to impact their community through financial means. As they identify donors, this person also can use WIN to create scholarship codes for recipients who benefit from financial aid. This role is often working alongside/ often sharing the role of Partnership.

PARTNERSHIP COORDINATOR

This person is focused on two areas of camp: 1) Finding other churches within their community to market camp, register campers, and collect donations of any kind and 2) Finding businesses that would be interested in supporting WinShape Camps in their community. This role uniquely gets to make connections with available partners in an effort for camp to be a genuine community-wide event. This role is often working alongside/ sharing the role of Scholarship Coordinator.

VOLUNTEER COORDINATOR

Our volunteers are anyone who has completed 9th grade, has had a background check, and has registered to volunteer for WinShape Camps. A Volunteer Coordinator works to recruit as many eligible volunteers as possible, as well as participate in the follow-up strategy for campers and their families. In addition to working with the Leadership Team, the Volunteer Coordinator will have access to monitor volunteer registration and will be in communication with the camp team's Volunteer Director prior to the week of Camp. Volunteer registration can be monitored through WIN. This person will also work closely alongside the camp team's Volunteer Director to aid in the placement of Volunteers as well as pre-camp communication. Host communities are required to have 1 volunteer for every 10 campers registered.

CHICK-FIL-A REPRESENTATIVE

This is a person from the local Chick-fil-A who can coordinate with the local Operator and store regarding any WinShape elements that involve Chick-fil-A's participation. At a minimum, this person is involved in making sure the catering for Friday Family Fun Day is prepared, but they are also a point person for any additional aid Chick-fil-A might be willing to offer. This may include, but is not limited to, Spirit Nights, marketing camp within the store, or even selling breakfast/lunch as an option for campers during the week of camp.



Tools in Your Toolbox

In addition to this guide, our team has put together a few resources for your entire team's use! We want to walk alongside you in the journey towards camp and guarantee that you feel supported every step of the way. Once you have established your Leadership Team, here are a few of the resources each member will have access to!

Host Hub Website

The Host Hub website is created specifically for Host and Leadership Team use. This website has pages built specifically for News/Updates, Resources, Host Rally, and more. Whether you are looking for graphics, brand guidelines, or a WIN: Step-by-Step Guide, this website houses everything you'll need to equip your team well.

NEWS & UPDATES

HOST RALLY

MARKETING RESOURCES

VOLUNTEER RESOURCES

WIN RESOURCES

Host Hub Newsletters

Each month, Camp Hosts will receive an email from their Host Development Representative with updates from the WinShape team. To access these Newsletters on the Host Hub, use password: Wonder24. Anyone from your Leadership Team can subscribe to these emails, simply notify your Host Dev Rep if you would like to add anyone to the monthly email list. These Newsletters will live on the Host Hub [News & Updates](#) page.

Monthly Town Hall Meetings

Each month, the WinShape team invites all hosts to a Zoom call where they discuss relevant information for hosts, share updates and reminders, and provide space for Q & A. These calls provide hosts and Leadership Team members with the opportunity to ask questions and hear what other hosts are working on throughout the year. Along with the agendas included in this playbook, the Town Hall meetings serve as an additional face-to-face method for preparing for camp. Town Hall Meetings & invitations are included in each month's Newsletter.

Host Development Team

Each community and host are paired with a corresponding Host Development Representative. This "Rep" serves on the WinShape Camps team and serves as a frequent channel of communication between WinShape Camps and the host church. They will be a go-to resource for any questions pertaining to WIN, scholarships, Kickoff Week, contract information, facility requirements, and any other information that is not specific to the camp team visiting your community. The Host Dev Rep sends out all monthly communication, participates in the monthly Town Hall Meetings, facilitates discussion at Host Rally, aids in the support of Camp Directors, and will serve as a guide for any other additional information you and your team need. Host Dev Rep contact information can be found [here](#) on the Host Hub.

Host Rally

Host Rally is a yearly conference where WinShape Camps invites camp hosts and Leadership Teams to attend two and a half days of content to encourage, equip, and propel partners into their hosting camp journey. This event includes meaningful worship opportunities, practical Workshop trainings, collaborative discussions with other hosts, and a lot of fun. Host Rally information and content can be found on the [Host Rally](#) page on the Host Hub.

Leadership Team Playbook

This playbook is designed to be used as a guide for camp hosts and leadership teams as they prepare for hosting camp. Beginning at Host Rally, this resource is used to aid in a team's ability to set goals, understand their roles, and follow along as they regularly collaborate in their efforts. Part One of this resource includes Monthly Meeting Agendas and role-specific checklists while Part Two of this resource includes an in-depth description of the components necessary when hosting camp. While Part One addresses the "what" of all that needs to be accounted for in preparing for camp, Part Two addresses the "how" and the "why".

Monthly Meeting Agendas

Part One of this Leadership Team Playbook includes monthly meeting agendas to serve as a guide for a Leadership Team's regularly occurring camp related check points. These agendas include prompts to ensure that your team is equipped with helpful direction as it relates to each member's role and responsibilities.

These agendas provide a leadership team with a monthly place to start, but ultimately serve as a foundation for which a team can build upon with their own ideas and with initiatives/goals that are specific to their community.





Kickoff Week

What is Kickoff Week?

WinShape Camps for Communities exists to glorify God by creating experiences that transform campers and families with the message of Jesus Christ and one of the important ways in which we do that includes engaging communities together. While the camp experience itself lasts only a week in each community, its impact can last much longer when strategic partnerships are built. Kickoff Week is designed to help communities do just that.

Kickoff Week exists so that hosts can strategically host events and create spaces where campers and families can easily interact with camp prior to the summer. This promotional week not only benefits hosts as it relates to camper registration numbers, but also in the way that Kickoff Week (KOW) serves as a catalyst to establishing partnerships within one's community.

Kickoff Week advertises camp in your community, but it also serves as an invitation to other churches, Chick-fil-As, businesses, and schools that may want to be a part of a community-wide event. This sort of involvement can exponentially impact the number of campers reached and ultimately, the number of families impacted by the message of Jesus Christ.

When is Kickoff Week?

Each year Kickoff Week takes place during the first full week of March.

This year Kickoff Week begins Monday, March 4th and ends Sunday, March 10th, 2024 and registration for camp will officially go live at 9 AM local time on March 4th, 2024.



How do I plan for Kickoff Week?

WEEK 1 | Host Rally & Planning

January 29th – February 4th

CHECKLIST:

- Begin verbally promoting Kickoff Week within your church.
- Order Marketing materials if desired. Our Marketing website for customizable flyers, banners, and more can be found [here](#).
- Meet with the Leadership Team to determine how you can plan for Kickoff Week in your community over the span of five weeks. Set weekly goals for the days leading up to Kickoff Week and evaluate regularly.
- Determine your Leadership Team's goals for Kickoff Week.
 - Determine what percentage of your scholarship funds your team wants to give out during Kickoff Week.
 - Determine how much per camper you want to give away during Kickoff Week. Is this a standard rate for all campers who register or will it vary?
Ex: The first 50 campers to register receive \$50 off their registration or anyone who registers during Kickoff Week gets 25% off their registration.
 - Determine how many campers you are hoping to register during Kickoff Week.
- Ideate a list of incentives you might be able to offer.
 - Ex: A fun prize for the first camper who registers for camp, a "Camp Store coupon" (a dollar amount that the church will financially cover to then be awarded to the camper for use at the Camp Store), Chick-fil-A coupons (if your Chick-fil-A contact offers this as an option), etc.

WEEK 2 & 3 | February 5th – 18th

CHECKLIST:

- Review your ordered Marketing materials and plan how you'd like to use each.
 - Ex: Window clings, table toppers, and road signs could be displayed at your partnering Chick-fil-A (if approved by the Operator), brochures could be given out at local Elementary schools, (if approved), etc.
 - For a reminder on how to order your materials:
 - 1. Access our marketing website [here](#).
 - 2. Create a new account.
 - 3. Select your desired print materials and customize or select your desired promo items.
 - 4. Proceed to check out where your credit has been preloaded onto your account.
 - More information can be found [here](#) to give more information on our Marketing Program.
- Contact partners who might be interested in aiding in the effort of promoting camp.
 - Ex: local Elementary Schools, businesses, non-profits, other Chick-fil-As, additional churches, etc.
- Utilize your Marketing Coordinator and the [Marketing Resources](#) located on the Host Hub to include info graphics about Kickoff Week to use in your church bulletin, on announcement slides, or however your church best dispels information.
- Ideate what other platforms you might be able to use to promote Kickoff Week.
 - Ex: Create an ad to play on a local radio station, display road signs at businesses owned by willing church members, etc.

WEEK 4 & 5 | February 19th – March 3rd

Utilize the two weeks leading up to Kickoff Week to promote at the greatest frequency.

CHECKLIST:

- Use the remaining marketing materials to heavily target your audience.
 - Ex: Include flyers/handouts in Chick-fil-A bags (if your Operator is willing and approves), utilize radio advertisements, place brochures in strategic, heavily trafficked areas
- Promote Kickoff Week registration by emailing the families within your church through your church's traditional communication platform.
- Use WIN to send a communication email to former camper families and volunteers. To learn how to pull a camper report or learn how to use the communication feature in WIN can be found on the WIN Resources page of the Host Hub.
- Utilize your Marketing Coordinator to daily remind your community about Kickoff Week on all church and camp affiliated social media platforms. Use your personal account to share these posts in effort to reach an even larger audience.
- Challenge and incentivize your camper families to share their story!
 - Ex: For every family that shares their camp story / promotes Kickoff Week, offer a scholarship discount.
- Play promotional video at each church service. Promotional videos can be found [here](#) on the Marketing Resources Page of the Host Hub.



Kickoff Week: Daily Events

While the five weeks leading up to Kickoff Week are filled with preparation and planning, having daily events during Kickoff Week is also a great strategy to build momentum toward camper registration.

