

# STAFF COMMUNICATION SEASON-TO-SEASON

1

## **WEEK AFTER SEASON END: GRATITUDE/INVITATION**

Within 7-10 days of the camp season ending, send out a brief message of gratitude that highlights their accomplishments over the last camp season. Data like total number of campers served, camper feedback, or setting a new record can be helpful. Be sure to end this quick message with an invitation and pathway for continued feedback as well as to consider returning for the next camp season.

2

## **AUG/SEPT: COMPETENCIES/ENCOURAGEMENT**

Many of your staff will return to formalized education sometime during August or September. This is a great time to reach out with a brief note of encouragement. Consider providing them with a list of competencies from camp that they can use to apply for work. An inside joke or insight from the camp season is always welcome.

3

## **NOV/DEC: SEASON REGISTRATION LAUNCH**

You're already telling campers and parents that registration for the upcoming season is now open, why not announce to your staff as well? Keeping them in the loop helps the feel included and can nurture the thought of returning for another season. Consider including your recruiting/hiring schedule. Even a team member who isn't planning to return might pass it along to a new candidate.

4

## **JAN/FEB: STAFF APPLICATION LAUNCH**

It's already time to hire for the next season. Send out a quick message to last year's team asking them to consider returning for another season. If they can't or don't want to return, that's okay - ask them to consider recommending your camp to someone they know or recommending someone they know to you. Linking to an online application process makes applying quick and easy.

5

## **APR/MAY: STAFF WELCOME & PREVIEW**

The next season is almost here. Send out a quick message to your new team that includes a warm welcome and key information to help them feel prepared and confident upon arrival. Resist the urge to share mountains of info - they are still in class. Just the basics and a way to reach out for more if desired.

# MESSAGE 1: GRATITUDE & INVITATION

## **SUBJECT: THANK YOU SO MUCH!**

Hey Team,

Just a quick message to say thank you for a fantastic camp season this year. I know it wasn't easy, but you guys came together to deliver experiences that will become memories our campers cherish for the rest of their lives. I'm so grateful for your the honor of your time, energy, and willingness to be a part of [INSERT CAMP NAME].

Even though you all gave excellent feedback during our exit interview process, I know that's very possible that the timing or format may not have allowed you to think of or express everything you would have liked. Please know that I value your thoughts and if you are willing to share more observations with me, you can either schedule an appointment with me by [DESCRIBE APPOINTMENT PROCESS]. Additionally, please know you can reach out by email with your thoughts, questions, and ideas at any time.

Again, I want to thank you for your hard work and excellent service this season. I hope you will consider returning next year for more incredible experiences and memories and if you know someone who is [INSERT CAMP NAME HERE] material, invite them to connect with me as well!

Let's stay in touch!

Warm Regards,

Camp Director

# MESSAGE 2: COMPETENCIES & ENCOURAGEMENT

## **SUBJECT: ON THE LAUNCHPAD**

Hey Team,

Just wanted you guys to know that I'm thinking about you as you launch into a new school year. As you explore new opportunities, I wanted to highlight a few of the competencies you earned at camp this year that might come in useful.

Attached to this email is a list of skills and competencies that are often associated with working at camp. Check it out for some insights and verbiage that can help you more clearly express what you bring to the table as a student, colleague, or employee.

If you have any questions or would like to use me as a job reference, don't hesitate to reach out!

Make it a great semester!

Warm Regards,

Camp Director

# MESSAGE 3: SEASON REGISTRATION LAUNCH

## **SUBJECT: CAMP IS BACK!**

Hey Team,

I just sent out a message to campers and parents that registration for next summer is now officially open! Can you believe it?

I wanted you to be aware in case you have any campers (or perspective campers) in your life who would be excited to start thinking about coming to camp next year.

Also, I am hoping you might take a few moments to consider your own plans for next summer and how they might include returning as a staff at [INSERT CAMP NAME]. I'm attaching my recruiting schedule to this email so you can know when I'll be in your area, but you can also reach out to me with questions at any time.

I hope your semester is going well. No matter what, finish strong!

Warm Regards,

Camp Director

# MESSAGE 4: STAFF APPLICATION LAUNCH

## **SUBJECT: I'LL JUST SAY IT**

Hey Team,

In my last message, I alluded to the possibility of you returning to camp this year. Now I'll just say it: I'd love it if you came back to camp this year. The application to return is up and running - all you need to do to get started is click this link [INSERT LINK TO STAFF APPLICATION].

If you aren't sure, that's okay. I'd love to connect with you about any questions or concerns you might have and how I can help you gain clarity and confidence in your summer plans one way or the other. [INSERT APPOINTMENT PROCESS] and we'll chat it through together.

Also, if you know anyone who would be a great fit for [INSERT CAMP NAME], please tell them about us! Check the attached schedule to see when I'll be in your area and let them know that I'd love to meet them. Of course, I'd love to see you too - don't hesitate to stop by and say hi!

As always, let me know if you have any questions!

Warm Regards,

Camp Director

# MESSAGE 5: WELCOME & SEASON PREVIEW

## **SUBJECT: CAMP IS ALMOST HERE!**

Hey Team,

I know you're busy finishing up the semester but I wanted to reach out to say hello and officially welcome you to the [INSERT CAMP NAME] team! In just a few weeks we'll be having a blast as we connect with and serve the best campers anywhere!

Of course, there's a lot of information you'll need before campers arrive but for now you only need to know the following things:

[INSERT BASIC INFO HERE]

Examples

- when to arrive
- the dates of camp (including training)
- what to bring/not bring

I'll reach out with more information as we get closer to training but if you have any questions or concerns in the meantime, don't hesitate to reach out.

Best wishes as you finish the semester strong and we'll see you soon!

Warm Regards,

Camp Director