

RECRUITING TOOLKIT

Photo courtesy of Mount Hermon



Recruiting summer staff has become challenging for many camps and conference centers which is why we have created this kit to serve as a one-stop shop for all CCCA resources on recruiting camp staff. These resources are created to serve you so use them as you wish. Feel free to share the Power of Camp articles as you promote the benefits of working at camp or use the graphics as your own to post to your organization's social media.



GRAPHICS

Post these graphics on your camp/conference center's social media platforms. Use them as your own as you recruit summer staff and highlight the benefits of working at camp. Or, take the concepts and make them your own, using your own brand standards. Share your ideas on the [CCCA HR Forum](#).





INSITE MAGAZINE

ARTICLES

Bring Them Back

We need great staff to make great camp happen, and traditionally the best staff are those who return for multiple summers.

Targeting College Students

Make the most of college students' winter break.

Creating a Culture Talent Can't Refuse

Dee Ann Turner shares the importance of creating a remarkable place to work as well as practical steps for doing so.

Amp Up the Hiring Cycle

CCCA members share their ideas on recruiting, hiring and training.

A Language Shift

Is the way you're currently talking about camp truly representing all that it has to offer?

Taking Inventory

Do you know what's working when it comes to your recruitment efforts? James Rock shares the importance of tracking your efforts when it comes to hiring staff.

Building Your Staff at Every Stage

Discover stories of staffing success from internship programs, staff retention strategies and staff alumni engagement.

Down to The Wire Recruitment

Bryant Malone shares how partnering with and celebrating former camp staff members can help with last-minute recruiting efforts.

Your Best Recruitment Tool

Learn how to pour into your camp's culture so that summer staff members leave wanting to return the following summer and maybe even bring a friend to work at camp as well.

Happy Staff, Happy Campers

Jackie Kaminsky shares her tips for creating functional and welcoming staff living spaces. As the living experience of camp staff is enhanced, retainment and recruiting will become easier.

What Are They Looking For?

Not only can brand-building increase camper and guest counts, but it can also help with recruiting efforts as well. Penny Hunter shares her tips for communicating the benefits of working at camp to potential candidates.

Fall To-dos

Evan Liewer has come to learn that the best time to recruit for summer is the fall. In this article, he shares the importance and how-tos of recruiting early on.

Hiring Diverse Staff

Gwenda McFadden shares the importance of having a diverse staff, the best practices for recruiting diverse staff and how to ensure everyone feels welcomed.

Pivoting to Purpose

Andre Martin shares his wisdom for camps and conference centers to find a path out of the great resignation

The Power of Camp on Staff

Spending a summer working at camp provides a tremendous amount of growth that will help students no matter what career field they end up in. Learn how to share about the opportunities camp provides as you market to potential summer staff.

The Power of Testimonials

Whether you're recruiting summer staff, a weekend group, or campers, there's nothing as powerful as the story of someone whose life has been impacted by camp. Penny Hunter shares tips for collecting and deploying powerful camp testimonials.

Marketing for Staff

Learn how to create attention-grabbing job postings that inspire and cast vision for what candidates can accomplish if they work at camp.

EXCELLENCE IN TRAINING WEBINARS



Hiring and Managing Gen Z

This webinar examines the cultural context of Generation Z to understand their experience, their worldview and the questions they are asking. This leads us to better insights for hiring and managing Gen Z staff. Watch the recording to:

- Identify markers of Generation Z.
- Learn key questions Gen Z is asking.
- Examine disconnects between supervisors and Gen Z in the workforce.
- Redesign structures and systems in hiring practices.
- Look at soft-skill development for Gen Z.



Recruitment for 2023 and The Power of Camp

Hear about the tools CCCA is making available to member camps and conference centers for your recruiting efforts and learn about the national efforts to help fill the staffing pipeline with qualified Christ-followers. Recruitment has been a challenge for most camps, CCCA has cultivated best practices and tips from around the movement to share with you. This EIT will help you find free resources and equip you to recruit and retain quality staff.



Summer '22 Round-Up Call

In July 2022, a handful of camp leaders met up to discuss how the summer was going. Listen to the call to hear the challenges they were facing and the solutions they implemented including what steps they took to retain camp staff for future summers.



The Key to Recruiting and Retaining Great Staff

Staffing your camps and conference centers has become a significant challenge — if not the greatest challenge — of the covid era. In this webinar, Rob Ribbe, Ph.D., will discuss the nature of today's emerging adults, what motivates them to work at your facilities, and how you can create cultures that attract them, develop them and keep them coming back. This seminar will be based on Ribbe's upcoming book with Greg Robinson, *Leaders Yet Discovered: Fostering Development of Emerging Leaders*



Recruiting Quality Staff

We've heard from members that finding quality staff is difficult, especially quality male staff. Watch this Excellence in Training call to learn some strategies and tips for successful hiring. The training is focused on those hard-to-fill positions and how you can find the right staff for your team.



