

FEBURARY 25, 2010

## FROM THE SECTION OFFICE

At the ACA National Conference in Denver, Colorado, a video celebrating the history of ACA was shown. Because of overwhelming response, this seven-minute video is now available on [ACA's historic Web tribute page](#). Share the video through your favorite social media sites, or post the video to your Web site. The national communications staff is available to help those who need assistance. Contact Dawn Swindle at 765-349-3317 or [dswindle@ACAcamps.org](mailto:dswindle@ACAcamps.org) with any questions or concerns.  
(ACA)

We want input and opinions from those who DID attend the IPRA/ACA IN Conference 2010 as well as those who DID NOT attend.... Once you click on the survey link, you will answer a few general questions and then select if you DID/NOT attend and will be directed to the appropriate questions from there. We look forward to your responses to continue improving our services to you!

[Take Survey](#)

## CAMP SPOTLIGHT

**Do It Now** – Would it be worth half a day of your time to get 50 to 100 more kids signed up for camp *before* Christmas? Yes or no? – Jeff Merhige (Camp Kern, OH), **Steve Heiny (Flat Rock, IN)**, and I were kicking around an idea a couple years ago about how we could “feed” one of the fastest growing segments in the “Word of Mouth” sales force: moms getting help from **grandparents** to pay for camp. It’s been growing for years, but camps have been doing NOTHING to make it easier. Jeff jumped on it first with “The Perfect Gift” (look for the gift icon at <http://www.campkern.org/>). Kern drove traffic to the site with e-mails to moms suggesting “Has Grandma and Grandpa asked what they can give your camper for Christmas? Send them this link as a suggestion.” Kern had 150 “gifts” given the very first year! Steve’s turn was next with a series of postcards to moms throughout the spring with that same message, a great photo, and clever caption. Reach him at [sheiny@indymca.org](mailto:sheiny@indymca.org) (Y-USA Camping Update)

## TECH TIP

Google provides mind boggling free [services for nonprofits!](#)

I attended four sessions on Google. These are the combined notes.

- [Google Apps](#): You can use your own domain name — an existing one or create one through Google.
- [Google Docs](#): Create and edit documents, spreadsheets and presentations. Files are accessible from anywhere. Use for document sharing.
- [Google Sites](#): Create simple web pages.
- [Google Mail](#): Keep all your mail active. Don't use folders. The search function allows you to find what you want. You can have email addresses with your own domain.
- [Google Talk](#): Free text and voice calling around the world.
- [Google Calendar](#): Sharable calendars.
- [Google Checkout](#): Process donations by charging credit or debit cards for free until 2009. I think they said you can also sell merchandise without charge. They aren't saying yet what will happen in 2009.
- [Google AdWords](#) drive traffic to your site. Your ad may appear beside search related results. You have to pay for this service unless you get a Google Grant. You can control the amount you spend. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.
- [Google Grants](#) has awarded AdWords advertising to hundreds of non-profit groups. Special benefits are available to NTEN members -- see <http://www.nten.org/blog/2008/03/21/google-announces-special-benefit-for-nten-members>.
- [YouTube.com](#) is part of Google. Nonprofits can get free services, including a branded banner. See <http://www.youtube.com/nonprofits>. This site has a good description of the service -- <http://www.marketwire.com/mw/release.do?id=774228>.
- [Google analytics](#): Free web site traffic measurement, visitor tracking, navigation analysis. Can do cross domain tracking and subdomain tracking. When creating a new profile, it has no data, so think out profiles ahead of time.

NTEN Conference : <http://civicrm.org/node/315>

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574-457-4379 \* [info@acaindiana.org](mailto:info@acaindiana.org)

## **PROGRAMMING**

**A new study from the Kaiser Family Foundation shows a "dramatic" rise in the amount of time children and teens spend using entertainment media, "especially among minority youth." The study, "Generation M2: Media in the Lives of 8- to 18-year-olds," only focused on recreational use of media, not homework, school-related online research, or reading books for school.**  
[http://news.cnet.com/8301-19518\\_3-10438088-238.html](http://news.cnet.com/8301-19518_3-10438088-238.html)

(NRPA Weekly)

## **MGMT/LEADERSHIP**

Welcome to the NonProfit National Resource Directory. This is a one-stop-shop for nonprofits looking for the resources you need to succeed.