Need Inspiration? Here are a few ideas for how you can best steward Kickoff Week Daily Events.

Every Day

- Set a few goals that could be easy to check off every day!
- Give away a full scholarship.
- Have each Leadership Team member focus on one day of the week for Kickoff Week to generate momentum.
- Have laptops and iPads available for accessible on site for registration at each daily event.

Sunday, March 3rd

Promote at Church

Although Kickoff Week officially begins with the opening of registration on Monday, you can build the hype and excitement about registration opening by reminding families at your church on Sunday. Tell families that they can begin signing up tomorrow at 9AM! Share the registration link on all your church's communication platforms.

Monday, March 4th

Promote at Schools

- If returning campers, ask campers to wear their Village attire to school
- Do a Facebook live session when registration officially launches!
- Give out fliers to schools with information specific to Kickoff Week in addition to any promotional opportunities you are providing.
- Have parents/guardians send pictures of their kids at school in their Village gear to promote on social media. You could even make this a contest where scholarships are given!

Tuesday, March 5th

Promote at Chick-fil-A

All Chick-fil-A related events are dependent upon an Operator's interest and capacity. These events are not expectations, but rather suggestions if your Operator asks for ways to participate in Kickoff Week.

- Host Spirit Night at local Chick-fil-A
- [Request the WinShape Camps Road Crew](#) to visit your community! This crew exists to recruit campers and families all while bringing the fun of camp with them!

Wednesday, March 6th

Promote during Wednesday Night Services

- Have places to register at all partnering or participating churches
- Host a fundraiser / promotional dinner at all local churches.
- Have kids wear their Village Attire to church (if you are a returning community)
- Host a Village-themed game night with prizes (if you are a returning community) or face painting station at your kid's ministry service to promote camp!

Thursday, March 7th

Home Parties

- Host a party or gathering at a home! Whether it be your home, a Leadership Team member's home, or maybe even the home of a family that is heavily involved in your church.
- Provide a meal or snacks and welcome other families (perhaps in your neighborhood, regardless of church attendance) to join!

Friday, March 8th

Host an Event

- Have a Mother's Night Out for moms where childcare is provided and where camp registration is promoted as they drop off their campers! Maybe even offer a mom scholarship discount.
- Host a movie night at the local church!

Saturday, March 9th

Community Blitz

- Have tent / booth set up at local commonly visited businesses, parks, or at any of your partnering locations! If you can promote where your community commonly traffics, that is a huge win!
- Blitz the community. Be where the people are. Malls, ball fields, community events, etc.

Sunday, March 10th

Share at Church

- Show pictures and videos of camp before and after church
- Announce a final update on registrations from the week at church
- Host a celebration during adult and children's services for those who have registered
- Host a lunch or dinner for everyone who registered during Kickoff Week
- Make a big announcement from main service – "Today is the last day you can register for camp and get our Kickoff Week special price..."





Marketing Allotment Program Overview

One of the ways we support our Hosts at WinShape Camps for Communities is by giving a \$750 marketing credit to help promote camp. We recognize that as a Host, you have the best understanding of how to get the word out in your community. This credit serves as a starting point to your marketing efforts and, when combined with a good strategy, the allotment will help you accomplish your registration goals. Our Marketing Allotment Program provides your community with the ability to get printed materials through our partner vendor, Lawrence Ink, where you'll be able to order customized products with your camp's location and dates. Print materials include your choice of flyers, mailers, and tri-fold brochures, as well as promotion items that include the WinShape Camps logo.

When it comes to digital marketing, we recognize that when leveraged well, it could be a fantastic tool used to reach campers. In addition to the print materials you select, the WinShape Camps Marketing Team will be rolling out all the digital content for your community with no cost to you! While our full-time team takes care of the digital component of advertising, you will be able to maximize your Marketing Allotment by focusing on print materials. If you'd like to take your printing needs in-house, you can download our Print designs (as shown below) on the [Resources page](#) of the Host Hub.

Examples of Print Pieces



5' x 5' Roadside Banner



Tri-Fold Brochure



Mail Postcard



Window Cling

Marketing Allotment Program & Ordering How-To's

1. Go to our [marketing website](https://wschostorders.myprintdesk.net) at <https://wschostorders.myprintdesk.net>
2. Click on "Login"
3. Click on "Register"
4. Fill in your information to create a new account
5. Choose and order the products you want printed with your \$750 credit!

Using Your Credit

Once you have selected your items, are prepared to check out, and have made an account, your \$750 credit will be preloaded to your account.

A Few Things to Note:

- Only one person per community should create an account to place an order.
- Make sure to include your complete address when creating an account.
- Double-check any customized materials to make sure everything is spelled correctly.

If you have any trouble placing an order, please reach out to your Host Dev Rep and we'll be happy to help or answer any questions!

Digital Ad Examples

While your team focuses on ordering print materials, our team will focus on the Digital Marketing experience. Here's a closer look at what you can expect to see online in your community as we approach your week of camp.

Digital Ads will use a combination of video and imagery in a variety of different layouts. The copy featured within these ads will highlight the camp experience and each ad will be linked to the Host community's page on the WinShape Camps website. This allows us to measure success for each community and know how to target our audiences with more efficiency. Since ads are run through our team, we will also monitor and respond to comments that come in to ads which add value to potential parents who have questions. With this year's Marketing Allotment Program, you can expect to see ads in your community on platforms such as Facebook, Hulu, and Spotify.



Carousel



Images



Video

Marketing FAQs

Why are the digital ads running from WinShape Camps' main page?

While there are pages created for each community as a "location/store" of our main brand page, we run the ads from our main page for a number of reasons. This allows our team to manage comments, questions, and messages that come from the ads. We have the capacity and the tools to make sure no parental interaction goes unnoticed. Secondly, a parent/guardian who may be hearing of WinShape Camps for the first time will have more content to explore if they land on our main page building trust and interest in the experience.

When do I receive my printed items from Lawrence Ink?

Lawrence Ink ensures excellent turnaround times. As long as you order your materials in a timely manner, you should have no problem receiving them in time to promote registration.

Can I order more than the allotment allows?

Yes! As far as print materials go, the allotment is a credit. If you are interested in ordering more than your \$750 allotment, please reach out to our team about paying for the difference.

Can I print my own materials?

Yes! If you have a pre-existing print vendor who you work with, our team is happy to provide you with the design files you may need to print your own marketing materials. Several of our designs can be found on the Host Hub on the Resources page. As you arrive to the [Marketing Resources page](#), you can click on any of our designs and it will automatically download to your computer.

How to Market on Social Media

In addition to the utilization of your Marketing Credit, a great strategy for momentum-building can be found in the strategic use of social media. By using your church's social media effectively, a Marketing Coordinator can reach several audiences in your community.

Whether you are design-savvy, have a Creative Team at your church, or if this is the first time you have done work related to Marketing, we have resources just for you. By visiting the [Marketing Resources](#) page on the Host Hub, you can download and share any of the following:

- Social Media Countdown to Camp (Branded Number Graphics)
- Duotone Images (Branded Photos)
- Photos (Epic Pictures from Camp!)
- WSCfC Promo | Short Version (Generic WinShape Camps for Communities Video Promo)
- WSCfC Promo | Full Version (Generic WinShape Camps for Communities Video Promo)
- Volunteer Recruitment Video (Volunteer Promotional Video)
- Why WinShape? (Animated Commercial Series)
 - Next- Level
 - All-In Faith
 - Spectacular Settings
 - Top Notch Staff

Got Designers?

If you or your team are looking to design graphics or print of your own, you can access our fonts, color palette, and logos by following the Brand Guidelines included [here](#), on our Brand Pad. We ask that all designs follow these guidelines in order to maintain a consistent look across our camp locations.

Social Media Posts

Once you have the designs you need, it's time to start promoting! If finding the balance between too much and not enough marketing feels intimidating, do not worry – because we have created a Social Media Posts Hub. This resource includes a variety of post "styles" (Registration, Engaging, Inspiration, etc. along with images and captions you can use for each post! You can access our Social Media Posts Hub on the Host Hub.

This guide thus far has walked you through the internal process of marketing, but how can you take your allot-ment, printed/digital materials, and graphics to make an external impact?

Partnerships

By following the Marketing & Branding guide, you have all the resources necessary to share the excitement of camp with your close network, but what would impact look like if you were able to extend your reach even further? By focusing on partnership opportunities, you are not only maximizing your marketing strategy, but you are also inviting others to participate in the building momentum of camp. In some cases, it is not that potential partners are unable or unwilling to support the cause, but rather they simply do not know how they are able to help. By identifying and clarifying your team's goals and then inviting partners into the specific ways in which they can help your team (and therefore community) achieve these goals, you are in route to a successful partnership.

Looking for a place to start? Begin thinking about the following:

- What are our goals?
 - **Scholarship** | How much money do we hope to raise?
 - **Registration** | How many campers do we hope to register?
 - **Volunteer** | How many volunteers can we recruit?
- Who can we partner with? How can they partner?
 - **Churches** | Reach out to churches in the community as they can aid in promotion, scholarship raising, and volunteer recruitment!
 - **Businesses** | Is there anyone in your church who owns a business? Would they be willing to promote camp in their store? Would they be interested in hosting a Spirit Night at their venue? Would they be interested in covering the cost of some camper's registration?
 - **Schools** | Are there any schools that would be willing to promote camp? Does anyone in your church have a connection at a school that could help establish the partnership? Are there any school nurses who could attend camp as the Nurse?
 - **Chick-fil-A** | This deserves it's own section.

Additional Tips

- Reference your [Camp Timeline](#) to see what tasks you may be able to delegate to your partners.
 - Could a Sunday School class serve as the Lunch Crew or volunteer to do the team's laundry?
 - Could a Lawn Care business that is represented within your church cut the Rec field prior to camp starting?
 - Could a business that is represented within your church help cover the cost of camper snacks or donate towards the cost of volunteer shirts?

