

WHAT EVERY CAMP
NEEDS TO KNOW TO

GROW

BY **50%**

IN 18 MONTHS



5 GROWTH SYSTEMS TO FILL CAMP



YOU CAN'T MINISTER TO EMPTY BEDS

Most camps plateau.

Not because their ministry isn't strong.

Not because their staff isn't dedicated.

But because **growth doesn't happen by accident** — it happens by design.

For today's camp leaders, "growth" means **more than filling a few more summer weeks.**

It means:

- A camp with waitlists all summer long,
- A **guest group calendar booked months in advance**, and
- A **year-round pipeline of campers and groups** fueling ministry impact.

At Inspiring Growth, we've seen it over and over:

Camps that put the right growth essentials in place and are willing to invest in marketing can grow by **50% in just 18 months.**

The path is clear.

It starts with **five strategies** every camp can implement to move from plateau to growth.



**Grow by 50%
in just 18 months**



HEAR FROM MARK

Want to know if Inspiring Growth is a fit for your camp? Watch a short message from our CEO, Mark P. Fisher, and hear how we help camps grow by 50% in 18 months.

[Watch Mark's Message + See If We're a Fit](#)

A WRITTEN GROWTH PLAN

THE WHAT

A written growth plan is your camp's roadmap. It **defines who you're trying to reach, how you'll reach them, and what success looks like.** Without it, goals like "get more campers" or "add more groups" are vague hopes instead of actionable strategies.

WHY IT MATTERS

Without a plan, staff work hard but cannot connect actions and tasks with results. Marketing tends to be reactive, dependent on last-minute efforts or leftover time. **A written plan brings focus and clarity.** The team understands what actions you will take, how you will measure activity, and what results you aim to achieve.

A written plan also aligns your board, leadership, and staff so everyone rows in the same direction. With clarity, you can make **proactive decisions instead of scrambling for ideas.**

“Clarity creates confidence.

When your team knows the plan, **everyone rows in the same direction.**”

Mark P. Fisher
Chief Encourager
Inspiring Growth

TURN INSIGHT INTO ACTION

- **Set measurable goals:** Replace vague objectives like “get more campers” with clear, trackable goals, such as increasing overnight registrations by 20% in 12 months.
- **Dedicate ownership:** Assign at least one team member (or an external partner) whose primary focus is marketing and growth, not an add-on to other duties.
- **Track leads and results:** Use a CRM or similar system to track inquiries, registrations, and outcomes so you can identify what's working and where to improve.
- **Create shared visibility:** Build a shared marketing calendar to plan campaigns, align messaging, and ensure everyone knows what's coming next.
- **Evaluate and celebrate:** After each campaign, complete an “Autopsy without Judgment” to review what worked, what you learned, and celebrate wins to build momentum.
- **Invest intentionally:** Camps in growth mode typically invest 8–12% of annual revenue in marketing to support strong, predictable growth.
- **Shift your mindset:** Shift your mindset from “marketing as an expense” to “marketing as a ministry multiplier.” Strategic investment fuels sustainable growth.
- **Review annually:** Revisit your plan each year to refine goals, update priorities, and stay aligned as your camp grows.

A DIGITAL PRESENCE THAT CONVERTS

THE WHAT

Your website and social media are your camp's front door. For most parents and group leaders, they're the very first impression. **If your digital presence doesn't get your camp seen, answer parents' and church leaders' questions, and inspire confidence, you're losing opportunities without realizing it.**

WHY IT MATTERS

Today's parents and group leaders ask two questions before ever calling you:

1. *Can I **trust you** with my kids or my group?*
2. *Why should I **choose your camp** instead of another?*

If your website is outdated, not mobile-friendly, lacks SEO optimization, or does not provide clear information, families and groups move on.

If your organic social media is inconsistent or handled as an afterthought, it signals a lack of professionalism.

On the other hand, **a strong digital presence functions as your 24/7 recruiter** — showcasing your facilities, telling your story, and turning interest into registrations.

