

michigan nextgen

# KIDS CAMPS 2025





**iN A YEAR**

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# INTRO TO KIDS CAMPS



Michigan Kids Camps are more than just a fun getaway—they're a powerful and unique opportunity for kids to grow in faith, build lasting friendships, and create unforgettable memories. Away from the distractions of daily life, kids experience God in new and exciting ways through worship, Bible study, and outdoor adventures.

Camp provides a safe and encouraging environment where children can deepen their relationship with Jesus, gain confidence in their faith, and learn to live it out in their everyday lives. The friendships formed and lessons learned at camp often last a lifetime, reinforcing the values taught at home and church.

Beyond spiritual growth, camp fosters independence, teamwork, and leadership skills. Kids return home energized, inspired, and ready to serve. As pastors and leaders, we have the privilege of guiding them toward an experience that can shape their future in profound ways.

Don't miss the chance to invest in the next generation—Kids Camp is an experience that can transform hearts and lives!



# DECEMBER-JANUARY

## internal camp planning

- Check the Student Ministries camp page/calendar for camp dates
- Talk to your lead pastor/leaders/parents to figure out which camp would be best for your group.
- Start creating internal resources to promote camp. (i.e. camp testimonial videos of your own students)

"Bring leaders who will set the bar high for excitement and engagement. Start pouring into those leaders now to share your goals and expectations for camp."

"Call another youth pastor and have them talk you through their experience, then try to go to the same camp as them!"





"You cannot invite and communicate enough. Postcards, texts, emails, promo videos during service, all these things help get the kids excited about attending."



# FEBRUARY

## start camp promotion

- February 1st- start promoting camp with students in your Kids ministries. (visit [agmsm.org/camps](https://agmsm.org/camps) for promo materials)
- Create a simple interest form to help gather more accurate numbers for group reservation





# MARCH

## group reservation/staff applications open

- Group reservation open March 15th-April 1st
- \$25 per student to hold spots.
- Be practically prophetic: be realistic to the size of your group but believe for a few more.
- Set up admin account(s) (for you, your admin, or a key leader) and communicate with the MSM office.
- Staff applications open.
- Staff fee is \$50.00 to be paid per person. If your church will be covering the cost for your church's leaders, make sure to communicate that with MSM office to have a staff code created.



"Start the fundraising and registration process as early as possible!"

"You can send out mass emails inviting families to sign up their students for camp..but I get the BEST traction from personal touches!"

"Hand pick your leaders  
& don't be afraid to ask  
parents! I did this last year  
& the team was AMAZING  
not just for me but for our  
students too!"



# APRil

## recruiting students and volunteers

- Group enrollment starts April 1st!! The MSM office will send you a church code to be used for your students based on the number of spots you reserved.
- Announce camp at your church's main Sunday services and have a meeting to inform parents and potential volunteers.
- Distribute flyers or digital materials explaining the camp and its benefits.
- Identify and recruit volunteers.
  - 1 leader for every 6 students
- Distribute your church code to parents and students to use to start enrolling in camp. It's vital they use your church code so they are recorded under your church and put on your team at camp.
  - The distribution of your church code is your responsibility!
  - The code is only good for the total number of spots reserved.
  - The code should not be shared outside your group.





lost valley leader training

**MAY 31ST 10AM-3PM @ LV GROUNDS**

all leaders **MUST** attend this training

**MAY**

## final deadlines/parent communication

- Staff applications due May 15th. (forms, references, etc.)
- Group enrollment ends May 23rd.
- Set up your Church Payment DONOR account
- Have a Church enrollment day (prior to the 23rd): bring the computers, iPads, etc. Provide hands-on help with enrollment.
- Communicate with MSM office if you need more camp spots or if you aren't using all your spots.
- Develop a communication plan for parents to provide updates leading up to camp.
  - Contact MSM staff to help with a parent night over Zoom or conference call for questions.
  - Confirm registrations with parents, ensuring all necessary forms are completed. (health, emergency contact, etc.) Have parents review the Forms and Documents page of their accounts to determine what forms have been submitted and what is still outstanding. (Church Admin accounts will also have the ability to see all submitted and outstanding forms using your church reports in Campsite).

"Set realistic financial goals. So instead of saying you owe \$250 by "this date"...have them turn in half by a certain date and half by another date."

"Ask questions if you don't understand something. When you're prepared, you can ensure that your leaders, parents and students are prepared for camp too."







"Have a camp hang out the month before camp (we typically do a pool party or park meet up). This allows all the kids to start building bonds ahead of time. It also helps the more timid or new kids feel comfortable when they arrive to camp."



# JUNE

## CHURCH PAYMENT DUE JUNE 15TH!!!

faholo leader training

### JUNE 14TH 10AM-3PM @ FHL GROUNDS

all leaders **MUST** attend this training

## important communication with parents

- Send informative letters to parents detailing camp specifics, including departure/arrival times to and from church, packing list, "do not bring" list, and behavior expectations.
- Hold an informational meeting for parents to ask questions and address concerns.
- Make sure parents sign up their student for his/her desired focus group!



# PRECAMP - JULY

final volunteer information and coordination

- Conduct a final volunteer gathering to confirm logistics, schedules, and roles for the camp.
- Ensure all volunteers have necessary training on camp and emergency procedures.



"Pick a team color for kids camp and encourage the kids to dress in that color for the week. Make it a bold color so you can find your kids in a crowd."



"Pray before, during and after. Have a servant's heart to do whatever is needed. Have fun. Keep it clean and Jesus-centered. Students- no phones (they end up connecting so much better with others, the services, etc without the distractions of their devices). Provide notebooks and pens for note-taking, and video tape testimonies before leaving camp.



# CAMP WEEK

game on.

- **Be prepared.** Come to camp prayed up and familiar with the schedule.
- **Be attentive.** Camp is a grind, but we must stay attentive to the needs and concerns of our students.
- **Be expectant.** Expect for God to move and be ready to lead your students through those moments
- **Be flexible.** Things happen at camp and schedules can change. Be gracious and flexible with the directors team as they work through potential challenges.



# POST-CAMP

follow-up with the church and parents


- Send out thank-you notes to all volunteers and parents.
- Share camp highlights, photos, and student testimonials to celebrate successes. (What gets celebrated gets elevated)
- Request feedback for improvement and to assess the impact of the all-inclusive camp experience.

"If fundraising was done by the church to help the students get to camp, we always have the kids include a 'THANK YOU for sending me to camp!!'"

"Give an opportunity for testimonies when you come back from camp. This has been huge for us. last year we took an illustration shared at camp (the chains) and gave an opportunity again for students who couldn't go or maybe missed it & it was incredible."







HOW COULD I KEEP IT INSIDE  
PRAISE THE LORD OH MY SOUL