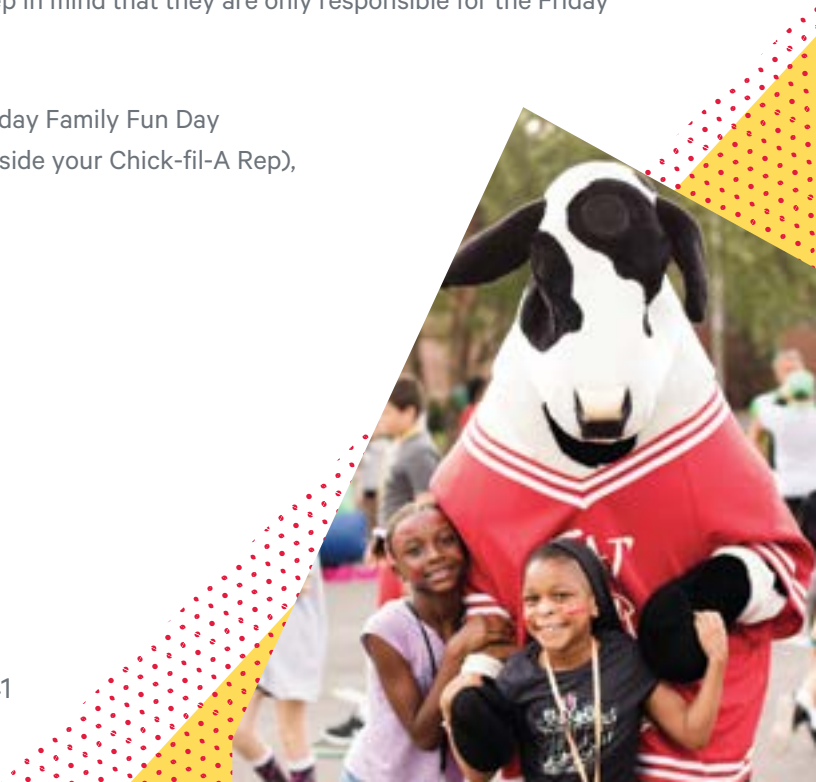
Partnering with Your Chick-fil-A

A partnering relationship between a host church and a local Chick-fil-A Restaurant is an incredible thing. This partnership is unique for many reasons, one being that the generosity of Chick-fil-A is what makes WinShape Camps for Communities possible. While the Cathy family is present at the origin story of both Chick-fil-A and WinShape Camps, not every Operator is aware of this relationship. If you are not already connected with your local Chick-fil-A, please reach out to your Host Dev Rep as they can start the connection.

The Chick-fil-A relationship may look different across communities, and that is okay! There is no exact formula to follow as it relates to establishing and maintaining a relationship with your Chick-fil-A, but these resources are sure to give you a place to start. As a reminder, Chick-fil-A stores are individually owned and operated, meaning the level of a store's involvement may vary store to store. The first step in navigating a partnership with Chick-fil-A includes a posture of appreciation, regardless of the level of involvement your Chick-fil-A can have.

Here are a few things to keep in mind:

- Chick-fil-A is a business.
 - At the bare minimum, your partnering Chick-fil-A will be responsible for executing the catering order of Friday Family Fun Day (an order that is placed and paid for by WinShape). If you are looking to initiate a partnership with your Chick-fil-A, you can begin by letting them know you are excited to have their store cater your event this summer.
 - As Chick-fil-A is a business, it is important to keep in mind that your Chick-fil-A Rep may not be able to operate on the same schedule as the rest of your team. Be sure to work with their schedule or establish expectations and communication rhythms early on so that they can be as in-the-loop as the rest of your team.
 - Similarly, Chick-fil-A is often involved in several community-wide initiatives and fundraisers. To honor their efforts well, it is important to let your Chick-fil-A Rep and Operator speak into the level of involvement they can take. While you will find several ideas listed below on how your Chick-fil-A can partner with you before and during camp, keep in mind that they are only responsible for the Friday Family Fun Day catering order.
 - For a refresher on all that is purchased for Friday Family Fun Day (and if you need a resource for working alongside your Chick-fil-A Rep), here is a look at the Chick-fil-A Lunch Guide.



Chick-fil-A Meal Guide



Stewarding the Partnership

Friday Family Fun Day
Meal Guide

Friday Boxed Lunch Information

WinShape Camps for Communities exists to partner with the local church by creating an excellent day camp experience with the end goal of setting churches and organizations up to better engage their community. Our relationship with Chick-fil-A is an integral part of who we are and how we're able to do camp in the communities we partner with across the country. Thank you for the part you play in helping local churches + organizations better engage their community through camp!

CFA's Role in Camp

- We ask Chick-fil-A to provide a boxed meal for every camper + family member at our final day of the camp week, which we call "Friday Family Fun Day."
 - This meal is your standard boxed catering option
 - CFA Sandwich, Chips, Cookie and Dasani Water
 - The number of meals needed will be communicated to your team by Monday or Tuesday of the camp week from the Operations + Camp Director who will be leading the camp team in your community
 - Payment will be made by the Camp Team via their Credit Card and can be paid in the restaurant



Price of Catering Order

- The Camp Director and the Operations Director will communicate the quantity of the CFA Meals no later than the Tuesday of Camp with the Owner/Operator. They will be responsible for processing payment for the catering order prior to leaving your community.
- To keep the partnership between Chick-fil-A Owner/Operators, WinShape Camps, and the local church unified, we will lean on Operator discretion to determine the price of the boxed meal.

This is an opportunity for true partnership!

As partners, you can collaborate in a way that truly benefits both parties involved. Consider the following ideas for ways in which you can partner with and support your Chick-fil-A beyond that which is directly correlated with preparing for camp:

- Remind your Chick-fil-A Rep/Operator that each Chick-fil-A Operator is awarded three full scholarships to use however they would see fit by using the scholarship code provided by your Host Dev Rep.
- Consider your Chick-fil-A for any catering needs for the events taking place at your church.
- Connect any of your partnering churches with your Chick-fil-A in a way that promotes their business.
- Share a meal with your Leadership Team or host various meetings at the restaurant.
- Participate in Chick-fil-A's theme nights, fundraisers, etc.

Chick-fil-A's participation in camp is a big deal!

It is because of the generosity of Chick-fil-A that WinShape Camps for Communities can take place. Not only that, but our partnership with Chick-fil-A creates a unique opportunity for campers and families to interact with camp in a way they may never have been able to otherwise. If your Chick-fil-A Rep or Operator is looking for ways to partner with you in marketing or preparing for camp, consider the following ideas:

- Use your Marketing Credit to select Print Materials that your Chick-fil-A can use in their store. For example:
 - Promotional window-clings
 - Table toppers (for any open Dine In spaces)
 - Flyers (to be placed into bags)
 - Brochures (to be accessible at the restaurant)
 - H-frames (Road signs that can be placed in the Drive-Thru)

Friday Family Fun Day

Friday Family Fun Day is a half-day that takes place on the last day of camp in your community in effort to celebrate the week well and invite parents/guardians to experience a taste of camp. Even more importantly, this day exists to invite camper's families into camp so that they might be able to connect with, and potentially even get plugged into, the local church.

To equip your Chick-fil-A partner well, work with your Camp Director to communicate the necessary logistics for Friday. If needed, you can reference the Chick-fil-A Meal Guide as well as the following schedule for Friday:

FRIDAY FAMILY FUN DAY SCHEDULE

8:15 - 8:45	Check-In / Village Training
8:50 - 9:20	Wake Up
9:30 - 10:25	Super Rec! Showdown
10:35 - 11:10	Team Time
11:15 - 11:30	Check Out
11:35 - 12:05	Closing Session
12:10	Lunch

- Utilize the Spirit Nights & Special Events
 - By filling out the Road Crew Interest form between December 2024 and March 2024 you can indicate interest in having the Road Crew host a Spirit Night at your Chick-fil-A (or anywhere).
 - Schedule out a night where campers/families can register in-person at the store.
 - Plan a night where a small percentage of the profit goes toward WinShape Scholarship fundraising.

While these opportunities list off ways Chick-fil-A partners can participate prior to camp, there are several other ways in which Chick-fil-A partners can be highlighted and celebrated during the week of camp. An example of that? Friday Family Fun Day.

If your Chick-fil-A is interested with partnering alongside the team beyond Friday's involvement, consider the following ideas:

- Invite CFA to have a tent set up at Check-In so that campers/families have the option of purchasing breakfast and/or lunch.
- Invite CFA to provide campers/families with the option of purchasing a lunch.
 - Early in the week at Check-In campers could purchase a set lunch meal plan where the lunch meal is delivered daily, throughout the week.
- If desired, the Chick-fil-A Operator/Rep is welcome to host the Summer Staff team at their store or home for a meal.

For more ideas on how you can engage with your Chick-fil-A Operator/Rep, contact your Host Dev Rep.



Scholarships

Scholarships not only can be used as an effective way to incentivize camper registration, but they are also an incredible way to engage with families within the community who may not be able to afford the entire cost of camp. For the camper family, scholarships are a huge blessing. For the businesses, schools, and organizations you may partner with, they are a wonderful opportunity to provide a chance for a camper to hear the transforming message of Jesus. By referencing this guide, a Scholarship Coordinator can maximize not only the ways in which scholarships can be collected and raised, but also how they can be thoughtfully distributed. For 2024, there has been an additional step in creating a scholarship to ensure all scholarships are set up the way your community desires. What does this mean for you? Your team will decide how you'll like to use scholarship funds, you'll create the scholarships in WIN, submit the scholarship for approval and your Host Dev Rep will overlook it to make sure the scholarship is set up the way it is intended to be. Once approved, you'll be able to distribute scholarships as desired.