How to Build a Successful Recruiting Strategy

When employees succeed, so do the organizations they serve. How can camps and conference centers most effectively find, train, motivate and encourage employees' success? Watch this training by Mark Griffin to learn tips to market your camp in today's difficult labor situation, find out where organizations are finding employees and the three most important steps of an effective hiring process.

EXCELLENCE IN TRAINING FIRE STARTERS

Retaining Summer Staff



We find ourselves in a unique time in Christian camping where camper and guest numbers are on the rise, but it can be difficult to find the quality and quantity of summer staff members to host these campers. Rob invites us to rethink our staffing model to boost recruitment and retainment.



Supporting Young Adults

Young adults today are facing unique challenges. Kelsey Patterson, director at Ponderosa Lodge elaborates on these challenges and how to support young adults.



Investing in Summer Staff Year Round

In this short four-minute training video, Kimberly Mallory shares the desires of summer staff members and how year-round staff can invest in them to meet their needs.

THE POWER OF CAMP BLOG POSTS

These blog posts share all of the great reasons to work at camp from making great friends to preparing for a future career! Feel free to share these blog posts as your own as you promote the benefits of working at your camp or conference center.



How I Was Supported as a Young Leader at Camp

In this post, a former camp staff member shares four ways working at camp supported her leadership development.



What Do You Want Out of Your Next Job?

A job at camp can meet the top desires Gen Z has for the workplace.



Five Skills I Learned From Working at Camp

A former camp staff member shares how working at camp prepared her for a future career.



Four Ways Working at Camp Prepares You for Your Best Life

Working at camp helps support our spiritual and physical health, as well as helps us grow professionally and broaden our network.



Spending Your Summer Together

When you work at camp, you get to join an amazing group of people who are all working towards a common goal. This is a great opportunity to make new friends and sharpen your skills in working with a team.



If You Ever Get the Chance

Younger people are often given the advice to take certain opportunities or try new things if they ever get the chance. We are adding “work at camp” to the list of things young people should do if they ever get the chance with some reasons why it is such a great opportunity.



Six Ways Working at Camp Preps You For a Successful Career

Working at camp provides the opportunity to build your network, get professional certifications and enhance communication skills which gives preparation for a future career.

RECRUITING QUICK TIPS FROM *FLINT & STEEL*



Skills Training and Opportunities for Growth

Increase staff retention and boost employee engagement by providing skills training. At camp skills training could be prayer training, education on conflict management, tips on public speaking and opportunities for new leadership experiences. A [Talent Retention Report](#) found that 28.3% of workers who left jobs voluntarily resigned because they saw few opportunities for growth or advancement. Simply put, employees are willing to invest in employers who invest in them.

Connect with Retreat Groups and Pastors

When retreat groups visit your camp, do you share with them about the opportunity to be a part of the summer staff team?

On a RoundTable call, a camp leader mentioned that they offer pastors the chance to have a free solo retreat at their camp. As this relationship is built and nurtured, pastors may be able to recommend potential summer staff members.

Engage Former Staff on Your College Visits

When sharing about your camp or conference center on college visits, invite former summer staff who attend the college you are visiting to help recruit new staff members. They can join you at your table or booth and engage their peers by sharing their experiences at camp.

Cookie Visits

Next time you visit a college campus on a recruiting visit, make sure to pack lots of cookies! A participant in the Recruiting RoundTable on February 22 shared that when they are on recruiting visits, they'll text former staff members saying "Hey I'm on campus! Where are you? I'm bringing you cookies." This is a great way to connect with past staff members and meet their friends in hopes to share about the opportunity to work at camp.

Host Brain Breaks

Riverside Bible Camp (Story City, Iowa), has been hosting "brain breaks" in nearby college towns. College students can come and take a break from studying, enjoy some good food and connect with other young adults. This is a great way to connect with previous summer staff and get to meet new summer staff. Invite students to bring their friends, and who knows, you may find some new staff members to serve at your camp/conference center this summer!

Engage previous staff on social media

Engage your previous camp staff to post to their social platforms about their positive experience working at camp. Provide them with a list of things it would be great for them to mention. Send them your logo, some photos and video from camp and empower them to be creative.

Develop Your Online Presence

1. Social media is vital: you need a presence for potential staff to find.
2. Create shareable information about your jobs.
3. Focus on ads, ads, ads: find out what platforms your staff are on.
4. Capture great photos and videos during the summer to post throughout the year and use in ads through social media.

