

CYSC Outreach Plan:

THE HOW TO: Step-by-step

*“Andrew, found his own brother Simon and told him, ‘We have found the Messiah’” (John 1:41)
Andrew reached out to his brother Peter and brought him to an encounter with Jesus which ultimately changed the world.
Who will you reach out to? How will you change the world?*

Step 1: Get the Group Together!

CYSC offers a unique opportunity for young people from your parish or school to participate in a faith awakening experience together. They will bring their excitement for faith back to your community ready to strengthen your parish and school's Catholic identity. Pick a week(s) and spread the word.

Step 2: Start Fundraising!

Lets get creative! What resources can be utilized to help assist your group with the cost of CYSC?

1. Will my parish help subsidize the cost of camp registration.
 - **What?** Parish Subsidy - A parish may choose to subsidize the cost of CYSC for parishioners in financial need. A parish code can be distributed by the parish for use during registration.
 - **Why?** Help to offset the cost for families and invest in evangelization for your School/Parish.
 - **Where?** Contact Dan DeMatte, at dan@cysc.com for details.
2. What is the best way for campers to fundraise?
 - **What?** Have your youth group plan a fundraiser: Spaghetti Dinner, Pancake Breakfast, Car Wash, Bake Sale, etc.
 - **Why?** It's a great way for students to earn service hours, invest in the work of the parish, and take responsibility and ownership of their faith.
 - **Where?** For more group or individual fundraising ideas visit www.cysc.com.

Step 3: Spread the Word With the Three P's:

Parents: Start the conversation. Parents inviting other parents is the best way to spread the mission of camp! Use the resources of parish representatives (pastor, youth minister, principle, director of religious education) to send emails or mail letters to other parents. Reminders and updates are always helpful. Allow other interested parents to get involved in spreading the mission of CYSC. Simply put, pick up the phone and call your friends!

Parish: Continue to build and spread the excitement for camp throughout the year. If your pastor allows, have an adult or past camper make an appeal and give a testimony at Mass. Another idea is to read an appeal at the end of mass and offer a viewing of the promotional video in parish hall with information in the parish bulletin. You may also schedule a CYSC Outreach Rep to speak or visit Sunday School classes. Full page bulletin inserts are also available at www.cysc.com/outreach

Promotion: We are happy to supply you with promotional materials. Posters for parish and school hallways? Postcards to mail home? Flyers to put in take-home folders? Promotional videos or photos to show? Visit www.cysc.com or contact one of our Outreach Reps listed below.

Step 4: Get our help!

Have a CYSC Outreach Rep come speak to your parents, youth group, parishioners, religious education or school classes. We can schedule a short 15-30 minute rally with your 5-8 grade or high school students to get them excited about camp and show them what it means to Live the Adventure!

Thank you for joining our Outreach team. If you have any questions about these steps or would like more information about Catholic Youth Summer Camp please contacts us:

Dan DeMatte, Director of Evangelization – (614) 506-0752 - dan@cysc.com
Teresa Whiteside, Outreach Rep - (614) 906-4186 – teresa@cysc.com
Christie Jenkins, Outreach Rep – (614) 302-0339 – christie@cysc.com

THE HOW TO: Checklist

Electronic promotions are available at www.cysc.com/outreach or contact us for resources.

- Postcards:**
 - Mail them home to families.
 - Pass them out to students or after mass.
 - Place extras somewhere in your church or school office.
- eBlasts:**
 - Email the parents of your 5th-8th grade school kids.
 - Email the parents of youth 5th-12th grade parish faith formation classes.
 - Email parents of middle school and high school youth group students.
- Flyers/Bulletins:**
 - Insert them in the bulletins.
 - Send them home in take home folders.
- DVD:**
 - Show it during your parish faith formation classes.
 - Show it after all the Masses one weekend.
 - Show it during youth group a few times.
 - Show it to the parish counsel or Knights of Columbus to let them know about camp.
- Website:**
 - Send people to the site to see additional promotional videos.
 - Send people to the site to register!
- Word of Mouth:**
 - Organize a team of 3-4 parents of past campers who are willing to help recruit new campers by talking about CYSC at parish and school functions.
 - Ask those parents if you may share their contact information with families considering CYSC for their children.
- Media:**
 - Put an article or promotional material in your parish or school newsletter / website.
 - Start a Facebook group with details about camp and a link to the registration page.

THE HOW TO: Timeline

OCTOBER

Reach out to Parish Representatives (Religious Education Director, Youth Minister, Principal, Campus Minister, Pastor, Deacon). Discuss the impact camp could have in your community. Determine together how to best promote CYSC. Determine camperships, promo codes, ect. Don't be afraid to show these people our camp videos at www.cysc.com/outreach.

NOVEMBER

Find 3-4 parents willing to help recruit new campers. Encourage parents to talk to other parents. Ask each parent to try to each tell at least 10 new families about camp.

DECEMBER

Send email to all parents with kids in 5-11 grade about options for CYSC payment plans and promo codes. Sample eblasts can be found at www.cysc.com/outreach.

JANUARY

A great month for reminders! Send out emails, postcards, and fliers and schedule a CYSC Outreach Rep to visit your school/parish.

FEBRUARY

Plan at least one event at the parish to build awareness about camp. Speak at masses and have the CYSC promo video playing in parish hall afterwards, or host a parent party to help spread the mission of CYSC.

MARCH

Place info about CYSC in parish bulletins and newsletters. Keep camp visible by sending information home weekly and be available to help answer questions about camp.

APRIL & MAY

Keep reaching out! Most parents like to plan summer schedules early, but there are always those who've just started to plan their summers. Remind them it's not too late to sign up!