

Camp Hollymont Family Recruitment Guide

Camp Hollymont thrives because of the amazing families who continue to share the joy of camp with others. Your personal experiences and stories are the heart of our camp community, and we rely on word-of-mouth to welcome new campers each year. Hosting a camp show, sharing about Hollymont with friends, and reaching out personally can make a huge difference. As a thank-you, we offer a **\$100 recruitment credit** for each new camper you help enroll!

Ways to Share About Camp Hollymont

1. Host a Camp Show

Invite our Director to your home to share about Hollymont! These gatherings allow potential camp families to hear firsthand experiences, ask questions, and see why our camp is such a special place. Camp shows are relaxed, fun, and a great way for new families to meet other campers. If you're interested in hosting, reach out to us to set up a time!

2. Make It Personal

Mass texts and social media posts can be great, but a personal conversation is the most impactful! Consider:

- Sending a personal text or making a quick phone call to a friend.
- Chatting with parents at your daughter's **sports games, extracurricular activities, church, or school events.**
- Connecting with **neighbors, classmates, or siblings' friends** who may be looking for a summer camp experience.
- Reaching out to old **high school, college, or sorority/fraternity friends** who now have children.

3. Ask the Right Questions

Starting a conversation is easy when you make it about their child's summer plans. Here are some ways to begin:

- *"What do you have planned for your kids this summer?"*
- *"Are you looking for a fun, meaningful summer experience for your daughter?"*
- *"Wouldn't it be so fun for our girls to do this together?"*

4. Share Your Camp Experience

People love hearing personal stories! When talking to other families, consider sharing:

- Why **Hollymont has been the best experience** for your daughter.

- What she has **learned or gained** from camp.
- How camp has **positively impacted** her confidence, faith, and friendships.

5. Spread the Word in Creative Ways

- **Carpool Chats** – Talk about camp with other parents while waiting for school or practice to end.
- **Mom Groups & Playdates** – Mention camp at meet-ups, Bible studies, or gatherings.
- **School Newsletters & Church Bulletins** – Some schools or churches allow community announcements. Let us know if you'd like us to send you pictures and information to post!
- **Birthday Parties & Holiday Gatherings** – A great time to share about summer plans!

6. Continue Sharing on Social Media

While personal conversations are best, social media can still help!

- Share **your own pictures** of camp with a quick caption about what your daughter loved.
- Repost **Hollymont's posts** to spread the word.
- Tag friends who might be interested!

Your Support Makes a Difference

We are so grateful for our Hollymont families and your enthusiasm for sharing camp with others. If you have any questions or want to set up a camp show, please let us know—we're here to help! And don't forget: for every new camper you help enroll, you receive a **credit** toward your daughter's camp balance!

Thank you for helping us grow the Hollymont family!