

# Welcome to Cloud Club for Camp Counselors



## Cloud Club

Why invest in **purposeful daydreaming** with your campers? Backed by research and grounded in ongoing feedback, we've discovered that practicing purposeful daydreaming increases creativity, agency of the mind, productivity, and overall well-being.

**Purposeful daydreaming** sessions improve inclusivity, wellness, and problem solving when implemented strategically by giving campers permission to take a creative pause. Daydreaming maximizes time to imagine positive futures and personalized ways to construct meaning.

# Cloud Club in Action



# Overview of Techniques

## 1) Audio Guides

Our [audio guides](#) transition campers into an imaginative state of mind through the use of sound design and carefully crafted narrative arcs to provide context for making personal connections, while activating the brain's default mode network.

## 2) Journaling with Thought Clouds

[Thought Clouds](#) are prompts which provide purpose to daydreaming. Reflecting on purposeful daydreaming sessions with Thought Cloud inspired journal entries, provides time and space for personal connection making and capturing ideas.

## 3) Creative Thinking Exercises

Rev up the imagination and prime the mind for daydreaming with fun [Creativity Boosters](#) and thought experiments.

# 7 Tips for Purposeful Daydreaming

## 1) Enjoy the Environment

Whether outside watching the clouds, inside with our [audio guide](#), daytime breaks between activities, a campfire, make sure your campers are in a relaxed environment conducive to stimulating the imagination.

## 2) Group Dynamics

Cloud Club is about your campers learning to be in their own thoughts. Ideally, campers will have a few feet of space to themselves, but just about any environment can be adapted for purposeful daydreaming sessions.

## Tips Continued

### 3) Quiet Clouds

During Cloud Club we want our campers to be lost in thought, not distracted by their peers. Be considerate and mindful of the daydreaming experience of others. Encourage campers to refrain from interacting during Cloud Club.

### 4) Take 3

When all campers are situated, we recommend beginning each Cloud Club session by taking three deep breaths.

### 5) Thought Clouds

While we want to encourage campers to let their imaginations run wild, some may benefit from the option of starting with a Thought Cloud. Thought Clouds are simply suggested concepts for campers to think about at the beginning of a daydreaming session.

## Tips Continued

### 6) Dark Clouds

While rare, some daydreaming may lead campers to dark or upsetting thoughts. Daydreaming may provide a platform for the time and space for campers to think deeply, which occasionally leads to uncomfortable scenarios. Daydreaming is unique to what is going on with each individual camper. **Be sure to notice** how your campers react during and following Cloud Club sessions and take appropriate action as needed.

### 7) Time

Purposeful Daydreaming session timelines vary for ages, needs, and schedules. Implement Cloud Club with your campers according to their needs. [Sample timeline](#)

# Timeline for Purposeful Daydreaming

## Here's a sample Cloud Club session timeline:

(1 min) Campers note how they feel with a scale or symbol.

(2 min) Review Cloud Club [tips](#) for success.

(1-5 min) Get settled in your chosen daydreaming environment.

(3-15 min) Take 3 deep breaths and enjoy daydreaming!

(1 min) Campers note [how they feel](#) after the Cloud Club session.

(3-30 min) Reflect and/or extend through suggested activities.



# Ways to Personalize Cloud Club

The beauty of Cloud Club is in its unique experience for all campers. Here are some suggestions to make it even more personal:

- Quiet, repetitive activities like weaving or whittling
- Slow walking
- Soothing music
- Focus on a person close to you (friend, family, etc). Research shows improved well-being and communication with that person.

There are many different ways to personalize Cloud Club. **We encourage you to let your campers engage in** whatever activity helps them relax, as long as it does not disrupt the rest of the group.

# Implementing Audio Guides

We realize all campers and camp settings are different. Here are some suggestions to make the implementation of Cloud Club as seamless as possible.

## 1) **Whole group, small group, or individual sessions**

You can choose to implement Cloud Club with your whole group, a small group of campers, or individual sessions based on your situation. Some campers may benefit more from individual treatment, while others thrive in a group setting, especially during reflection activities.