—Paul Fritzsching, director of Sky Ranch Summer Camp Ministries (Van, Texas)

Share how the top desires that Generation Z has for a workplace are met at camp

Working at camp provides some of the most natural integration of things that Generation Z candidates are looking for in a job. In an article by SHRM, authors describe a few criteria for a job in which Gen Z can thrive:

-Provide opportunities for personal development

-Build-in teamwork

-Mentorship

-Job rotating.

Think about your remaining weeks of recruitment - how can you weave these distinctives into your messaging?

It's All in the Details

Pine Lake Fellowship (Meridian, Mississippi) created an [Instagram post](#), including key details about working at camp. They included benefits, a link in their bio, a QR code and an invitation to DM or send an email with their questions. Check out their post for some ideas to connect with prospective staff.

Recruiting Incentive for Current Team

“We are incentivizing our current team for recruiting summer staff by giving a bonus if the person is hired and another at the end of summer if they complete the full summer. They are very excited about it, and by doing it this way, they get to work with people they enjoy being around and that they know will stick around and work hard”

— Kathi Terrell, Executive Director at Emmanuel Pines Camp (Prescott, Arizona)

Follow Up With the “Noes”

Have you reached out to prospective staff who said “no” initially? There’s a chance their previous opportunities may have fallen through, or they’re interested in revisiting the opportunity to serve at your camp. Consider developing an outreach strategy to connect with them.

Clarity is Kindness

When you’re recruiting, how smooth is the process for summer staff to apply? With the effort you spend to get applicants, you don’t want to lose them if the application process is unclear. Providing basic details like pay, time off, meal, housing, and schedule can help answer

questions upfront. SpringHill Camps (Ewart, Michigan) created an outstanding [summer staff landing page](#) with clear, easy-to-read details – check out their format and messaging to bring in applicants!

Share Former Staff Testimonials

You have former staff who love your ministry and the experience they gained while serving at camp. Have you captured those stories? Perhaps you have distributed summer staff surveys and asked staff to share what they learned. Here are a couple of ways you can share their testimonials:

1. Created templated social graphics with a staff photo and quote. Limit copy to a sentence or two for quick, consumable content.
2. Post several staff testimonials on your website. Maybe you have a page dedicated to hiring staff or a contact form for prospective staff to fill out. Place a few compelling testimonials to highlight their experiences.

Make the Most of Winter Break

Use winter break as an opportunity to connect with former campers and summer staff members with the hope of recruiting them for summer. Grab coffee or lunch with students who are home for Christmas to catch up and ask about their plans for this summer. Consider hosting a young adult retreat or Christmas party to gather with college students and share the benefits of working at camp.

Camp Info Parties Hosted by Past Staff

Use the knowledge that past summer staffers have to share the power of camp on college campuses and recruit new summer staff members. Ask past summer staffers to host “camp info parties” where they can invite their friends and classmates to hear more about working at camp. These get-togethers can be hosted on college campuses, in churches or at apartments. Equip these past staffers by providing some money for pizza and conversation topics such as what the best part of working at camp was and how they grew through working at camp.

Host a Young Adult Retreat

Bless the next generation by hosting a weekend retreat for young adults at your camp/conference center. Create space for young adults to get away, connect with one another, eat good food and be encouraged by a speaker. Invite past summer staff to attend and bring their

friends. Giving these young adults a chance to check out and enjoy all that your camp/conference center has to offer may convince them to serve on summer staff.

Invest Year Round

Take some time to check in with staff members from this past summer and see how they are transitioning into this new season. Call and ask how you can be praying for them. You don't even need to ask about their plans for next summer. By being intentional and caring for staff members year-round, you continue to develop a culture within your organization that staff members want to return to.

Bonuses for Returning Staff

Consider offering staff increased pay for each summer they return. Not only will this be an extra incentive for summer staff to return, but also it will provide compensation for the additional leadership responsibilities that returners take on.

Flexibility

How might adjusting the requirements for being on the summer staff team at your camp help fill open positions? Consider offering summer staff positions where staff members can serve for a couple of weeks so that those who have other commitments such as study abroad trips, internships, mission trips, etc. can still work at camp. If you offer flexible positions for only part of the summer, be sure to get the word out to summer staff and on social media so that those interested can be made aware of this unique opportunity.

MY RECRUITING CENTER - CAN THEY FIND YOU?

