



adult guest PROGRAM

1 WHY PURSUE ADULT GUESTS?

"...taking adult guests to Windy Gap is the best thing that I've ever done for our area. My only regret is that more folks from our area weren't there."

AD in Beaufort, SC

Did you know that on average, between 2016-2018, adults who went to camp as adult guests **increased their local giving upon their return by 21%**? And that doesn't even account for new committee members and sender teams and table hosts.

2 THE PURPOSE

To expose adults to Young Life who can have a significant impact in a local area or on the mission as a whole. Consider inviting guests who will significantly help the local area, such as leadership on the committee. Include those who can influence public opinion about Young Life, such as school administrators, coaches, or community leaders.

The adult guest experience is also for those who can help us financially. Invite donors and donor prospects. It's a way to thank donors and keep them involved. It's a way to cast vision and invite partnership through service and support.

What Area Directors are Saying...

"Our most influential donors were absolutely blown away by their time at camp. These folks have given to Young Life for decades and have NEVER set foot on any camp property. It gave them a new passion for Young Life as well as an excitement for the future. Since we left, they have brought other guests back to Windy Gap and were a part of a feasibility study for Windy Gap. They also told me that they have put Beaufort Young Life in their will!"

"This was an incredible opportunity to invite people from developing communities who have never had an opportunity to experience young life. It was amazing to watch these individuals get a peek behind the curtain, and get a vision for what could be in their backyard. This is a fantastic tool that I am excited to continue to utilize so that more kids might know Him."



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MISSION:

To provide an affordable, guest focused tool, to mission entities, to invite their guest to see, experience, and understand the Gospel and essence of the mission.

VISION:

Jim Rayburn's original vision is still the central focus of the adult guest experience: The adult guest experience is a window on the mission for adults to discover and further their understanding of the mission, both locally and mission wide.

The Role and Execution of the Adult Guest Host:

WHO - The Adult Guest Host is the MVP on our team, in the same way that the volunteer leader is the MVP of the local area. Hosts should be people who are pursuing relational ministry opportunities with adults in the community, for the sake of pointing them to Jesus and encouraging personal growth and mission involvement. They should have a year-long camping strategy for their peers with the expectation that it will impact their local area in significant ways through people resources (time, talent, treasure).

WHAT - Again, our vision is that the Adult Guest Host would implement many of the strategies volunteer leaders utilize with students. We've narrowed down to THREE areas of execution to focus on:

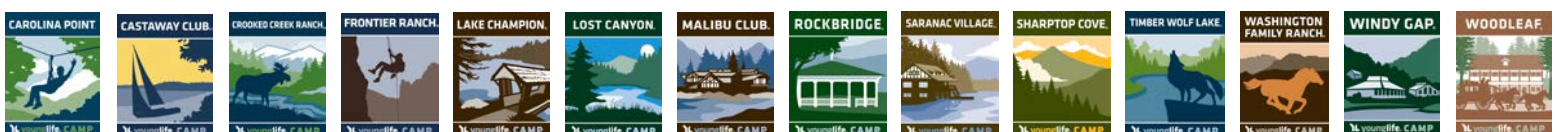
1. "Fill the Lodge" with *influencers* and *affluencers*, or individuals who can "come and see; go and serve."
2. Serve during the week as a sacrificial, spiritual leader who casts vision, shows hospitality, and builds incarnational relationships.
3. Follow-up with guests consistently over the next year to encourage personal growth and involvement in their local area or region if appropriate.

HOW - Adult Guest Hosts will partner with Area Directors, Regional Directors, and Associate Regional Directors when appropriate, to create and implement a year-long Adult Guest strategy for their mission unit. Among other things, this strategy might include a Matthew 9:38 prayer list, potential guest wish list, timeline for asks, information nights, prayer nights, personal meetings, marketing tools, etc. Divisional Offices will partner with camping staff to train and equip Hosts throughout the year, providing these resources, or ones like them:

- Host Training calls
 1. The Role and Execution of the Adult Guest Host
 2. Spiritual and practical tools for your week at camp
 3. So we went to camp, now what?
- Check-ins and updates on guest status and strategy execution
- Follow-up survey after the week is finished

GOALS for GUESTS

- Guest seeing clearly our Lord in the midst of the experience.
- Guest coming to understand the local ministry in a deeper way because of their experience.
- Guest gaining a larger vision of the entire mission through their experience.