When looking for a place to start as it relates to scholarships, consider this Checklist:

- **Confirm Scholarship budget with church/team** | Are there funds your church would like to allocate for camp directly?
- **Confirm Scholarship budget from partnering churches and businesses** | How much has been donated from your various partners?
- **Determine Kickoff Week Scholarships / Discounts** | How much money would you like to use during Kickoff Week to incentivize and promote registration?
- **Develop system for Scholarship Requests** | If a family is interested in receiving Scholarship aid, how do they indicate as such?
- **Create Scholarship codes within WIN** | Reference your team's Kickoff Week strategies, individual family discounts, and any other discounts your team wants to provide to make scholarship codes.
- **Submit your Scholarship for Approval** | For 2024, all scholarships must be approved by your Host Development Representative in WIN. Once Scholarships are created, they are able to be submitted for approval and your Host Dev Rep will review it.
- **Check for Approval** | Prior to Kickoff Week, confirm your scholarships have been approved by your Host Dev Rep by logging into WIN.
- **Distribute scholarship codes to campers and families**
- **Keep track of money spent on scholarships through WIN**

Medal of Success Scholarships

As a reminder, WinShape also rewards communities with Medal of Success Scholarships as they achieve various camper registration levels. This tiered reward system provides full scholarships to communities as they hit specified numbers of campers registered. To know what your camper registration informed Medal of Success Scholarship allotment is, please refer to your Host Agreement. At the end of the summer, your Medal of Success scholarships will be retroactively applied to your final scholarship Invoice following your week of camp. You will not need to apply Medal of Success scholarships on your own.

WIN | Create & Manage Scholarships

What is WIN?

WIN is the name of the proprietary registration system designed to create a simple experience for our camp families and hosts. Learning how to use WIN well unleashes a community's full potential to create excellent experiences during the summer. WIN can do everything you need including:

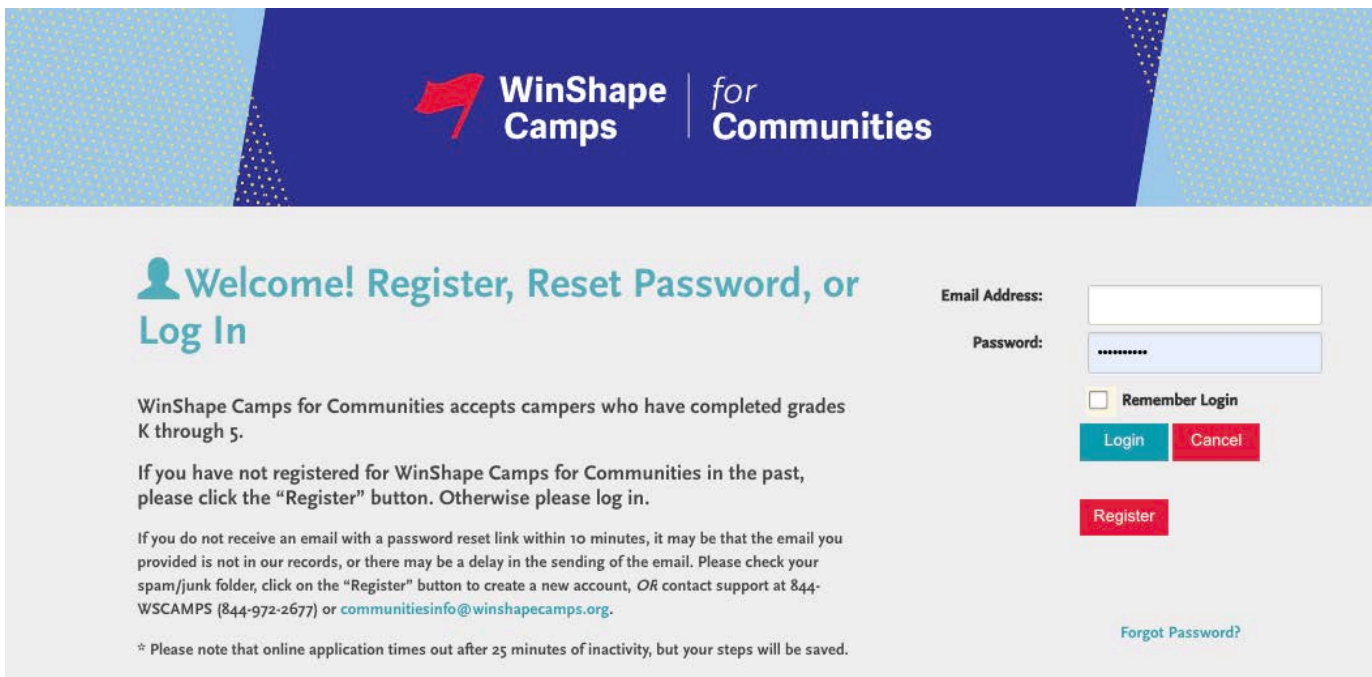
- Communicate to registered families
- Create & check up on registrations
- Create & manage scholarships

To create and manage scholarships, reference the Scholarships Go-To Guide.

Scholarships Go-To Guide

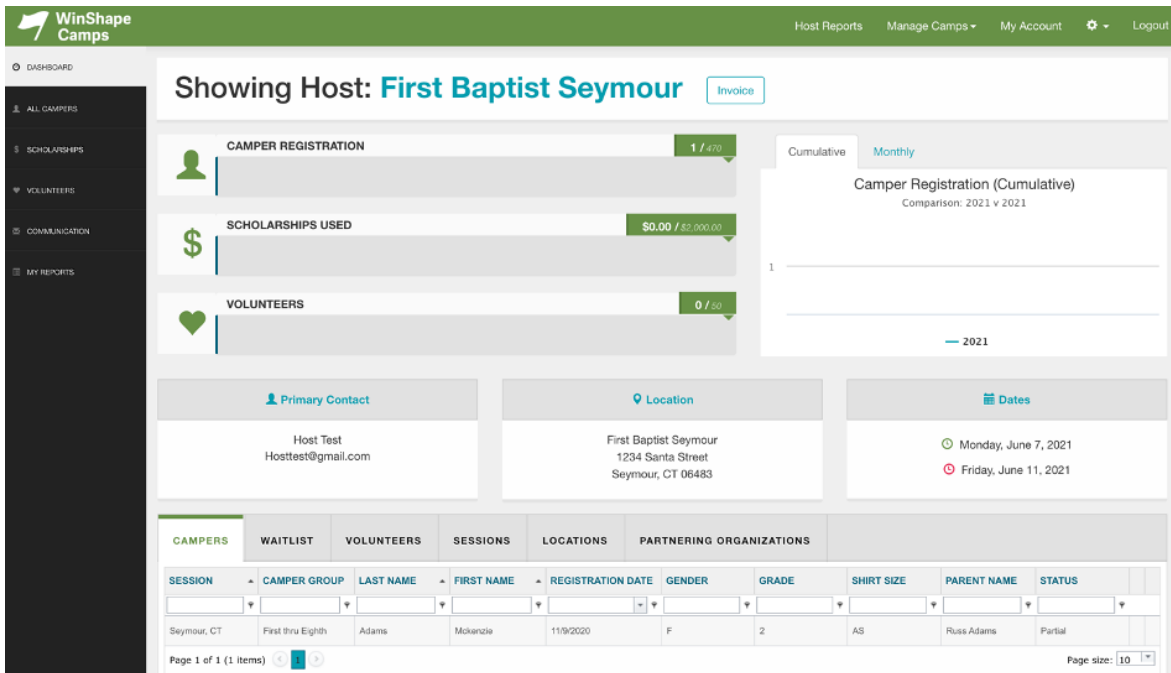
1. To begin using WIN, [click here to Log In.](#)

If you do not know the appropriate login information or if you have difficulty logging in, please reach out to your Host Dev Rep.



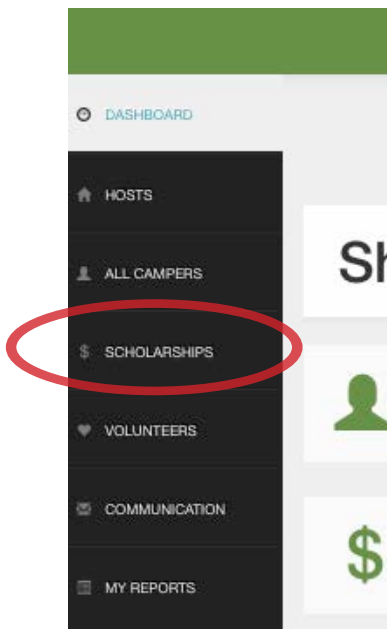
The screenshot shows the WinShape Camps for Communities login and registration interface. At the top, there is a blue header with the WinShape Camps logo (a red flag) and the text "WinShape Camps | for Communities". Below the header, the main content area is light gray. On the left, there is a teal icon of a person and the text "Welcome! Register, Reset Password, or Log In". Below this, there is a paragraph: "WinShape Camps for Communities accepts campers who have completed grades K through 5." followed by "If you have not registered for WinShape Camps for Communities in the past, please click the 'Register' button. Otherwise please log in." and another paragraph: "If you do not receive an email with a password reset link within 10 minutes, it may be that the email you provided is not in our records, or there may be a delay in the sending of the email. Please check your spam/junk folder, click on the 'Register' button to create a new account, OR contact support at 844-WSCAMPS (844-972-2677) or communitiesinfo@winshapecamps.org." At the bottom left, there is a small asterisk note: "* Please note that online application times out after 25 minutes of inactivity, but your steps will be saved." On the right side, there is a login form with fields for "Email Address:" and "Password:". Below the password field is a checkbox for "Remember Login". There are three buttons: "Login" (teal), "Cancel" (red), and "Register" (red). At the bottom right of the form area, there is a link for "Forgot Password?".

Once logged in, your Dashboard will load and should look similar to the image below. The Dashboard will allow you to see the details about your church/camp location.