## 2) **During Transitions**

Cloud Club is often most effective following transitional periods. Moving from one environment to another creates an opportunity to provide a mental and physiological space to refocus. **Work with your campers** to find the best time for Cloud Club.

## Implementation Continued

### 3) In the Middle of Problem Solving

Activities in which your campers are asked to problem-solve can oftentimes cause a mental block. Try using Cloud Club to break up problem solving sessions with incubation time to make new connections and bring a refreshed sense of focus back to the task at hand.

### 4) Before a Big Event

Naturally, your campers might become excited prior to an event taking place like traversing an obstacle course, performing a skit, or a taking on a new challenge..

**Try using Cloud Club as a tool to calm your campers down and to visualize being their very best selves.**

## Implementation Continued

### 6) During or After Goal Setting

Cloud Club is a great tool to help campers think deeply about their goals or to set their intentions. Try running a Cloud Club session directly before or after goal setting in order to get the most thoughtful and actionable responses from your campers.

### 7) As a Coping Strategy

Many campers experience emotional fluctuations during the day. The need for mindfulness practices and brain breaks is more apparent than ever. Use Cloud Club as a tool to not only improve wellness, but also as a coping strategy your campers can independently do for self-regulation.

## Implementation Continued

### 8) For Social-Emotional Learning

Cloud Club sessions prompt campers to be considerate of those around them and to share ideas and feelings in a safe environment, providing practice for respectful discourse.

By providing permission for campers to pause and reflect before and after a Cloud Club session, we are demonstrating that we care about each individual person and are interested in their overall well-being. **Empathy is extended to others through inquiry and by the sharing of thoughts and emotions, creating a sense of belonging.**

# Pre and Post Survey

**Surveys:** the purpose of the survey is to outwardly share your inward experience:

**Campers take a survey pre and post daydreaming sessions:**

Pre - How imaginative are you feeling right now?

Post - Express how imaginative you are feeling right now.

Or- How did this purposeful daydreaming session change how you're feeling?

**Answers can be open-ended, word-based, emojis, a number scale, etc.**

## Environment: Making Space For Reverie

**Find a comfortable space or spaces for your campers to be as distraction free as possible.**

A nook

A cranny

An outdoor field

On the playground

Under trees

Outside near the cabins

On a walking tour

In the dining hall

# Cloud Club Terminology

## Diffuse thought vs. focused thought

Much of the day is filled with **focused** thought while we concentrate to take in specific information, answer questions, and create products to demonstrate understanding.

**Diffuse** thinking is a more relaxed state of mind accessing many parts of the brain at once leading to mind wandering and daydreaming. This state of mind is how we process information, understand context, and make new connections.



# Cloud Club Terminology continued

## Incubation

The learning process is similar to the 4 main stages of the creative process:

1) Preparation: Researching and taking in new information

**2) Incubation:** Diffuse thought or quietude for processing and making connections

3) Illumination: Thinking of a solution or idea which compels you to act

4) Validation: Testing a solution or idea

Very often, busy creators skip over the **incubation** phase of the creative and learning process. As an example, we ask campers to gather information about a skill (prepare) and then expect them to go straight into applying the skill (illumination), and then the skill is evaluated (validation). What might be the result of simply providing more **incubation** time? We've discovered that campers feel valued when they have time to subconsciously process the skill while engaged in a low-cognitive activity like taking a walk, tidying the cabin, or listening to an audio guided daydream.

# Setting Intentions

**Setting an intention as a young camper can be expressed through phrases. Here are some questions which can be answered, resulting in “I” statements or intentions:**

How do you feel now and how do you want to feel after Cloud Club?

What topic do you want to explore with your own thoughts?

What question or challenge would you like to answer or overcome?

What are you wondering about?

What are you pondering?

What would like to contemplate?

# Types of daydreaming

- Constructive Imagination
- Future Planning
- Episodic Memory
- Mental Role Playing
- Mind Wandering
- Rumination

# Types of thinking

Semantic memory

Semantic distance

Empathy

Humor

Episodic memory

Combinatory thinking

Metaphorical thinking

Future thinking

Episodic Foresight

# Cloud Club Extensions

In addition to Cloud Club sessions, there are many ways that you can add to your campers' experience. Here are some ideas on how to get the most out of the Cloud Club experience.