**Here you will find a free directory of those who specialize in assisting the nonprofit sector to fulfill your mission.**

Please take a moment to check the listings to find the resources you need to succeed. There are 110+ consultants, coaches, vendors and specialists listed here who are dedicated to helping the nonprofit sector survive and thrive.

<http://www.nonprofitnationalresourcedirectory.com/>

(LinkedIn)

## **PROFESSIONAL DEVELOPMENT**

Challenge Course Facilitator Course  
April 10- April 11 8:00 am – 5:30 pm

Training by: Experiential Systems, Inc.  
Cost: \$180/person

\*Certification will be received upon completion.

Please rsvp by phone or email by 3/19/2010.

Laura Hanna, HY Venture, Inc.

812-827-TEAM (8326) or [laura@4hanna.com](mailto:laura@4hanna.com)

iFrog (Indiana Facilitator Resource Opportunity Group) is holding it's 2010 Challenge Course Refresher date for returning and new facilitators. The refresher is intended to introduce newcomers to what facilitating a challenge course is all about while helping seasoned professionals network and gain new insight and ideas. Several local organizations will be represented and available to answer questions. A course walkthrough and presentations by course managers are provided. Bring your own lunch. Free to anyone.

April 18<sup>th</sup>, 10:00-2:30 at Waycross

Contact: Andy Young, iFrog Committee Chair  
812.344.9800 [andy@columbusyouthcamp.com](mailto:andy@columbusyouthcamp.com)

**WANT MORE  
PROFESSIONAL  
DEVELOPMENT OPTIONS?**

**Check out our online  
calendar of events!**

[www.acaindiana.org/events.](http://www.acaindiana.org/events.php)

[php](http://www.acaindiana.org/events.php)

## **GREEN SPOKEN HERE**

Do you want to promote environmental education? Here's a way you can make both happen.

For the past 19 years, Green Teacher magazine has provided parents, teachers, and other youth educators from nature centers, parks, etc, with the ideas, activities and inspiration for promoting environmental learning amongst young people aged 6-19. Each quarterly issue is packed with innovative activities covering a wide variety of enviro-topics, along with reviews of the newest green learning resources.

Each Green Teacher subscription that is purchased by someone in our state will promote the spread of innovative ideas and green learning activities, as well as generate funds for the Environmental Education Association of Illinois For more information: <http://www.greenteacher.com/>  
(ACA IL)

## **NEWS YOU CAN USE**

Connect to funding! The **LEGO Children's Fund** supports a wide range of youth programs including **early** childhood education, technology, communication and athletics. Grant range: \$500 - \$5,000.

Deadlines: quarterly.

[www.legochildrensfund.org/Guidelines.html](http://www.legochildrensfund.org/Guidelines.html)  
(Office of Faith Based & Community Initiatives)

### **ASCAP**

<http://www.acacamps.org/membership/ascap.php>

The license:

- Is limited to ACA Accredited camps
- Grants permission to perform non-dramatic renditions of the ASCAP repertory; (non-dramatic renditions include singing around the camp fire, at meals, informally, etc.; dramatic performances would include musicals, operas, ballets, etc. where a camp would purchase the rights to perform when ordering scripts).
- Does not authorize the broadcasting, telecasting or transmission by wire or otherwise of renditions of ASCAP compositions to persons outside of your ACA accredited camp, other than by means of music-on-hold telephone systems operated by your camp; (camps are not authorized to include children singing ASCAP compositions on promotional video's).
- Does not authorize any concert for which a separate admission fee or charge is made
- Does not authorize any performance by means of a jukebox for which a license is otherwise available from the Jukebox License Office.

