**Creating Memorable/Meaningful Moments at Camp for ALL Audiences**

In the book [*The Power of Moments*](https://heathbrothers.com/the-power-of-moments/), the Heath Brothers discuss the importance of creating memorable, meaningful moments. When we look back at an event or experience, the peak moments (beginnings, ends, surprises, or other elevated moments) are what tend to guide our memories. For example, if a trip to Disney included long lines, expensive food, and sunburn, we may still give it a very high grade because of the smile on our child’s face when they met Mickey Mouse or Snow White in person.

So, how can you more intentionally create moments for the people who love and support your camp?

The grid below includes rows for your various stakeholders at camp. The first column provides an example moment you could consider for that audience; the 3 additional spaces allow you to take some time with your team to brainstorm and document additional ideas.

When you are finished, set a goal to implement at least one of these in the next 3 months. Revisit the list in a few months to implement another.

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| **Audience** | **Example Moment** | **Moment 1** | **Moment 2** | **Moment 3** |
| **Campers** | *Welcome every camper off the bus with a fist bump or hug…maybe even in costume?* |  |  |  |
| **Parents** | *Welcome parents to Visiting Day with a story about their camper’s growth at camp* |  |  |  |
| **Donors/ Legacy Society Members** | *End every donor’s camp visit with a particularly scenic view. Take a photo and send that photo with a thank you when they return home (2 moments in one!).* |  |  |  |
| **Board Members** | *Begin every board meeting with a testimonial or story about a camper or family who has been positively impacted by camp.* |  |  |  |
| **Alumni** | *Infuse an alumni event with nostalgia for time at camp – i.e., include special food from camp or games from camp?* |  |  |  |
| **Staff** | *Ask every camper to write a very short testimonial about their counselor. Pull them all together and share with the counselor after camp.* |  |  |  |