2. Access your scholarships

To access the Scholarships page, go to the navigation bar to the left of the Host Dashboard and click on Scholarships.



My Scholarships

This is where you will create/edit your Scholarships for your specific camp location. These Scholarships will be listed at the top of the page.

Name	Priority	Code	Amount	Partner	Type	Category	Active?	Automatic?	New
Kick Off Week First 50	1		\$50.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit
Kick Off Week Next 50	2		\$25.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit
Deposit Scholarship	4	DEP50	\$50.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit
Full Scholarship	5	FULLSCHOLARSH	100.00%		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit

Important to Note:

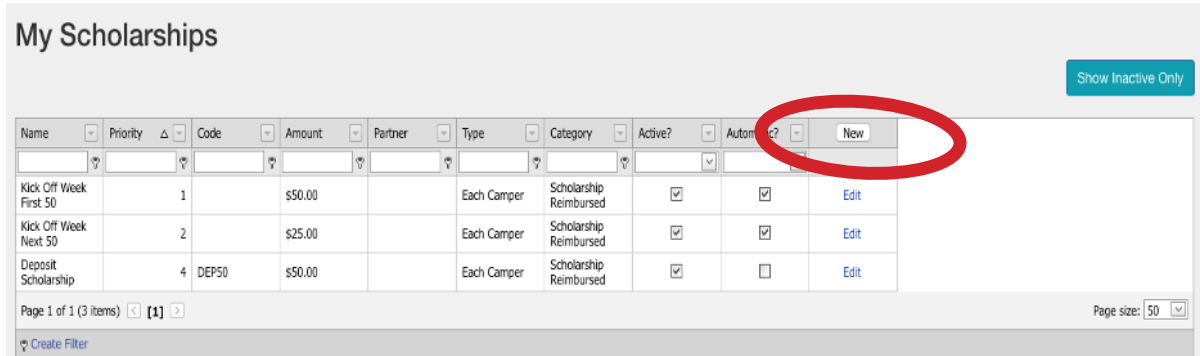
- **Even once created, scholarships are not Active until reviewed and approved by your Host Development Representative.**
- **Under the My Scholarship section, only ACTIVE Scholarships for the current year will show up.**
- **If you are a returning host, all your Scholarships from previous years have been turned inactive. You will have to go in and reactivate them and resubmit them for approval.**

The top part of the page is going to show any ACTIVE Scholarships. To see Inactive scholarships, click Show Inactive Only.

Name	Priority	Code	Amount	Partner	Type	Category	Active?	Automatic?	New
Kick Off Week First 50	1		\$50.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit
Kick Off Week Next 50	2		\$25.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit
Deposit Scholarship	4	DEP50	\$50.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit

3. Setting up a New Scholarship

To set up a new Scholarship, you will look under the “My Scholarships” section and find the **NEW** button.

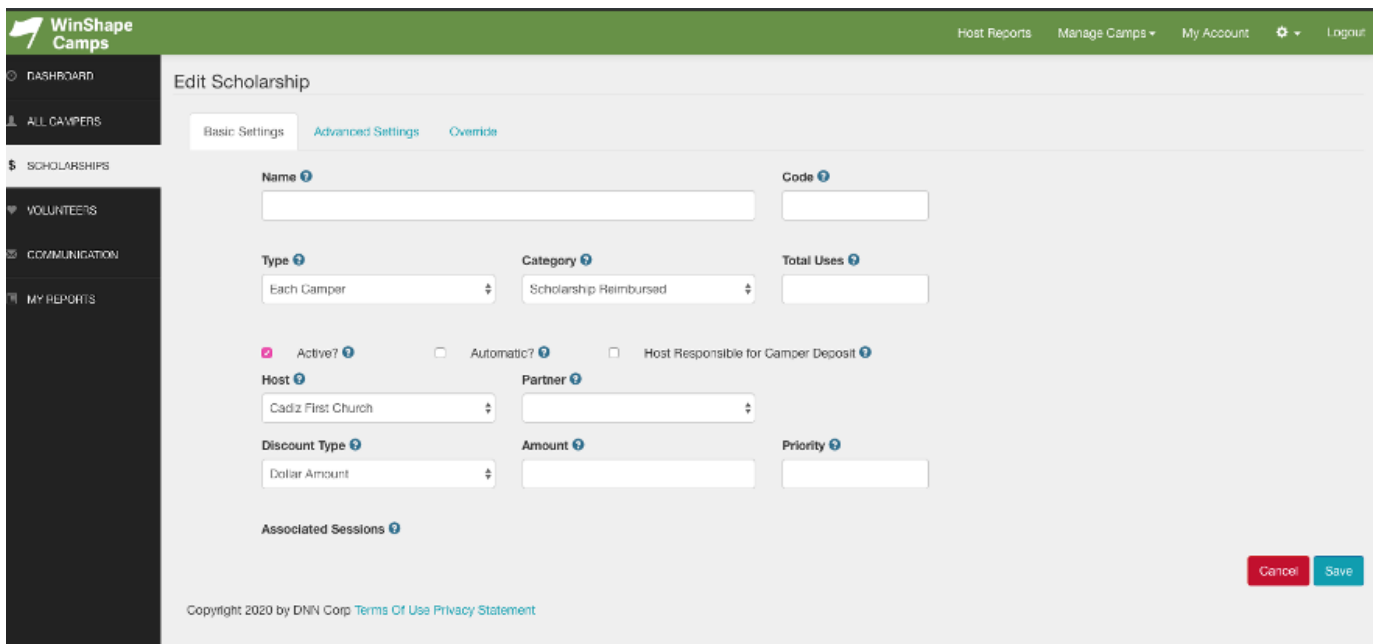


The screenshot shows a table titled "My Scholarships" with a "Show Inactive Only" button in the top right. The table has columns for Name, Priority, Code, Amount, Partner, Type, Category, Active?, and Autom. A "New" button is circled in red in the top right corner of the table. Below the table, there is a pagination control showing "Page 1 of 1 (3 items)" and a "Page size: 50" dropdown. A "Create Filter" link is also visible.

Name	Priority	Code	Amount	Partner	Type	Category	Active?	Autom.	New
Kick Off Week First 50	1		\$50.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit
Kick Off Week Next 50	2		\$25.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit
Deposit Scholarship	4	DEP50	\$50.00		Each Camper	Scholarship Reimbursed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Edit

4. Inputting the Basic Settings

Once you click the **New** button, the page below will load.



The screenshot shows the "Edit Scholarship" form in the WinShape Camps system. The form is divided into sections: Basic Settings, Advanced Settings, and Override. The Basic Settings section includes fields for Name, Code, Type, Category, Total Uses, Active?, Automatic?, Host Responsible for Camper Deposit?, Host, Partner, Discount Type, Amount, and Priority. There is also an "Associated Sessions" section. The form has "Cancel" and "Save" buttons at the bottom right. The footer contains copyright information: "Copyright 2020 by DNN Corp Terms Of Use Privacy Statement".

Once on this page, you will enter information into the blank fields. See below for a description of each field.

NAME: Enter a friendly name/title for this scholarship (max of 50 characters).

CODE: Enter a scholarship code that contains letters and numbers (max of 20 characters). ***You do not need to set up a code if this will be an automatic scholarship.**

TYPE:

- **Additional Camper:** Indicates that this scholarship will be deducted for each subsequent camper after the first camper on the registration.
- **Each Camper:** Indicates that this scholarship will be deducted once for each camper on the registration.
- **Single Camper:** This Scholarship will be deducted from the first available campe

- **Category: The scholarship category is used for Accounting reporting.**
 - **Discount Non-Reimbursed:** A discounted amount that is not reimbursed by a host or other entity. (i.e. Sibling Discount)
 - **Promotion Non-Reimbursed:** A promotional amount that is not reimbursed, such as the Medal of Success
 - **Discount Reimbursed:** A discounted amount that is reimbursed by an external entity.
 - **Scholarship Reimbursed:** An amount that is reimbursed by a host church, including all host church scholarships.
(Most likely the main scholarship type you will use)
- **Total Uses:** The total number of times this scholarship can be used for ALL SESSIONS within a year. Using this option will allow the scholarship to be applied in total to the limit entered.
 - The number used will reset at year end, and the scholarship will be available in the next camp year.
- **Active:** Only scholarships marked “Active” will be available to be applied to camp registrations.
- **Automatic:** Automatic scholarships are applied to registrations without entering a scholarship code.
- **Host responsible for Camper Deposit:** This will allow the camper to be registered without paying a deposit.
 - The Host is responsible for the deposit amount.
 - These scholarships can only be used in group registration or by a WinShape Administrator.
- **Host:** If a camp host is selected, this scholarship will apply to all sessions for that host. The camp host will be responsible for the scholarship.
- **Partner:** Select a camp host to see a list of partners. The partner will be responsible for the scholarship and will be important pertaining to invoicing.
- **Discount Type:** Choose whether a dollar amount or percentage is used for this scholarship.
- **Amount:** The amount (Dollar or percentage) subtracted from the registration fee.
- **Priority:** The order in which the scholarship is applied to a registration. Priority 1 will be applied first. ***Sibling Discount is a Priority 0 and will always be deducted first if applicable.**
- **Scholarship Notes:** Please describe the purpose/ reason for this scholarship. This information is required and helpful for your Host Dev Rep when approving scholarships.

5. Review and Input Advanced Settings

After reviewing the basic settings of your scholarship, access the Advanced Settings at the top of the page.