“The best place to hide a dead body is on the **2nd page of Google's search results.**”

Jeff Dickey
Google Guru
Inspiring Growth

TURN INSIGHT INTO ACTION

- **Conduct a digital audit:** Review Facebook ads, organic social, Google My Business, Google Ads, website traffic, and email engagement to identify where visibility or communication is breaking down.
- **Conduct a user experience (UX) audit:** Evaluate your website through the eyes of parents, group leaders, or donors. Make sure it's mobile-friendly, easy to navigate, visually current, and clear about how visitors can take the next step.
- **Enhance your website and marketing content:** Ensure it tells a story, is audience-focused, visually appealing, and up to date. Every page should clearly communicate who you serve and invite visitors to connect or register.
- **Boost search visibility:** Strengthen SEO, local listings, and Google Grant Ad campaigns to help people find you faster and more often.
- **Show up consistently on social media:** Post regularly with engaging photos, videos, and updates that reflect your mission. Consistency builds trust and familiarity.
- **Leverage email as your connection engine:** Use email to nurture relationships, share stories, and guide families or groups to your website. Segment your list to deliver relevant, personal content.
- **Track engagement and conversions:** Use Google Analytics and Facebook tracking tools to measure what's working and refine future campaigns with data-driven decisions.
- **Coordinate your message:** Align your website, email, ads, and social platforms so every channel tells the same story and leads people toward meaningful action.



“Empty beds aren’t a mystery. They’re a sign your **lead engine needs fuel.**”

Mark P. Fisher
Chief Encourager
Inspiring Growth

CONSISTENT CAMPER LEAD GENERATION

THE WHAT

Every year, a percentage of campers age out or move on. Without a steady stream of new families or groups, your camp attendance will decline over time, even if your program is strong.

Lead generation is the system that ensures new campers enter your pipeline year after year.

WHY IT MATTERS

Word-of-mouth is valuable, but unpredictable. Camps that rely on it alone experience roller-coaster enrollment.

Camps that are growing know where their new families are coming from, track inquiries and registrations, and use intentional outreach to keep their pipeline full.

This isn’t just about marketing; it’s about stability for your ministry.

TURN INSIGHT INTO ACTION

- **Create a lead generation plan:** Map out how you’ll attract new families and groups throughout the year, not just before registration season.
- **Develop irresistible offers:** Use early-bird discounts, referral rewards, or limited-time offers to motivate families to register sooner.
- **Grow your email list:** Add sign-up forms to your website, run social campaigns, and offer free resources or contests to capture new contacts year-round.
- **Leverage digital advertising:** Use Google Ads and Facebook campaigns to reach new audiences who have never heard of your camp or retreat before.
- **Nurture inquiries quickly:** Follow up within 24 hours of every inquiry with a personal email, call, or text. The faster your response, the higher your conversion rate.
- **Track every lead:** Use a CRM or lead-tracking system to record where leads come from, how they engage, and what helps them convert.
- **Re-engage past participants:** Create automated email sequences or special incentives to bring back past campers, retreat guests, or families who skipped a year.
- **Promote year-round:** Keep your audience engaged. Share stories, photos, and updates that remind families why your camp or retreat matters year-round.



A GUEST GROUP STRATEGY

THE WHAT

Guest groups are a major growth lever, not just an afterthought.

A strong guest group strategy ensures your facilities are being used to their full potential year-round.

WHY IT MATTERS

Guest groups provide consistent, stabilizing revenue that sustains your camp outside the summer months. They reduce dependence on seasonal income, ease staff stress, and often create repeat ministry opportunities.

With the right strategy, your retreat calendar fills months in advance, giving you financial and operational stability.

“When you fill your calendar with the **right groups**, you’re not just renting space **you’re pulling up another chair to the table.**”

Mark P. Fisher
Chief Encourager
Inspiring Growth

TURN INSIGHT INTO ACTION

- **Define your ideal guest group:** Identify the groups that align best with your mission and facilities. This could be churches, schools, corporate teams, or nonprofits. Then tailor your marketing to reach them.
- **Develop a rebooking system:** Encourage every group to reserve next year’s dates before they leave with early bird incentives.
- **Create demand-based pricing:** Not every date and event has the same demand. Price accordingly.
- **Establish a Yield Management team:** This team focuses on maximizing occupancy.
- **Build a dedicated sales process:** Assign someone to close guest group inquiries, manage the pipeline, and follow up consistently, rewarded through a performance-based pay system.
- **Leverage Google Ads and SEO:** Optimize your website and online listings so event planners searching for retreat venues can easily find and inquire about your property.
- **Showcase your spaces visually:** Use professional photos and videos of your meeting rooms, lodging, and dining areas to help groups envision their event with you.
- **Automate your outreach:** Use email sequences and CRM tools to stay in touch with past and potential groups by sharing updates, availability, and seasonal promotions.
- **Track results and refine:** Review inquiries, conversion rates, and guest feedback quarterly to see what’s working and where you can improve.

