

[Note: Editable Word versions available in the camp timeline in the WyldLife Toolbox.](#)



(sample camp letter #1)

WyldLife Camp: June 15-19

Dear Parents,

We are so excited about WyldLife camp this summer and would love for your child to be there with us! WyldLife camp is a great opportunity for middle school kids to get away from the hustle and bustle of life in Atlanta and spend a week at a beautiful camp filled with fun and adventure. This year we are going to a wonderful camp called **Southwind** located near Ocala, Florida.

This will be an exciting, life-changing week for your child, with activities like a pool, water slide, ropes course, sand volleyball, basketball, great food, WyldLife clubs and much more. Your child will experience the week with some of our incredible WyldLife leaders. (We will take 1 leader for every 5 kids, and there will be at least one adult leader in every cabin.) The unique thing about WyldLife camp is that our leaders *go with kids* to camp and then come home with them and continue to walk through life with them. They're not just "counselors" for a week, but friends and leaders for years to come.

The cost for this amazing week is just \$*** and includes transportation by chartered bus, meals, lodging and all of the many activities mentioned above. We will leave for camp the morning of June 15 and return early evening on June 19.

In order to sign up for camp, please send in your non-refundable \$100 deposit along with the registration form that is enclosed. **Sign-ups start NOW!** We have a limited number of spots for kids from *** and *** schools. Spots will fill up fast so make your plans now. With Christmas just around the corner, wouldn't this make a great Christmas gift?

Summer after summer kids come home from WyldLife camp saying "Wow! That was the best week of my life!" We sure hope your child will get to be one of those kids with us this summer!

Please see the enclosed camp flier for more details. If you have any questions about camp, please call us at ***-***-****.

Sincerely,

WyldLife Director



(sample camp letter #2/hard-to-fund areas)

WyldLife Camp: June 20-24

Dear Parents,

We are so excited about WyldLife camp this summer and would love for your child to be there with us! WyldLife camp is a great opportunity for middle school kids to get away from the hustle and bustle of life in Atlanta and spend a week at a beautiful camp filled with fun and adventure.

This will be an exciting, life-changing week for your child, with activities like a water slide, a pool, ropes course, sand volleyball, basketball, great food, WyldLife clubs and much more. Your child will experience the week with some of our incredible WyldLife leaders. (We will take 1 leader for every 5 kids, and there will be at least one adult leader in every cabin.) Kids come home from camp each summer saying that it was the best week of their lives. We want your child to get to be one of those kids this summer!

So how much will this amazing week cost? The cost of the trip is \$*** and includes transportation (by chartered bus), meals, lodging and all of the many activities mentioned above. **We know that money might be tight and we are committed to working with you and your child in order to pay for camp.**

What we ask of you:

- 1) A non-refundable \$100 deposit is required to reserve a spot for your child. (If you need to break this into smaller payments, we will work with you). We accept cash or money orders.
- 2) After making the deposit, we are asking parents to make a monthly payment towards camp. Please see attached payment plan options. We will work with you and your financial situation.
- 3) In June, we will let you know your balance after payment plans and fundraisers and will ask that you pay the remaining balance before we leave on June 20.

What we ask of your child:

- 1) We will have fundraisers and work days available in the spring for your child to earn money towards their camp cost.
- 2) In the past, kids have earned several hundred dollars towards their camp cost. If your child is willing to put forth the effort, we are committed to helping them earn as much as possible.

Please see the enclosed camp flier for more details. If you have any questions about camp, please call me at ***-***-****.

Sincerely,

WyldLife Director



(sample script for parent calls)

Tips on calling parents:

- Introduce yourself as a WyldLife leader.
- Say something like “I’ve gotten to know your daughter, Emily, at WyldLife club” or “I know your daughter, Emily has come to WyldLife a few times.” (any kid on the list has been to at least one WyldLife event this year).
- Let them know you are calling to tell them about WyldLife camp this summer and you would love their child to come with us.
- Ask if they have heard about WyldLife camp.
- If they haven’t heard about it, give them details (dates, location, activities, cost, kids from *** schools). Let them know that kids come back every year saying that camp was one of the best weeks of their lives.
- If they have heard about it, ask if their child is interesting in going.
- If no, find out why (another conflict, cost, their friends are not going).
- If money is an issue, tell them that ***** (team leader) would love to talk to them about payment plans and ways their child can earn money towards camp. We don’t want money to be the reason a kid does not go.
- If yes, ask if they have a registration form. When can we get form and \$100 deposit? (Offer to pick it up from them.)
- Let them know that we anticipate spots filling up fast so they will want to sign up ASAP.
- See if they have any other questions about camp.

Camp details if parents have questions:

- We will travel on a chartered bus. (Bus company is ***** , and they are very reliable.)
- We plan to take 3 buses of kids from *** schools.
- It is a 3 to 4 hour drive to camp.
- Camp is located (city/state) near (closest big city)
- The week that we are at camp, there will be other WyldLife groups from all over *** with us for a total of 300 campers and leaders.
- We leave *** the morning of Wednesday, June 15.
- We return to *** early evening of Sunday, June 19.
- Cost is \$*** (this includes transportation, food, activities, housing).
- Activities – pool, water slide, Frisbee golf, sand volleyball, basketball, ropes course, kayaks, WyldLife club, etc.
- Typical Day
 - Breakfast
 - Group activity
 - Free Time
 - Lunch
 - Group activity
 - Free Time/Rides (activities like ropes and tubing that you do as a cabin)
 - Dinner
 - Club
 - Cabin Time
 - Group Activity
- We will take 1 leader for every 5 kids, and we will have at least one adult in every cabin.
- They will stay in air-conditioned cabins that house 12-18 people. They will be in cabins with friends.



WyldLife Camp | Payment Plan

Child's Name: _____

Parent's Name: _____

Parent's Cell Phone: _____

Parent's Email: _____

*** All payments must be in cash or money order.**

Plan for \$100 deposit (needed to reserve your child's spot for camp):

_____ I am paying my child's deposit in one \$100 payment (include with this form)

_____ I need to break my deposit into two \$50 payments (include first payment with this form)

_____ Please call me so that we can discuss another payment option for my deposit

Monthly payment plan once deposit is paid:

Please fill in the amount you can pay each month.

_____ November 2019

_____ March 2020

_____ December 2019

_____ April 2020

_____ January 2020

_____ May 2020

_____ February 2020

_____ June 2020

In June, we will let you know your final balance after payment plans and fundraisers. The remaining balance will be due before we leave on June 20.