The screenshot shows the 'Edit Scholarship' interface. At the top, there are three tabs: 'Basic Settings', 'Advanced Settings' (which is selected and circled in red), and 'Override'. Below the tabs, the 'Advanced Settings' section contains several input fields and a checkbox. The fields are: 'Per Session Limit' (a single text input), 'Min Registration' (a text input), 'Max Registration' (a text input), 'Start Date (use YOUR local time)' (a date and time picker showing '01/01/2004 12:00 AM'), 'End Date (use YOUR local time)' (a date and time picker showing '01/01/2004 12:00 AM'), and 'Days Before Start' (a text input). To the right of the 'Max Registration' field is a checkbox labeled 'Include Cancelled Registrations?' with a help icon below it.

Advanced Settings: Only fill out the blanks that applies to your specific scholarship.

- **Per Session Limit:** The total number of times this Scholarship can be used within a SINGLE SESSION. Using this option will allow the Scholarship to be applied up to the limit entered for each camp session.
 - Example: If you had a Scholarship that you wanted to be used a total of 20 times, but you want 10 of those for your 1-5th graders and 10 for Kindergardeners, this is where you would input the number 10. This ensures that the Scholarship is only used 10 times in each session. *Remember our sessions are divided into 1-5th Graders and Kindergarten so you can only limit uses by those groups.
- **Min. Registration:** Registrations in a session must be equal to or greater than this number for the Scholarship to be applied.
 - Example: if 51 is the number you put into the box, registration 51 will receive the Scholarship and all the numbers after it.
- **Max Registration:** Registrations in a session must be equal to or less than this number for the Scholarship to be applied.
 - Example: if 100, registrations up to and including 100 will receive the Scholarship.
- **Include Cancelled Registrations:** If checked, ALL registrations (including cancellations) are included when calculating min/max registration. If unchecked, only active registrations are included.
 - Example: If a camper registers and gets your Scholarship for the first 100, but then cancels later that day, this setting means that the scholarship will only be given to 99 campers, as the cancelled camper is included.
 - *Most Hosts do not use this option.
- **Start Date (use YOUR local time):** The date that this Scholarship will start to be applied to/available for registrations.
- **End Date (use YOUR local time):** The date that this Scholarship will stop being applied to/available for registrations.
- **Days Before Start:** The number of days before the start of a session that the Scholarship will be available to be applied.
 - *most Hosts do not use this option.

After you have filled out advanced settings, **SAVE** your progress then you will want to flip over to the override settings.

6. Inputting Override Settings:

To locate the Override tab, look at the top bar and find the button that says Override. On this Override tab, you will find a place to edit the percentage or amount of the Scholarship you are setting up due to potential Scholarships that have already been applied. *Refer to your Host Development Representative to discuss this feature more.

*You must save your Basic and Advanced Scholarship Settings then go back in and add any Overrides before submitting to your Host Development Representative for approval

7. Save and Submit the Scholarship for Approval

After you have walked through the basic, advanced, and override settings you can click save and save your scholarship. Once submitted, your Host Dev Rep will review it. Once reviewed, the scholarship will have a status in the right column in WIN. See below for a description for each status. Once the scholarship has been approved, it will be now active for that year as long as you clicked active under the basic settings, if not it will be housed in your inactive scholarships.

Scholarship Statuses:

There are three different statuses your Scholarship will be in:

- **Not Submitted:** You have not submitted the Scholarship to your Host Development Representative.
- ***If your Scholarship is declined,** it will reappear as Not Submitted and you will receive an email from your Host Development Representative on the reason. Once the issues are resolved, you will be able to resubmit.
- **Submitted:** Your Scholarship has been submitted and is now under review.
- **Approved:** Your Scholarship has been approved by your Host Development Representative.

WIN Step-By-Step Guide

The Win Step-By-Step Guide in its entirety will be accessible on the [WIN Resources](#) page of the Host Hub on the There is your one stop shop to find resources on the following:

- WIN System Overview | Go-To Guide
- Create & Manage Scholarships | Scholarship Guide (as listed above)
- Navigating the WIN Dashboard
- Setting Up Goals
- Adding a Partner
- Navigating Camper Registration
- Looking up a Camper
- Running and Saving Camper or Volunteer Reports
- Communication Guide
- Creating Custom Registration Questions
- Register Camper Groups | Group Registration Guide
- Volunteer Registration Guide



Volunteers

It is true! Camp is designed with Volunteers in mind. It is impossible to create an excellent day camps experience without the aid of volunteers, but even if it were, we wouldn't want to do it apart from them. We truly believe that the presence of volunteers is what allows camp to be a vehicle for community engagement and relational ministry.

So how can one recruit volunteers?

There is a role for everyone at camp! This section covers several of the many roles in which volunteers can participate. During the registration process, volunteers have the opportunity to list what "Crew" or role they prefer. As such, the camp team's Volunteer Director will then place registered volunteers into a variety of roles that they feel will best support the camp programming. To help aid in the recruitment of volunteers, a Volunteer Playbook is available with more information for a day in the life of a volunteer with WinShape Camps for Communities. This can be found on the [Volunteer Resources](#) page of the Host Hub. The following list describes each role we offer to registered volunteers.

Volunteer Roles

Team Time / Skill: These volunteers participate in the camp day directly with campers and the Summer Staff. Ideally, this is a volunteer who can be present for the full day for the entire camp week (to make the most out of the relational equity that is built while at camp). When registering for this role, it will be listed as a "Bible Study" volunteer role.

- Selling point: This role is great for high school or college aged volunteers! They are likely the most available and have the energy needed to work directly with campers. This is a great way to partner with your student ministry as camp will not only be fun for their age group, but also developmental!

Lunch Crew / Snack Crew : This crew uses the camp team's provided materials and grocery items to assemble lunch meals and snacks for the Summer Staff, Volunteers, and occasional campers. This crew is a great opportunity for involvement for those who are unable to commit to an entire day, they do not want to work directly with campers, or if there is a group of volunteers who are looking for a moderately active place to serve.

- Selling point: if you have an older community/class at your church that is tempted to believe they cannot help with camp-related activities, the lunch crew is for them! This role is perfect for members whose love language is cooking or those who are positioned to be able to donate snacks.

Check Point: This role is primarily organizational and there is very little physical activity involved. This crew requires the presence of at least two people who can sit at Check Point and monitor campers who Check In / Check Out at a variety of times during the day. This role is often parent facing, so this role is perfect for someone who would prefer little physical activity and is great at administrative/organizational skill sets.

- Selling point: this station doesn't require the same person all day long, every day! This role is perfect for those who are only able to attend portions of the day or for those who would love to support camp as it is taking place, but are unable to physically participate in camp programming.

Rec/Water Crew: the Rec Crew assists the Activities Director in setting up for Rec! This often includes organizing and storing camp Rec materials, loading supplies onto the truck, moving tents, and re-filling water coolers. This is a physical role and could be great for those who enjoy manual work and are able to healthily move equipment outdoors.

- Selling point: if you have people in your church who own trucks or golf-carts/gators, this could be a fun way for them to get involved (seeing as we move a lot of tents). This is also a great role for those who may not want to be up close and personal with campers, but would love to support the execution of camp with their manual efforts.

Volunteer FAQs:

Do volunteers have to work the entire day/week?

While we'd love to have you each day of camp, we understand that's a big commitment. We'll work around your schedule to get the most out of your volunteer time.

What do people get for being a volunteer?

Besides a life-changing, memory-making good time?! You get a chance to see WinShape Camps from a different perspective, an opportunity to minister alongside of a professionally trained staff, and a place to invest in families outside of a traditional church setting.

Do volunteers have to be a member of the Host church in order to qualify as a volunteer?

Since we do camp in so many different places, we leave these decisions up to the church. In most cases, the Host Church will welcome anyone who goes through their background check requirements.

How old do volunteers have to be?

We welcome anyone who has finished the 9th grade to join us as a volunteer. That means you can be anywhere from about 15 years old to 100+! We have a job for everyone.

What about breakfast and lunch?

At most locations, there will not be breakfast available, so we encourage you to eat before your arrival. We will, however, make lunch for all of our volunteers as well as provide a few snacks along the way.

What is the volunteer cell phone policy?

We ask that all phones be kept hidden during camp hours. Doing so will free each volunteer to help WinShape Camps build relationships with our campers.

What is the volunteer dress code?

Volunteers are asked to wear a WinShape Camps Volunteer shirt provided by the Host Church. If a shirt is not provided, the WinShape Camps Volunteer Director will instruct you on what colors to wear. Volunteer dress should remain modest and closed-toed shoes should be worn.

Registering Your Volunteers

Similar to camper registration, there is a unique registration process just for volunteers! Volunteers can visit the volunteer page found [here](#) on the camp website and click “Sign Up” to begin their registration process. When accessing the registration page, volunteers will be prompted to make an account using an email address they would best prefer. It is important to note that only one volunteer can register under the use of a single email address. If multiple volunteers try to register under the same email address, their information will cancel one another out.

It is important for volunteers to register through WIN for three main reasons:

- 1. Safety.** At WinShape Camps we feel it is important to have documentation for all volunteers who interact with campers throughout the week. By collecting your volunteer information through WIN, you can use it to efficiently facilitate any background checks that are needed.
- 2. Organization.** Our Volunteer Directors are trained to use WIN as they place Volunteers in their corresponding roles. The Volunteer Director utilizes WIN to consider how they can best equip the volunteers to aid in the execution of camp so it is very important to utilize this portal as the official volunteer registration.
- 3. It helps you! The church.** As a host, you will have access to the Communication Center within WIN. This will allow you to send communication to past, current, and future volunteers who have registered through WIN. In other words, whether you have a last minute bit of information to share with your Volunteers or you are wanting to recruit them for future endeavors, WIN registration allows you to do that.



If you're looking for an easy way to send potential volunteers to the registration page, feel free to utilize the following QR code! Place this icon in church bulletins, business cards, or wherever your team sees fit, to recruit your desired number of volunteers. A downloadable version of this QR code can be found [here](#) on the host Hub [Volunteer Resources](#) page.

