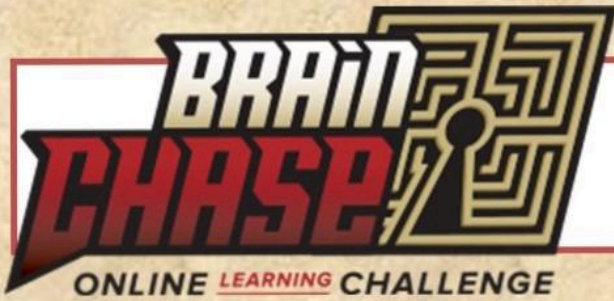




Virtual Camp Kit *for Camp Leaders*



Communicating with Families

Among your top goals in communicating with families is to make life easier and more convenient for the parent(s) or other caregivers. Try to keep things simple and clear. Let's look at two interactions you might want to have with families before camp: Marketing messaging and "Get Ready for our Great Escape!" emails.

Touchpoint #1: Marketing messaging

The following messages about Virtual Escape Room Camps tend to resonate with parents/caregivers:

- ★ Campers will have **support from online camp guides**, who will lead their groups through team-building games, help their groups figure out how to solve the escape rooms, provide individual feedback on learning challenges, and work together to solve a mystery!
- ★ Our Virtual Escape Room Camp gives kids a fun, social, structured experience to keep them **occupied with adventure learning from (start time). to (end time)**
- ★ Our **(number) learning challenges each week**, [describe your electives here, such as cooking, art, engineering, etc.] keep kids moving and learning.
- ★ **We'll continue many of our same traditions**, including our favorite camp songs, chants, games and spirit days, but now in a virtual setting. Returning campers will find continuity with traditions that they've loved in the past.

Hopefully this list gives you a helpful start. Use your own brand and plans to tell your families about all the ways that you're preserving some of what they love about your program.

Touchpoint #2: "Get Ready for Our Great Escape!" emails

Plan to send your families an A+ email to tell them how to get ready for camp. Try to cover ALL the important details in one core email. Then send a couple follow-up emails that include basically the SAME information as reminders. This approach works better than scattering key

instructions across several different emails. You will want to set up this core email as a mail merge so that you can include individual information, such as usernames, passwords, camp group assignments.

Your core email could include topics the following nine topics:

1. **Introduce the camp guides**

Include a link to brief bios and a fun photo. If you'd like, you could tell each camper who their guide will be. Include that custom information as one of your mail merge fields as you set up your email.

2. **Daily schedule**

As a PDF attachment or link, send your families a one-page printable document that gives them an overview of their daily schedule, as well as login information. **We recommend that you also provide QR Codes that link to your Zoom Meetings and to the Brain Chase platform because QR Codes help families who are logging in from their phones.** Search online for a "QR Code generator" to make the QR codes for each link, such as [this](#) one. Perhaps you'll want to send your families a printable like this:

[Insert Your Logo] Virtual Escape Room Camp DAILY SCHEDULE			
TIME	ACTIVITY	HOW TO LOG IN	QR CODE
9 a.m.	All Camp Morning Kickoff	Link to Whole Group Zoom Meeting	
9:30 a.m.	Games and Escape Room with Camp Guides	Link to Small Group Zoom Meeting	
10:30 a.m.	Physical Challenge and Snack	(Offline)	N/A
11 a.m.	Learning Challenge #1	app.brainchase.com Your username: Your password:	

12 p.m.	Lunch Munch & Mingle	Link to Small Group Zoom Meeting	
12:30 - 2:30 p.m.	Learning Challenges #2 & #3	app.brainchase.com Your username: Your password:	
2:30 p.m.	Free Time (Small Group Zoom Room is open to socialize)	Link to Small Group Zoom Meeting	
3 p.m.	Work Together to Make Today's Treasure Guess on Map	Link to Small Group Zoom Meeting Note: On Friday, we'll do a Whole Group Zoom Meeting at 3pm	 Friday only: 
3:30 p.m.	End of Camp Day Finish any learning challenges that need completing!		
If you need help: Text your child's camp guide: (Insert Name, cell phone) Or email the camp leader: (Insert Name, email)			

3. Tech setup

You'll want to communicate the following tech information to your families:

- **What device do I need?** Each camper needs a device with Internet access. If you have a laptop or Chromebook, you will have an easier time typing and participating compared to if you only have a smartphone. But a smartphone will

work, in a pinch. Whatever device you use, it needs to have a camera and microphone so that campers can participate in Zoom video conferencing. It also needs to have a strong Internet connection.

- **What browser works best?** Campers will be doing learning challenges on the Brain Chase platform. It works best with Safari, Chrome, and Firefox. It does not support Microsoft Explorer or Edge.
- **How does my child do Zoom videoconferencing?** Follow these simple instructions for [how to join a Zoom Meeting](#). If you want to doublecheck that your device supports Zoom, see [system requirements for iOS, iPadOS, and Android](#) or [system requirements for Windows, macOS, and Linux](#).

4. Supply list

Some of the learning challenges (also called “electives”) require supplies. Send your families the list of supplies that they need for the learning challenges that you are planning to do. This [Brain Chase Elective Supply List](#) indicates the supplies that families need to provide for standard Brain Chase electives.

5. Safety and Acceptable Use Policy

Please inform your families that your camp will abide by [Brain Chase’s Safety and Acceptable Use Policy](#). Ask them to review and discuss it in detail with their campers and to reach out to you if they have questions.

6. Snacks and meals

You might want to recommend that families prepare a snack and a sack lunch each day before camp. That way, once the camp day has begun, the campers are self-sufficient and ready to complete the day’s activities with less assistance from their parents/caregivers.

7. Parent/caregiver involvement

Caregivers will want to be able to plan their time for the week, especially if they are working. You will want to let them know that they main times they should plan to be involved are:

- a. At the start of the day to ensure that their camper gets on line and connects with the Whole Group and Small Group Zoom meetings successfully and can log in to <https://app.brainchase.com/>.
- b. During the Learning Challenges, if campers need a bit of supervision while they’re cooking or doing another project.

8. Spirit days, other traditions

If your camp has fun traditions that you want to perpetuate, let your families know! For example, you might want to have a “Dress like your favorite book character” day or a “Crazy hair” day. [Here](#) are 75 Spirit Day ideas.

9. Fridge magnet, other mail

We recommend that you produce a **laminated printout** of the Daily Schedule with links, QR codes, and login credentials (see example above) and affix a **magnet** to the back of it so that families can display it on their fridge. Having login information handy and organized makes parents/caregivers very happy! This one physical object is the most important thing to send your families. You might also choose to send a tshirt, sticker, or whatever other swag your camp traditionally provides. If your families live nearby, you could perhaps arrange a time for them to drive by and pick up a gift bag with these items to kick off their week.

NOTE: You may want to send out these nine topics in a few repeated emails. Families feel relieved as they see the same information a few times and know that they aren’t missing anything!