

# How to Keep Parents Involved During Camp

Learn how you can include parents during camp in a variety of ways.



# Increase Parent Participation During Camp Through Inclusion

Discover helpful solutions to involve parents during camp.



Whether you're hosting a sleepaway camp or a day camp, many parents want to be involved in some way. It could be minor (like a quick update about the goings on) or major (like an all-day visit). Either way, it's up to you to determine how involved you want parents to be during camp. Some may just want to drop their kids off and you won't hear or see them until pickup while others are a bit more like helicopters. But ultimately you get to set boundaries for parent involvement that benefit you, your staff and your participants.

Stumped for ways in which you can involve parents during camp? Read on to discover helpful solutions that will make your and your staff's lives easier.

## Communicate With Parents Frequently

Regardless of whether you're a veteran camp director or a green one, sometimes communicating frequently with parents can slip through the cracks. With so many options to engage with parents, picking the right one and implementing it effectively can be a challenge. Below are a few options for involving parents during camp via communication.

- + **Newsletters** - Send out weekly newsletters updating parents on all the fun activities campers are doing. Include pictures and video, as well as a short paragraph explaining the goings on at camp.
- + **Update Parents via Social Media** - If your camp has a Facebook or Instagram page, utilize it as a way to update parents on the happenings at camp. Share videos and photos, as well as respond if parents have any questions or concerns.
- + **Text Messages** - Sometimes all you need to do is send a quick text to update parents about camp to make them feel involved. You can send

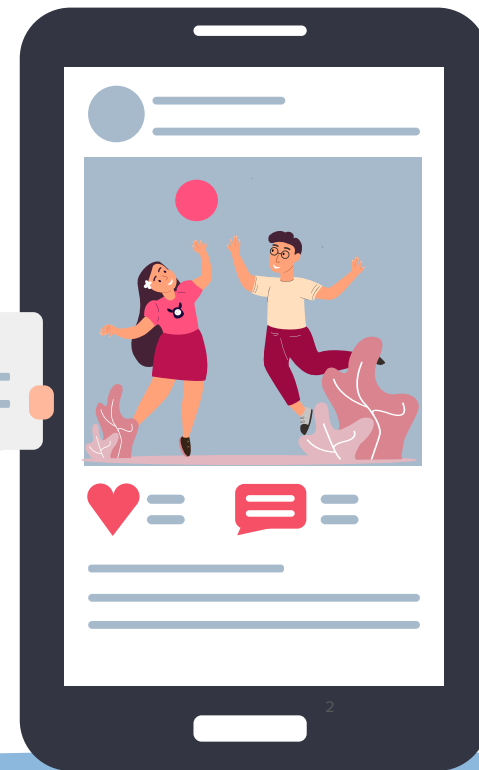
images, videos or even a link to the weekly newsletter. A little goes a long way to make parents feel like they're involved.

## Share a Photo Gallery

A great way to keep parents involved during camp is to share photos and videos with them of all the fun and engaging things participants are taking part in. Upload photos and videos of campers from your phone or a camp camera to a gallery that parents have access to, and share all the memorable experiences while giving parents the option to save the images/videos to use as they please. Below are a few websites you can host images securely and privately.

- + **Google Photos** - This application is free to anyone with a Gmail account. However, you only get 15 gigabytes of storage, which is shared across Gmail, Google Drive and Google Photos. If you want to add more storage, you will have to purchase a Google One membership. You can share images directly with anyone who has a Google Account, which can be from staff members to you, AND from you to parents.

Anyone on staff who has a mobile device can easily share photos directly to the account via a shared album.





- + **SmugMug** - This paid hosting site gives you multiple options for storage, security and more depending on your needs. It even gives you the ability to add a new revenue stream to your organization if parents choose to purchase print and/or digital images depending on which yearly plan you choose. Each plan comes with unlimited, full-resolution storage, a personalized photo website, detailed privacy and security control, desktop and mobile apps and 24/7 support.
- + **Dropbox** - This site gives you the ability to store and share image files (or files of any kind) safely and securely. You can easily share any file, regardless of size, to anyone, even if they don't have a Dropbox account. Any smart device with the Dropbox app can easily upload files securely. Just remember to follow the instructions correctly, otherwise it might take all photos and videos from any device the account is connected to.

- + **Waldo** - This photo sharing app was specifically built with camps in mind and makes sharing images and video easy while also protecting privacy. Plus, it's mobile-friendly. Using smart-face-finding technology, this app will notify parents/guardians/staff members when photos of them and their family members are uploaded. There is a business plan available which includes 500 GB of cloud storage, a mobile optimized web gallery, unlimited contributors and more. You can add Photo Finder for an additional fee, which includes automated photo sorting powered by facial recognition and gives you the ability to send photos to families through SMS and app alerts automatically.
- + **Facebook** - If you're looking for a more budget-friendly and free route, creating a private Facebook group may be your best bet. Any staff member with a Facebook account who is also a member of the private group can easily upload images. Just remember to create albums by season and year.

## Offer Opportunities to Participate

Have parents who want to be as involved during camp as possible? Give them plenty of volunteer opportunities! Ask them to provide snacks for a day or referee a game if you happen to need help on a particularly busy day. You can even let them take photos and videos of a fun event that you definitely want to document and share. The possibilities are endless! Just think of a want or need for your camp and fill it by asking parents to help.

## Making Involving Parents During Camp Simple With Camp & Class Manager

Easily create and deploy newsletters and send text messages to parents about updates from camp with the premier all-in-one camp management solution on the market. With Camp & Class Manager, camp directors can streamline communications and operations, leaving more time to focus on making

an unforgettable and fun camp experience for participants and parents alike. [Connect with us today](#) to learn how Camp & Class Manager can take your organization to the next level.

Take your organization to the next level with Camp & Class Manager!

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