Background Checks

As stated in the contract with WinShape Camps, “Host Church agrees to perform background screening checks for all volunteers prior to the volunteer’s participation in volunteer training or engagement in any volunteer service; Host Church further agrees to check volunteer backgrounds at least as extensively and in accordance with at least the same standards that Host Church utilizes in background screening regarding its own employees, but in no event less stringent than would be reasonably expected to ensure the security of campers who are of minor age. Host Church shall not permit any potential volunteer to volunteer or serve at the WinShape Camps for Communities Event who does not satisfy the foregoing standards. Host Church shall use its reasonable best efforts to, at Host Church’s or its volunteers’ expense, have any volunteer who (a) passes such background checks and screenings and (b) who Host Church expects, or reasonably should expect, to significantly volunteer directly with children (for example, without limitation, will supervise, be alone with, or otherwise have direction over minors) to have undergone a child abuse awareness and protection program that is or is substantially similar to (including any similar other program the volunteer has previously undergone within the past two years) the “Stewards of Children” training (online or in-person) provided by the organization From Darkness to Light, a South Carolina nonprofit corporation, as further described here: <https://www.d2l.org/education/stewards-of-children/> (such link subject to change/be updated at From Darkness to Light’s discretion).”

Developing Your Volunteers

As it relates to your younger (high school & college student) volunteers, camp is an impactful, and often extremely developmental, opportunity. By volunteering, your students will be able to walk alongside trained college students throughout full days, for an entire week, allowing them to both observe and participate in Christ-centered conversations, teaching moments, and fun-filled activities! They will experience young adults who work hard, practice discipline, discover purpose, and contribute to/ grow alongside one another in biblical community. In the same way WinShape invests in Summer Staff, we consider opportunities for investment in your student ministries to be of utmost importance.

We would love to partner with you by investing in the young adults in your community. How so?

- **Create Meaningful Relationships.** Our Summer Staff want to forge deep and purposeful connections with your volunteers. Whether it's sharing testimonies, offering valuable insights, or simply offering a supportive presence, our Summer Staff are equipped to connect with your volunteers on a personal and impactful level. We highly encourage churches to create space for our Summer Staff to connect with their student/young adult ministry. We would love to have meals together, potentially order CFA for them, or host a worship night with our team. Connect with the Camp Director to find more ways we can foster these relationships during camp and beyond.
- **We hire volunteers!** A significant number of our Summer Staff are former volunteers. We have found that the Summer Staff experience is one that develops young people in a multitude of ways. Those that work with us in the summer see an increase in their ability to: work with a team, problem-solve, lead others, communicate clearly with others and much more. Most importantly, our Summer Staff are more confident and equipped to share the Gospel with others! When volunteers serve an entire summer with WinShape Camps, they will come home to your community more empowered than ever, having had hands on experience in kid's ministry. The valuable tools and lessons they gain during the summer will not only enhance the overall experience for everyone involved, but also contribute to the growth and success of your ministry. Here are a few perks of working with us:
 - Ministry Experience
 - Competitive Pay
 - Travel Across the Country
 - Form Lasting Friendships
 - Apply today at www.workatwinshape.org

When your students experience WinShape Camps for a summer, they will have tangibly experienced how to facilitate excellent programming, partner with the local church, and engage communities together. While they learn these skillsets in the summer, they'll get to bring it home to your church ministry. That sounds like a win – win to us!



Camp Glossary

We know that camp, at times, can feel like an entirely different world. Find all of our “camp lingo” broken down here in the Camp Glossary.

Sunday Show: A 1-hour training and vision casting session the Sunday before the camp week. This time is led by your camp team's Volunteer Director, which will also serve as volunteer's go-to person during the week of camp.

Village: The age groups campers are categorized into and a fun element of Camp Culture!

- Ocean Village (*completed K5 - completed 1st graders*)
- Safari Village (*completed 2nd - completed 3rd graders*)
- Alpine Village (*completed 4th - completed 5th graders*)

Team Time: Subgroups of Villages that resemble Bible study groups, led by a Team Time Leader and accompanied by a Volunteer.

Skills: Team Time leader-led activities that campers select on their camper registration and participate in throughout the week of camp; examples include Soccer, Painting, Wacky Science, and Under Construction.

Village Training: A fun-filled, cheer-off heavy, free-play area where campers, after going through Check-In, start their camp day.

Village Rally: A central gathering place for all campers that, throughout the day, acts as a place of transition between camp elements

Wake Up: A high-energy Auditorium element that takes place in the morning, filled with games, stage moments, Village competitions, and fun music.

Power Surge: A high-energy Auditorium element that takes place at the very end of the camp day, filled with games, stage moments, Village competitions, and fun music

Worship: A mid-day large group Auditorium session where campers experience a longer Worship setting and the Theme Director unpacks the camp theme from stage.

Volunteer: Anyone from the community (who has completed 9th grade, has registered through WIN, and has passed a Background Check) who participates in the execution of camp! Role opportunities include Team Time/Skill volunteer, Rec Crew, Lunch Crew, Check Point, and more!

Check Point: A Volunteer ran “welcome area” or “help desk” that exists to aid parents/guardians in receiving camp related logistical information, primarily late Check-In/early Check-Out, in addition to housing information pertaining to where campers are located at all times. Review the Check Point guide on page 62 to learn more about this station of camp!

Summer Staff: The WinShape verbiage for camp counselor; college students from all over the country who have been recruited, hired, trained, and placed on a traveling team to execute camp programming for 9 weeks in 9 different communities. Their primary responsibilities include creating an excellent day camp experience by partnering with the local church, stewarding the camp Theme and programming, and providing a safe camp atmosphere for all who interact with it.

Camp Director: The primary leader of the Summer Staff team and primary point of contact for a camp host. This person serves in an evaluative, logistical, relational, developmental, and organizational role as they not only are making sure that camp is running smoothly and that the camp team safely gets everywhere they need to be, but they also provide encouragement and constructive feedback to each of the Summer Staff in the form of a performance review.

Theme Director: A Summer Staffer on the Leadership Team who delivers the Theme of camp from all main stage areas, including Wake Up, Worship, and Power Surge.

Worship Leader: A Summer Staffer who leads all of camp from stage during the musical portions of our Auditorium elements. They primarily steward the delivery of our Theme song and Worship songs.

Operations Director: A Summer Staffer on the Leadership Team who stewards the finances of the team, the Camp Store, the logistics of Check-In, Check-Out, and Check Point, and anything pertaining to camper placement and registration.

Operations Specialist: A Summer Staffer who assists the Operations Director in stewarding financial and logistical information pertaining to camp and the camp team.

Volunteer Director: A Summer Staffer on the Leadership Team who partners with the Volunteer Coordinator to lead volunteers during the week of camp.

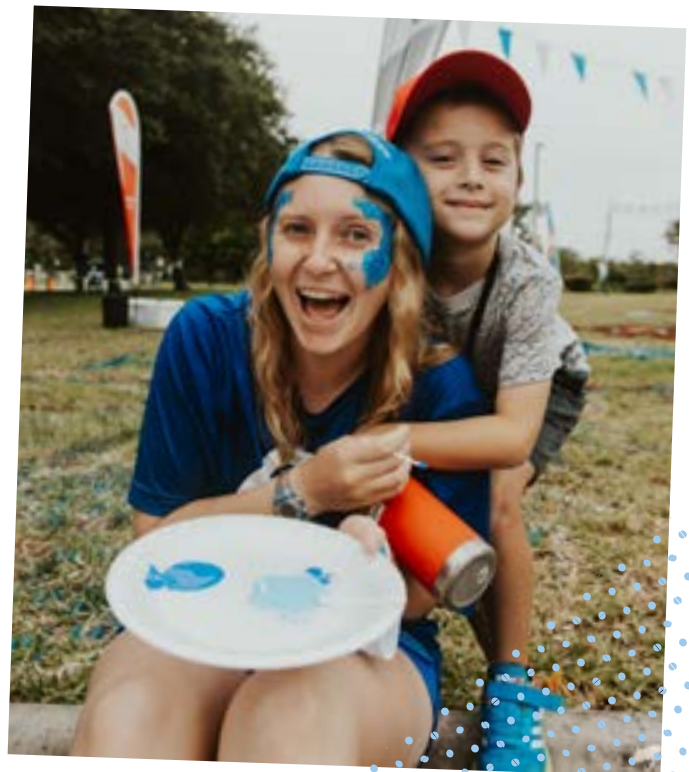
Production Director: A Summer Staffer on the Leadership Team who coordinates and executes all Auditorium elements.

Activities Director: A Summer Staffer on the Leadership Team who coordinates Rec!, Village Training, and manages all Skills equipment and outdoor activities.

Activities Specialist: A Summer Staffer who assists the Activities Director in coordinating all Skills and camp wide activities.

Team Time Leader: A Summer Staffer who leads a small group Bible study for a particular age group of campers; ex: a Team Time leader in the Ocean Village may lead the Jellyfish Team Time, a Team Time leader in the Safari Village may lead the Zebras, etc.

Point Person / Team: WinShape Camps full-time staff who assist and support both the Camp Director and camp team at large; this team evaluates camp, encourages the Summer Staff, and is available 24/7 during the summer to provide support to all who are a part of camp.