LEADERSHIP ALIGNMENT ON GROWTH

THE WHAT

True growth only happens when boards, executive directors, and key staff agree: **Investing in marketing is investing in ministry.** Alignment turns vision into reality. Without it, even the best strategies stall.

WHY IT MATTERS

When leadership is divided, momentum slows. Staff might want to innovate, but boards hesitate. Boards want sustainability, but staff lack resources. **Misalignment breeds frustration.**

It's not about abandoning faith, it's about stewardship. "God will provide" is faith; "God calls us to steward resources wisely" is growth.

Unified leaders view marketing as essential, not optional.

“Leading from curiosity & humility inspire leaders to **grow people, profits, and purpose**”

Mark P. Fisher
Chief Encourager
Inspiring Growth

TURN INSIGHT INTO ACTION

- **Unify around a shared vision:** Clarify what growth means for your organization. It might be reaching more campers, hosting more group retreats, or increasing impact.
- **Prioritize marketing as mission support:** Recognize that effective marketing isn't about promotion, it's about connection. It connects people to life-changing experiences and fuels the mission's reach.
- **Educate your board:** Share reports and case studies that demonstrate how strategic marketing investments produce measurable ministry and financial results.
- **Establish a marketing budget that supports your growth goals:** Allocate dedicated funds each year, ideally 8–12% of total revenue, to sustain visibility and growth momentum.
- **Empower your staff:** Provide the time, tools, and training they need to execute the plan effectively instead of layering marketing onto existing workloads.
- **Celebrate and realign regularly:** Review outcomes regularly. Share wins with your board and staff and use insights to stay united around goals that matter most.
- **Engage with an executive coach:** Work with a coach like Mark P. Fisher, who helps leaders clarify priorities, identify gaps, and uncover solutions that align personal growth with organizational impact.
- **Foster a culture of innovation:** Encourage creativity and fresh ideas that align with your mission. Growth happens when leaders and teams have permission to test, learn, and evolve.

Case Study **EMMANUEL PINES**

When Inspiring Growth first partnered with Emmanuel Pines in Prescott, Arizona, the camp was at a crossroads. Revenue was hovering around \$900,000. The website and brand didn't reflect the camp's true strengths. The guest group calendar had too many open weekends, and the marketing efforts felt reactive rather than strategic.

Executive Director Kathi Terrell knew things had to change. She wanted Emmanuel Pines to grow beyond simply "getting through another season" to becoming a thriving, year-round ministry. But without more expertise and bandwidth, her team couldn't build the systems needed for growth.

That's when Inspiring Growth stepped in.

TOGETHER, WE:

- **Rebranded** the camp with a modern, compelling identity
- Built a **new website** designed to attract and convert both campers and guest groups
- Launched **SEO and Google Ads** to increase visibility and reach
- Developed **organic social strategies** that built trust and engagement
- Added **virtual sales support** to turn leads into bookings



The results were dramatic.

In just 2 ½ years, Emmanuel Pines grew from just over \$900,000 in revenue to more than \$2 million. Cabins filled, guest group weekends booked out, and the camp moved from surviving to thriving.

Today, Emmanuel Pines operates with confidence, clarity, and momentum. Their growth proves that with the right plan and consistent execution, **50% growth in 18 months isn't just possible — it's repeatable.**



Kathi shared,

“Mark helps me see things differently. He cheers me on and equips me with strategies to run the camp effectively and steward our resources well.**”**



WHERE TO GO FROM HERE

If you've read this far, you probably see pieces of your own camp in these pages.

Maybe your website isn't pulling its weight.
Maybe your guest group calendar isn't as full as it could be.
Maybe your team is running hard but without a clear plan.

The good news is you don't have to figure it out alone.

At Inspiring Growth, we've sat where you sit. We understand the weight of leading a camp and the challenge of keeping cabins full year after year. That's why we come alongside camps not just to point out what's missing, but to build and run the systems that create predictable growth.

Most of our partners see 50% growth in just 18 months.

If you'd like to explore what that might look like for your camp, the next step is simple:



HEAR DIRECTLY FROM OUR CEO, MARK P. FISHER.

Mark has been in your shoes as a camp leader, and in a short video, he explains how we partner with camps, what to expect, and how to know if Inspiring Growth is the right fit for you.

Watch Mark's Message + See If We're a Fit

From there, if it resonates, you'll have the chance to schedule a conversation with our team.

No pressure.

Just clarity and an honest conversation about what it would take for your camp to move from plateau to breakthrough.



with great leaders
& their brands

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