

How CCCA Can Maximize Your Ministry

Discover how CCCA provides its member organizations with professional training, timely resources and ongoing encouragement. Plus, learn how membership with CCCA can expand your outreach and increase attendance/occupancy.



Christian Camp and
Conference Association

Professional Training

CCCA is the only organization in the U.S. offering targeted education to full-time Christian camp and conference professionals. Events throughout the year provide ways for members to gain valuable knowledge and skills.

CCCA National Conference: This gathering has long been a hallmark of CCCA's ministry—a venue designed to provide the best in education, motivation, spiritual renewal and fellowship. The National Conference brings together hundreds of Christian camp and conference professionals for an experience that will encourage and energize them for the year of ministry ahead.



Multiple seminar presenters provide expertise within CCCA's 10 core educational tracks, and general sessions offer platform speakers who motivate and equip for meaningful ministry.



CCCA Sections: An extensive network of chapters exists for CCCA camp/conference members. (A map is available at www.ccca.org.) Each CCCA section has officers who oversee valuable benefits, including annual grassroots conferences to nurture and educate leaders on all levels. It's on this local level that camp leaders offer neighborly encouragement and help to each other.

Tinning Symposium: CCCA hosts this symposium, along with other leadership summits, occasionally to provide targeted instruction and collaboration opportunities for executive leaders of member camps and conference centers. Some gatherings are built to support leaders of larger ministries, while others are open to all, as CCCA works to meet the needs of all members.

Online Training: CCCA seeks to use all that is offered by modern technology to make training opportunities available—and affordable—to the majority of its members. After hosting the first CCCA Online Training Conference in the fall of 2010, CCCA intends to deliver periodic online conferences that bring world-class training right to the desktop of every camp and conference member, at a low cost that all can afford, while eliminating time away from the office and costly travel expenses.

“The investment made in attending CCCA [National Conference] over the past 10 years has greatly impacted the effectiveness, quality and professionalism of our ministry in the Atlanta area. The encouragement and support from other camp leaders while at the conference has meant so much to me and our team over the years.”

—Tammy Lopez,
director of
Camp All-American
(Johns Creek, Ga.)



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“Our goal is to publish relevant content that truly makes a difference in the lives and ministries of our members. It’s gratifying to hear a member say they changed a process or program element because of what they’ve read in InSite and that they’ve seen positive outcomes as a result.”

—Martha Krienke,
InSite editor

Timely Resources

CCCA has become the premier gathering place for Christian camp and conference leaders on every level. It’s where professionals in outdoor ministry and Christian hospitality go to gain new information and ideas relevant to Christian camping, which keep them fresh and focused.

InSite: Much more than just a publication of interesting stories about camp and conference ministry, *InSite* reads more like a business journal for ministry leaders, delivering informative articles and columns intended to inform and inspire you to greater ministry. *InSite*, published six times a year, contains approximately 52 pages of helpful content that can be easily applied in a wide variety of camp or conference settings.



Thursday Mail: Association bulletins, industry-related regional and national news, statistics and societal trends, new product and service information, and a brief devotional thought are all communicated in this timely e-mail broadcast, launched on the first and third Thursday of every month.



LeaderCast: A quarterly video briefing for camp and conference executives, LeaderCast is provided by CCCA President Gregg Hunter to educate, inform and inspire leaders to think about and plan for issues key to maximizing their ministry. Generally, these videos also include printed material such as checklists, policy suggestions and talking points for follow-up on the issues.



To discover more about these benefits and becoming a member, click “Learn



Ongoing Encouragement

Nearly 8,000 Christian camp and conference center leaders are members of CCCA. Through various means, the association helps members find the right colleagues with whom to compare notes, process, plan and pray. CCCA's services are fully supported by a friendly staff that wholeheartedly believes in your mission and sincerely wants you to succeed in your leadership position.

Toll-Free Help Line: Callers receive how-to hints, encouragement, link-up referrals and program/product information. Member relations associates will give immediate recommendations over the phone, and personalized responses—often including sample documents—are generally e-mailed or faxed within 24 hours.

Social Networking: Gather online with hundreds of like-minded ministry leaders to find community and answers to your questions. Join or start a discussion that is specific to your ministry role, interests, camp type and camp affiliation. Have access to the latest news in Christian camping, and the inside scoop on the current trends in marketing, finances, staff development and more. Post photos and videos of your camp, or promote an upcoming training or fellowship event. Online communities are available at www.facebook.com/cccaorgconnect and www.twitter.com/cccaorg.



“I recently contacted CCCA to find camper fees statistics that we could share in a proposal to a foundation. Dan Everest was very helpful over the phone. He listened to my question and found a way to address it the best he could. He promised to be in touch via e-mail with documentation that he thought I was looking for but apologized that it might not be as current as I needed it to be. To my surprise, when he sent the information it turned out that he had hunted down the most recent report and passed it along to me. It's great to know that our organization has a partner in CCCA, and we are grateful for their services and high-quality customer care.”

**—Whitney Martin,
grants coordinator at
Young Life Service
Center (Colorado
Springs, Colo.)**



Photos courtesy of Bair Lake Bible Camp, Forest Home Ministries, Kentucky Baptist Assemblies, and Pocono Plateau Camp and Retreat Center

about Membership” at www.ccca.org.

Expanded Outreach

Serving as a voice for Christian camps, conferences and retreat centers all across America, CCCA regularly circulates information about the value of a Christian camp or conference experience.

“The goal of Marketing Plan in a Box is to serve our member camps by aiding in the marketing process. We have worked diligently to provide effective, step-by-step strategies that both skilled and inexperienced marketers can use. Quite simply, Marketing Plan in a Box contains the practical steps of a marketing strategy that can be added to any plan already in place and equips camp marketers to reach well beyond their current circle of influence.”

—Julie Hill, CCCA marketing manager

Marketing Plan in a Box: Providing both basic marketing strategies and the latest in effective marketing techniques, Marketing Plan in a Box contains thousands of dollars worth of marketing know-how. Presented in an online format, Marketing Plan in a Box provides marketing tools that are easy to implement, even with small staffs and small budgets. Additional modules will be added quarterly to keep the marketing of camps current with marketing trends.

Easy-to-implement tools are available in areas such as:

- Selecting target audiences and identifying best opportunities for growth
- Use of social media tools and policies
- Public relations (e-blasts, press releases, crisis communication)
- Advertising templates and latest trends
- And much more

FindAChristianCamp.com: Through its membership records, CCCA maintains one of the Internet’s most extensive databases of Christian camps, conferences and retreat centers. Through the online membership directory, CCCA members have coast-to-coast exposure. Members’ own sites are linked from the listing, giving the public direct access to each member’s most current information.



Public Service Announcements: Radio public service announcements are available to use at your local radio station. Announcements are available upon request, and are permissible for personalization to include camp’s name and radio call letters.

Membership

To discover more about these benefits and becoming a member, click “**Learn about Membership**” at www.ccca.org.



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While costs for most of the above are covered through membership dues, some programs and products are offered at additional, member-discounted fees. Member services are upgraded regularly and are subject to change.