## 1) **Journaling**

Have your campers keep a Cloud Club journal. We have found that campers are feeling most creative right after Cloud Club and they cannot wait to share their daydreams. Try having them write or sketch about their experiences or emotions on a regular basis to develop creative confidence, self-awareness and well-being.

# Cloud Club Extensions Continued

## 2) Joyful Discussions

Your campers will LOVE to share what they have been daydreaming about with the group. While it may take some campers longer than others to open up, the conversations you will have will be a source of constant surprise and joy. For those who are more private than others, see journaling.

## 3) Storytelling

Storytelling is a great way to feed the imagination. Hearing stories will inspire your campers to build upon and do something with their daydreams, and gradually become better storytellers themselves.

# Cloud Club Extensions Continued

## 4) Illustrating

Illustrating is a fantastic way to develop ideas and tap into the imagination. Encourage your campers to draw what they have been daydreaming about and you will see it turn into conversations, storytelling, and more.

## 5) Audio/Video Reflection Making (when applicable)

Not only will your campers be learning about audio and video production, they will be improving their communication skills along the way. **Allow your campers to reflect on their Cloud Club experience in creative ways that best suit their interests.**

# Cloud Club Extensions Continued

## 6) Future Designing

Setting your campers up for success is the ultimate goal of Cloud Club. Why not let them design their own futures? Encourage your campers to design and build their futures, near and far, before, during, and after Cloud Club sessions to increase their potential for success.

## 7) Design Challenge/ Sprints

In an ever evolving world, it is important that we teach our campers how to adapt. Create (or have your campers create) design challenges or design sprints on the topic of daydreaming to develop essential life skills.



# Thought Cloud Suggestions

**“Playing with a real or imaginary pet”**

**“A happy ending”**

**“An incredible view”**

**“If I glowed at night...”**

**“A worm’s eye view”**

**“The wind is singing a song to...”**

**“Yesss! I did it!”**

**“I would be so proud if...”**

**“I’ve always wanted to...”**

# Cloud Club Audio Guides

More Audio Guides Available on [YouTube](#)

## Campfire Daydream (5:03 min)



# Sample 10 min Morning Cloud Club Session

Campers, start with a quick note of how you are feeling right now in your journal (share [the pre-session scale](#) of your choosing).

## Thought Cloud for today:

- Take a look at the [picture of the clouds](#). Think about the questions: What do you see? Who do you see? What else?
- Turn to the person next to you and share what you saw with them and listen to what they saw. Did anyone see anything funny?
- Hold on to your thought (30 seconds) and now, let it go.
- Next, find a quiet space (outdoor or indoor) for this daydream session. Begin with me (counselor led) to take 3 deep breaths in and out as you begin your daydreaming session. (allow for 3-5 minute daydream)
- As you come to the end of our daydreaming session, take a big, deep breath and exhale.
- Reflect on how you feel now and record it in your journal (share the post session [scale](#) ).



What do you see?

What else?

Who do you see?

# Sample 10 min Afternoon Cloud Club Session

- Complete the [Creativity Booster](#) activity to activate your imagination.
- Next, do a quick recording of how you are feeling right now in your journal (share the scale of your choosing: numerical, emoji, key words).
- Campers, let's listen to the [Campfire Daydream](#) audio guide.
- Following our purposeful daydreaming session, think about & then discuss this prompt:

**“The ancient fires of our ancestors light the way to our futures”**



1. Opening the door will reveal...
2. What makes you say that?
3. What item related to your answer is hidden inside the hollow door knocker?

# Articles & Research on the Benefits of Daydreaming

[The Art of Deliberate Daydreaming](#)

[Why Daydreaming is Critical to Effective Learning](#)

[The Case for Doing Nothing](#)

[The Richness of Inner Experience: Relating Styles of Daydreaming to Creative Processes](#)

[Does Being Bored Make Us More Creative?](#)

[Ways to Activate Your Diffuse-Thinking Superpower](#)