Camp Day Schedule

Monday – Thursday

- 8:15 - 8:45 Check-In / Village Training
- 8:50 - 9:25 Wake Up
- 9:35 - 10:25 Rec!
- 10:35 - 11:05 Team Time
- 11:10 - 11:20 Village Rally & Snack City
- 11:25 - 12:15 Skill 1
- 12:20 - 12:30 Village Rally
- 12:35 - 1:10 Lunch
- 1:20 - 2:05 Worship
- 2:15 - 2:50 Team Time
- 3:00 - 3:10 Village Rally & Snack City
- 3:15 - 4:05 Skill 2
- 4:10 - 4:20 Village Rally
- 4:25 - 4:50 Power Surge
- 5:00 Check Out

Friday Family Fun Day

- 8:15 - 8:45 Check-In / Village Training
- 8:50 - 9:20 Wake Up
- 9:30 - 10:25 Super Rec! Showdown
- 10:35 - 11:10 Team Time
- 11:15 - 11:30 Check Out
- 11:35 - 12:05 Closing Session
- 12:10 Lunch

Nurses

All communities are contractually obligated to always have at least one registered nurse (RN) or licensed practical nurse (LPN) on-site when campers are present. Such nurses should be properly credentialed and qualified. The nurse(s) may be volunteers or someone paid by the host community. The nurses must be covered under malpractice insurance. Failure to have a licensed, credentialed, and insured nurse on site at all times is means to reconsider future partnerships with the Host community. Camper safety is essential to the mission of camp and without a nurse, we put campers in jeopardy. The nurses will be provided with pertinent medical information for campers, a visit log, and medicine log. The host church/community is responsible for providing all medical supplies for the camp week. If you do not already have a first aid kit ready for camp, please refer to the list from the [Camp Nurse Association](#) as a resource.

Check Point Guide

As stated above, Check point is a Volunteer ran “welcome area” or “help desk” that exists to aid parents/guardians in receiving camp related logistical information, primarily late Check-In/early Check-Out, in addition to housing information pertaining to where campers are located at all times. This page exists as a way for you to anticipate which Volunteers might be a great fit for Check Point. Keep in mind that they will receive more detailed instructions from your camp team’s Office Director.

A Check Point Overview

Volunteers run Check Point. The Nurse will be positioned at or near Check Point. The Volunteer Director delegates responsibility to Volunteers at Check Point while the Operations Director oversees several key areas.

1. **Office Task Completion:** The Volunteers at Check Point can help the Operations Director complete various office tasks such as:
 - a. Sorting medical forms (if there are any) and medical info in WIN. This needs to be completed ASAP once the camp week begins. Forms will be passed along from the Operations Director after Check-In on Monday morning. Instructions will be given if necessary.
 - b. Work with the Operations Director to manage camper Check In and Check Out. This involves notating which campers are absent from camp.
 - c. Label Follow Up Tools (Spiritual Assessment Tools)
 - d. Label giveaway shirts
 - e. Manage Guest Nametags – Guest nametags will be stored at Check Point in the event that there is a guest on campus who needs to be properly identified. This should rarely apply to our 2021 Camp Programming, as we are minimizing guests on campus.

2. **Late Check In:** If a camper arrives at camp after the Check-In window of time, we encourage our Check Point Volunteers to meet the camper at the door and continue with the Check-In process. We ask that you limit the parent involvement inside the building and facilitate the Check-In process once the parent/guardian has been given all necessary information. Once the camper has received their nametag, has been identified as present, the Check Point Volunteer can then, alongside another Staffer or Volunteer, accompany the camper to their designated area. As it relates to facilitating the Check-In process, the Operations Director will equip volunteers with the proper supplies to ensure a safe and efficient Check-In process. This includes:
 - a. Walkie-Talkie
 - b. Master Roster
 - c. Name Tags that were not picked up during Check In (indicators of who is not at camp).
 - d. Map of Campus with Skill and Team Time Locations (Room Placement Guide)

3. Early Check Out: When a parent/guardian wants to pick up a camper prior to our Check-Out window (prior to 4:00PM), we ask for Check Point Volunteers to adhere to our early Check Out process. Volunteers stationed at Check Point then use the Walkie-Talkie located at Check Point to notify the Operations Director that there is an Early Check Out need. Upon instruction, Check Point Volunteers will either locate the camper and facilitate the Check Out or inform the appropriate Summer Staff who are able. The 2:1 Policy should be followed at all times as it relates to camper interaction with Check Point Volunteers. For more information on the Early Check Out process or for clarity on how to use the following list of materials, reference the Operations Director:

- Walkie-Talkie
- Master Roster
- Family Moments
- Map of Campus with Skill and TT Locations (Room Placement Guide)

4. Attendance: Summer Staff and Check Point Volunteers will use WIN to check campers in and out. Check Point will have a small electronic device they can use to facilitate this. For more information on how to facilitate this process, reference your Operations Director.

For more information on Check Point and how to execute these responsibilities, refer to the Check Point Guide (which will be accessible via your camp team's Operations Director).



Road to Camp

Timeline

At this point in the summer you have registered campers, recruited volunteers, talked with your Camp Director about the team, allocated scholarship funds as desired, and are gearing up for the week of camp. As a starting place, reference these bulleted lists to prepare for the logistics of the camp week.

Two Weeks Out

- You can anticipate having a phone call with your Camp Director to discuss the following information:
 - Optional Meal / Dinner Plans the church would like to provide, in addition to any Socials or Events the church would like to host
 - Laundry Plans (if present)
 - Church / Facility Map & Information – for example how will the team enter the building each morning?
- Secure Camper Snacks - ensure there is enough for each camper, twice per day (Monday – Thursday) + an option that are allergy friendly
- Remind church members of the volunteer opportunity + other ways they can support
- Continue to push for scholarship donations
- Secure additional paper products (paper towels, toilet paper, trash bags, etc.) to account for the additional waste that will accumulate from camp
- Do you have 1 volunteer for every 10 campers registered? Failure to reach this metric will affect your future partnership with WinShape Camps.
- Do you have a nurse or nurses that will be on site for the entire camp program?

One Week Out

- Share the following with your Camp Director
 - Weeknight plans that involve the camp team
 - What church service you'd like the team to be present for on Sunday
 - Sunday Set Up Tentative Plan
 - The Sunday Show time and location. As a reminder, the Sunday Show is the Volunteer Director led meeting where volunteers will receive training and meet the team.
- Remind volunteers of the Sunday Show time and location
- Allocate remaining scholarship funds as desired

Week of Camp

SATURDAY

- The camp team is likely to arrive in your community the Saturday before your camp week begins.
- We ask that Summer Staff do not unload or do any work on Saturday, as this is the one day we can preserve for the team's rest, with limited exceptions.
- If you have fun recommendations for how the camp team can spend their Saturday, let your Camp Director know!

SUNDAY

- The camp team will attend your morning church service. If you desire the team to be present at a particular service or to have a presence in any of your classes, let the Camp Director know prior to Sunday morning.
- Following the church services, the Sunday Show (Volunteer Training) will take place. There, the team will be present before beginning Sunday Set Up.
- Set Up will begin for the camp week. This includes unloading the trucks, organizing the Equipment Room, setting up the Auditorium, decorating Team Time/Skill rooms and Village Hallways, painting fields, hanging signage, setting up for Check In / Check Out, and more. This process will take most of the evening.
- Second Mile (Optional) If you have a desire to assist the camp team set up in any capacity (classrooms, Auditorium, etc.) please let your Camp Director know prior to Sunday so that they can plan ahead.
- The team should be able to leave the building by 8 pm (but the Camp Director will be able to monitor the team's progress).

MONDAY – FRIDAY

- Camp begins! The camp team will arrive early in the morning to begin setting up for the day. Coordinate with your Camp Director to see what time they anticipate arriving.
- 5:30am – 7:00am - camp day setup (times approximate)
- 8:15 am – 5:00 pm Camp takes place
- 5:30 pm – 6:00 the camp team will meet, clean, and reset for the following day
- 6:20 pm The camp team will leave for dinner / be ready for dinner at the church
- The camp team will often have evening plans that involve Staff Worship, personal Walmart Runs, or accounting for rest time / time at the hotel to finalize and digitize camper information from our follow up tool (SAT). With this, it is best to limit the number of activities the church would like for the team to participate in during the team's off-time. Reference your Camp Director for information related to the camp team's weeknight availability.
- On Friday, you will have the opportunity to have a moment on stage in front of campers in their families.
- The camp day will end following the dismissal for lunch on Friday. As families leave Friday Family Fun Day, the camp team will meet and begin their tear down process. As soon as they finish packing their trucks, the team will leave for their next community. Before departure, the team would love to have a moment where they celebrate your volunteers and say goodbye to you and your team.

Follow Up

This is the part of WinShape Camps for Communities that becomes the win for you as the local church. At camp, we want to introduce campers and families to Jesus Christ and a life with Him. As the camp team leaves after 5 amazing days, the families impacted by camp are now handed off to you as the local church. This is an area where your leadership is vital. This is also the place where you have full control over how you want to approach this part of the camp experience. We have learned that the hosts that have a plan far in advance of the camp coming are the ones that succeed most often in integrating the families present at camp, into the life of a local church. Here is what will be provided to you from the WinShape Camps for Communities Team in regards to follow up.

- Our Follow Up Tool is completed by every camper who attends your camp. The campers will know interact with our Follow Up Tool by a unique thematic name that changes each year.

Questions on the form:

- Camper Name
- Village
- Team Time
- SAT Front
- Decision Status
 - Salvation at camp
 - Salvation prior to camp
 - No decision made
 - Follow Up
 - Unsure
- If A is selected radio to: Who had the conversation with the camper?
- If D is selected radio to: Give a brief description of the conversation you were able to have with this camper.
- Attend Church regularly – checkbox
- Church attended
- Family notes (these are open ended observations about the camper's family that may be relevant to the church host)
- Camper notes (these are open ended observations about the camper that may be relevant to the church host)
- Photos in our app and a highlight video from your week can be accessed through the Waldo App with the password winshape24
- Thematic post cards for you to mail to campers
- The week after your camp week you will receive a final report containing registration information for campers and volunteers. You can utilize the communication portal in WIN all year long!

With these resources in mind that include Follow Up Post cards and digitized camper information, we encourage you to adhere to your local church's follow up process or form a follow-up plan in the spring as a team. In addition, be sure to share any of these resources with your partnership churches. We want you to continue to form and foster relationships with families in your community. If you are in need of further resources in this area, please connect with you Host Dev Rep.