**Establish a
Prayer
Strategy**



adult guest **PROGRAM** T O O L B O X

WHY PRAY? Healthy Young Life areas are characterized by:

Volunteer Leaders
Kids (at Club, Campaigners, Camp)
Financial health

Functional Committee
Fruit (transformed lives)
Starting new work

In order for an area to meet those standards, it will need to recruit, inform, and develop the RIGHT adults! Prayer is our opportunity to connect to God's wisdom and calling in inviting the right people to be a part of the work that He is doing in a local community.

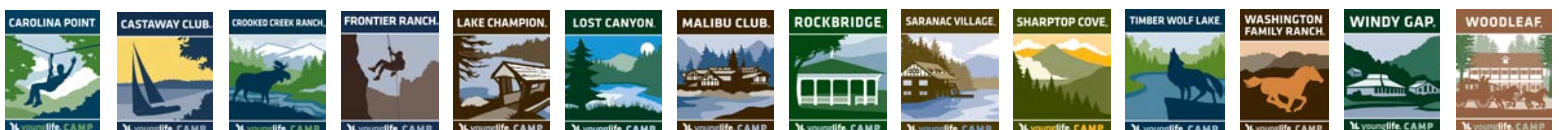
HOW - Your area is probably already praying consistently, which means there's no need to reinvent the wheel. Instead, expand your current prayer strategy to include your pipeline of adults who might serve as volunteer leaders, committee members, and donors. Pray that they would be open to an invitation to COME AND SEE what the Lord is doing in the lives of kids and adults through the lens of a week at summer camp or weekend of school-year camping.

PRACTICAL HOWs - create a Matthew 9:38 list ("*therefore pray earnestly to the Lord of the harvest to send out laborers into his harvest.*") of individuals who you believe would be interested in being informed about the mission of Young Life. If you feel as though you've exhausted your personal contacts, consider praying for these people:

Young Life Committee
Young Life alumni
School Staff Directory
County or State School Administrators
Local Church Staff

Board members of non-profits
Local non-profit ministry staff
Local business owners
Local government officials
YMCA/Boys & Girls Club staff

Establish a consistent means of praying, whether by assigning different names/groups of people to individuals, corporately praying for a specific group by week/day, etc. Keep track of the people you pray for, so that your prayers transition to gratitude once you look back at the end of the summer and see who the Lord has allowed you to cast vision to!



adult guest PROGRAM TOOLBOX

How to Pursue Adult Guests



RULE #1: Be RELATIONAL!

We in Young Life are known for being in the business of relationships - so why would we see “adult camp” any other way? Think of the people you would naturally want to have this holy and visionary experience with, and invite them to join you! It can also help to identify an INFLUENCER in your community who will serve as a draw for others.

RULE #2: Be STRATEGIC!

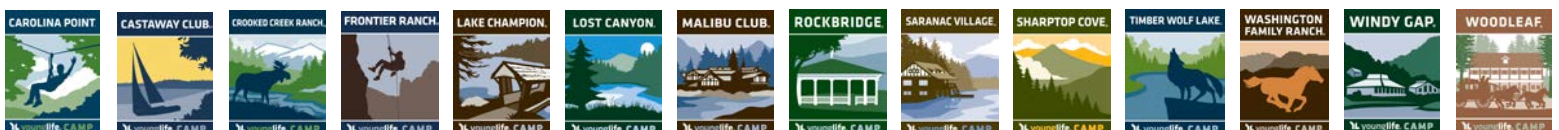
If you ask your volunteer leaders when camp sell starts, they’ll tell you it starts the minute you step off the bus after a week at camp. Which is helpful once you have a history of adult guest camping, but how do you start? Let’s apply the same strategy we use for selling camp to kids:

- **Ask early** - There is no such thing as too early for adults. While it’s great to try to bring adults to camp while your local area has kids there, the vision of kids being transformed always takes, whether they’re kids from your neighborhood or a different continent. Plant seeds early with your potential guests, and start asking about good weeks for them.
- **Ask often** - You will need to keep this idea in front of your potential guests, because life happens and brings up all.the.things. Distractions are just as real for adults as they are for adolescents, so try to ask frequently. How great would it be for your friends to anticipate you asking them about this experience the next time you see them? They would know that you value them and don’t want them to miss this experience with you.
- **Ask everyone** - Don’t disqualify adults because you think they will say no. Let them disqualify themselves, and if they disqualify themselves...
- **Always ask again** - Don’t be a pest, but be persistent. Don’t be rude, but don’t give up. Remember why they said no, or maybe, the first time and see if it’s negotiable.

RULE #3: Be PREPARED!

Anticipate their questions and be ready with thorough answers. See our FAQ page for quick responses! In the meantime...

- Provide printed information - include cost (unless your area wants to pay for them!), means of registration, a link to the adult guest video, camp information, general travel info, etc.
- Keep a chart of who you’ve asked, when, what their response was, and when you plan to ask again.



Two Year Adult Guest Camping Plan



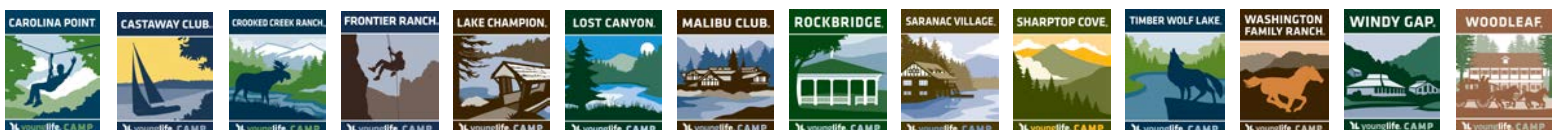
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YEAR ONE

- Invite your current Committee members to fall, winter, or summer camp as adult guests. Even if they've seen Club and Campaigners at home, get them to a Say So!
- Cast a wide net - donors, Club ambassadors/senders groups, current donors, church partners, school administrators, coaches, etc.
- If you have adults who have already been to camp as adult guests, ask them to consider underwriting the week so that you can eliminate the barrier or cost.
- Invite folks while your staff person is on assignment, so that they can see them in action and the wide scope of the mission at large.
- Send guests to camp during a WyldLife, Capernaum, or Young Lives week, planting seeds of vision for the next ministry your area is considering starting.
- During camp, have your guests send "Wish you were here!" pics or videos of their experience to people they'd like to invite next summer.
- During camp, plant seeds with a few guests about serving as Adult Guest Hosts next summer on behalf of your area. You can either send them as hosts, or plan to co-host together.
- After camp, have your guests make a list of individuals to pursue as guests for the next summer.

YEAR TWO

- Start selling Year Two as soon as year one finishes! Don't wait until January when plans have already been made!
- Invite guests from Year One to underwrite the experience for the upcoming summer - give them financial and relational ownership as they help establish a legacy of healthy adult ministry in the area!
- Have a guest(s) from Year One apply to serve as an Adult Guest Host for year two. Adult Guest Hosts are able to reserve TWO rooms for their own guests through March 1 of the following year. This ensures your area will have critical mass in the lodge.
- Get creative - have giveaways (strategically orchestrated when necessary) for adult guest spots, whether at your Banquet, Golf Tournament, or even as Christmas gifts to your local committee and friends of Young Life. Have a sign-up night where you show the adult guest video and share testimonials.
- Strategize with your Host(s) to fill the lodge with **influencers** and **affluencers** from your area. Pray, prioritize, plan, and pursue. Invite early and often. Build a culture of expectation for camp with adults in the same way the area does with kids.
- Repeat remaining steps from Year One and start over again after camp!



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Frequently Asked Questions



First, “know their NO...”