Members frequently share the challenges of finding and hiring staff. With CCCA's Recruiting Center, you'll have access to candidates to fill those hard-to-fill positions. As a member of CCCA, you have access to our recruiting center. This allows you to:

- Search CCCA's online database of job seekers to find ideal candidates for your year-round or seasonal positions. Find the people who are already passionate about camp without having to scour the web (no subscription needed).

- Filter potential staff through The Job Agent. You don't need to publish your job openings to utilize the Job Agent, however, you do need to have an active job subscription. Any time a job seeker posts his or her profile to the CCCA Job Center, and the profile matches certain criteria in your published or unpublished listing, you will receive an email notification with the candidate's name and contact information, along with a link to his or her profile.

- Purchase a one- to twelve-month subscription to the Recruiting Center. For \$169 or less, the subscription allows you to post unlimited job openings that will be searchable by visitors to the CCCA site. Anyone interested in the positions can contact you directly through the job opening.

Log in to my.ccca.org and go to the Recruiting Center under the My CCCA banner to connect with job seekers.

Contact the member relations team at 888-922-2287 or email info@ccca.org if you have questions or need assistance

CCCA MEMBERS SHARE THEIR TIPS

In the guide linked above, CCCA members share their best tips and tricks for recruiting summer staff. You may have not thought of dedicating HR personnel to hiring staff or making connections with college media departments, so take advantage of the creativity and wisdom provided by fellow CCCA members.

THE POWER OF CAMP

Radio Spots

These radio spots convey The Power of Camp to transform lives and give hope. Use the scripts to record a custom tag to the end of the radio spots and ask your local station to play them as Public Service Announcements (PSAs). The finished spots with tags will run 60 seconds. You may also wish to purchase airtime and run them without reference to the radio station. There are two versions of the spots available for your use.

[Click here to listen](#)

Videos

Use these videos on your website, social media and at recruitment gatherings. Ask local churches to play them in their high school and college gatherings.

[Click here to watch.](#)

Posters

Add these posters to your website, or download them to print and hang up at churches and college campuses.

Ads

Place these ads in college newspapers or church bulletins to build awareness among candidates.

CAMP JOB DESCRIPTIONS

Use these job descriptions as you wish to help promote the open positions at your camp. Feel free to copy and paste, or edit as you see fit.

Program

We are seeking passionate, Jesus following college students to spend a summer leading our counselors by serving on our program team. This experience will be transformational for both your personal development and your walk with the Lord as you gain leadership, problem solving, public speaking and team management skills while collaborating on a team of hard working Christians who want to see you grow and thrive.

Counselor

Do you want to make 2023 the most rewarding summer of your life? Impact lives of the next generation as you serve alongside a community who will likely become lifelong friends. Our team wants to help you grow and thrive as a leader through this opportunity to serve and care for kids while also being invested in by our staff. The team work, leadership, communication and problem solving skills that you gain in this position will serve you in whatever future career path you decide to pursue.

Wrangler

How could you use your passion for horses and desire to follow Jesus to transform lives this summer? By serving as a wrangler at *insert camp name here*! Through this position, you will grow in your knowledge of horsemanship, be a part of an amazing Christian community, gain leadership skills and also get to spend the summer investing in and serving the next generation of Christians.

Video Production

Build your portfolio and gain experience in the video industry as you capture the beautiful story that God is creating at *insert camp name*. Through your investment on our video production team you will make a difference in the lives of our campers as you create weekly recap videos and social media content so that campers can be reminded of what God did in their lives during the week at camp.

Adventure

It's not often that a job comes up that fulfills your desires to grow as a leader, spend time exploring God's creation and invest in the lives of the next generation, but here it is! Serve on the Adventure team at *insert camp name here* and make a difference in the lives of the next generation by caring for kids aged 8-15 for up to five nights, leading hikes, campfires, ziplining and teaching survival skills. You will gain skills in leadership, team work, communication and problem solving that will serve you in your future career, no matter what field that may be in.

Housekeeping

Serve on the housekeeping team at *insert camp name* and use your gift of hospitality to transform lives this summer. The ministry at *insert camp name* needs a fantastic housekeeping team to help our ministry thrive. As you serve on our housekeeping team, you'll get to work alongside teammates who will become fast friends and create a welcoming, clean and safe space for our guests.

Grounds Crew

Make a difference this summer by working as a grounds crew member at *insert camp name*. We need your maintenance skills to help our ministry thrive. Work on a team of hardworkers who will become fast friends and enhance your project management, team working and leadership skills.

Waterfront

Combine your passion of water sports and love for Jesus by working on the water front team at *insert camp name* this summer! Grow as a leader as you drive boats, life guard and coordinate water games while sharing the love of Christ and serving our campers. We want to invest in you as you serve others so apply now to make 2023 a life changing summer!