(American Camp Association)

## **HEALTH/FOOD SERV**

Health Form Tips: Add these questions to your health form for a more complete history...

Mental, Emotional and Social Health

Check "yes" or "no" for each statement

1. This camper has been diagnosed with ADD or AD/HD
2. This camper has a psychiatric diagnosis
  - a. If yes, it is.....
3. This camper has an emotional concern
  - a. If yes, it is.....
4. During the academic year, this camper has seen or is currently seeing a professional to address emotional and/or mental health concerns

If yes was answered to any question above, attaché a statement from your child's professional that addresses the following"

- a) Describes the concern and the camper's management plan (including medications) while at camp
  - b) Describes the behavior(s) that indicate to our staff that your child needs professional referral, and
  - c) Provides a recommendation for the camper's participation in our camp program
5. This camper has had a significant life event that continues to affect his/her life
    - a. If yes, provide written information about the event (death of a loved one, family change, adoption, new sibling, survived a disaster, etc. ), its impact upon your child's life, and care tips for your child's camp counseling staff

(Linda Erceg, Association of Camp Nurses)

**"HAPPINESS IS NOT SOMETHING YOU EXPERIENCE, IT'S SOMETHING YOU REMEMBER" ~ OSCAR LEVANT**

## **RISK MANAGEMENT/STANDARDS**

Direct your youth clients to [thatsnotcool.com](http://thatsnotcool.com) for YouTube videos, email call out cards to send to offenders, a talk it out forum and help on where to draw the digital line to stop sexual harassment through phone calls and photos, texting, email, im, Facebook, and other social networking sites.

(Domestic Violence Network-Julie Marsh)

<http://www.acacamps.org/accreditation/hyes.php>

Sample Forms View samples that may help meet the requirements of accreditation!

[ACA Health Forms](#) \* [Training for Camp Staff Related to ACA Standards](#) \* [Director Observation Tool](#) \* [HR-4A – Sex Offender Check Documentation](#) \* [OM-5 – Annual Written Assessment of Standards Compliance](#) \* [OM-5 – Camp Accreditation Assessment of Standards Compliance](#) \* [Skills Verification Guidelines](#) \* [Archery Skills Verification](#) \* [Observation of an Activity Leader](#) \* [Lifeguard Skills Verification](#) \* [Site Specific Lifeguard Rescue and Emergency Procedures Verification](#) (\*PA-15) \* [Site Specific Watercraft Supervisor Rescue and Emergency Procedure Verification](#) (\*PA- 21)

## **SECTION "SECRETS"**

[www.acaindiana.org](http://www.acaindiana.org)- Students

### **Student Camp Leadership Academy**

#### **EPIC (Emerging Professionals in Camping)**

Welcome to the beginning of EPIC National. Formerly known as the Young Professionals, Emerging Professionals in Camping (EPIC) will seek to:

- **Connect:** Bring together emerging professionals in camping around the country
- **Educate:** Provide meaningful learning opportunities for all members
- **Coordinate:** Create opportunities for EPICs to get involved in ACA and the camp community
- **Advocate:** Bring to light issues important to the EPIC community

<http://www.acacamps.org/epic>

**Camp- it is a Career**

**Why Work At Camp**

**Find a Job**

**Post a Job Fair**

## **PR/MARKETING**

### **Eggnog and S'Mores – Camp is a Holiday Tradition**

For some families, thinking about camp during the holidays seems odd. For many other families, camp has become part of a holiday tradition – the gift of camp. Families know that camp provides children with self-confidence, a sense of independence, and the skills necessary to develop into a successful adult.

By giving a special child the gift of camp, families can give those intangible life experiences – experiences that will last a lifetime. Families can search for the right camp using the [Find A Camp](#) search. Families can also download a [Give the Gift of Camp gift](#) certificate from the Web site.

Consider adding camp to your holiday traditions. Camp creates skills and memories that last a lifetime. Every child deserves the gift of camp.

<http://www.campparents.org/newsletter/0911/article1.html>

(ACA)