These are likely friends of yours, or people who you know a little bit, so you might be able to anticipate their reservations or questions. Be prepared to respond to each of these:

WHEN THEY SAY...

- Who's going, anyway?
- Isn't that for kids? What would there be for me?
- I have to work.
- Would I be working there?
- What about my kids?
- I'll go next year.
- I can't afford it.
- Why do you want me to go?

WHAT WILL YOU SAY?

Second, be informed...

• Will I be sleeping in a tent? On a cot? On the floor? In a cabin? With kids??

None of the above! Our adult guest lodges are built with an adult experience in mind - on the perimeter of camp so that you have privacy, but still within walking distance. Each lodge, with six to eight private rooms and baths, is tastefully decorated to rival any exclusive resort. On par with lodging are our dining rooms and meals.

• Will I have to share a bathroom?

No! Every room is private with its own private bath.

• Will I have to work with kids?

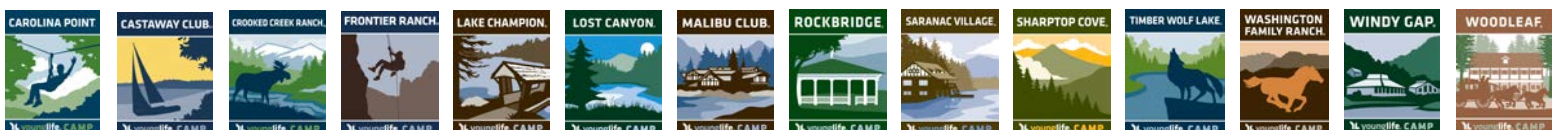
No! That's what leaders do, and they come from the local area with their students. You will get to observe all camp activities from the periphery, with front row seats to transformation. There will be a handful of opportunities to interact with students IF, and only if, a guest so desires.

• What exactly will I be doing all week?

Located in beautiful and unique settings across the United States and in British Columbia, Young Life camps carry out the mission's more than 75-year tradition of communicating to adolescents in a natural setting, away from everyday distractions. The experience will be similar for you - get away, enjoy a majestic setting, see Young Life in action, capture a snapshot of ministry impact, and better understand how it applies to your local community. Observe, and participate when you feel so inclined. Most adult guests are also able to take advantage of camp-specific adventure activities.

• Tell me about the food? What if I have a food intolerance or specific dietary needs?

Part of your stay includes top-notch dining where we serve up hearty meals three times a day as we accommodate all dietary needs.



adult guest **PROGRAM** T O O L B O X

**Media
and
Resources**



Adult Guest Promotional Video

Campers often describe a Young Life camp trip as the best week of their lives. Through the Adult Guest Program, interested adults can also have a once-in-a-lifetime experience at Young Life camp.

<https://vimeo.com/565857314/69fcd7b3a3>

Adult Guest Host Resume/Application

Allows prospective adult guest hosts to indicate their interest and to submit necessary information.

- Click the link below to fill out the online Adult Guest Host Resume.
- When you click Submit, a completed copy of the form will be emailed to you and a copy will be sent to the camp of your choice and to the divisional administrator. Resumes should be submitted by November 1 for initial consideration of Host placement.
- If approved, you will be contacted by the camp you have requested on or around November 15. Hosts have until December 1 to confirm the offered assignment.

<https://www.cognitoforms.com/YoungLife1/AdultGuestHostResume>

Registration Information

To request an adult guest reservation:

- The Young Life staff member or volunteer should complete the online Adult Guest Registration form. The form should not be completed by the guest.
- When you click submit, a completed copy of the form will be emailed to you and to the regional administrator's email address that you provide on the form.
- If approved, the region will forward the application to the appropriate camp. All adult guest reservation requests are subject to availability. Please check with the camp for updates on availability.
- Please review all the needed information to complete the form prior to starting the registration process. This form needs to be completed in one sitting, as you cannot save the form and come back to it at a later date.
- It is the responsibility of the individual completing the form to provide correct contact information for their regional administrator.

<https://www.cognitoforms.com/YoungLife1/AdultGuestRegistration>

