

Door County Summer Camp  
2005 District Resource Management Grant  
Follow-up Report

**Situation Statement:** Every summer, the 4-H program in Door County provides a summer camp experience for our youth in grades 3-8. The campers travel by bus to Crivitz and stay at Camp Bird in Marinette County. Traditionally, the program has been attended by 4-H members only, but this year, we are trying to make an effort to reach out to under-served populations in Door County that could take advantage of Extension programming. By offering this summer camp experience to youth that aren't in 4-H it allows many more youth the opportunity to attend a camp at a low cost (\$100) for 4 days. Youth who are 4-H members receive partial funding of camp from the 4-H Adult Leaders Board, but youth who aren't 4-H members are forced to pay the entire cost on their own. The funding being requested would serve as scholarships to the non 4-H members to help offset their family's cost of sending youth to camp.

**Responses:** To start the promotional efforts, this agent designed a new Summer Camp brochure (attached). The previously used brochure was directed strictly toward 4-H members and families, and didn't serve as a good method of outreach.

To identify youth and families who may be in need of the financial assistance, this agent contacted elementary and middle school guidance counselors from the school districts in the county. The guidance staff was given promotional brochures and registration materials to distribute to individuals that might be interested in camp and would need the financial assistance.

Another recruitment tool was using this agent's weekly radio and newspaper columns to spotlight the educational benefits of camp and to promote the outreach opportunity. Two radio spots and two *Door County Advocate* articles were used to increase the visibility of summer camp and the opportunity for non 4-H members to attend the camp. A press release was also distributed to three radio stations and the newspaper to help promote the camp openings.

**Impact Documented:** This was a new venture for this agent and a new procedure in which camper openings were filled from Door County. Since summer camp openings were traditionally filled by 4-H members, there hadn't been much outreach done to promote camp. Many new contacts were made to benefit future camp and youth development programming.

Thanks to the grant, 7 youth were able to attend camp on partial scholarships from the grant funding. Of the \$600 that was awarded, the scholarships totaled \$350.00. An additional \$9.44 was used to print the brochures used to promote the outreach. Below is a breakdown of the costs:

Scholarships provided.....	\$350.00
Brochure printing.....	\$9.44
Total Expenses.....	\$359.44
Remaining Resource Management Funds.....	\$240.56