



ACA Camp Benefits and Services

Thank you for your interest in the American Camp Association® (ACA).

ACA is a community of camp professionals who, for more than 100 years, have been working together to help ensure the highest quality camp experiences for our nation's youth. Our affiliates include private camps, agency camps, religiously affiliated camps, resident camps, day camps, club programs, afterschool programs, out-of-school-time programs, and programs that provide all types of expanded learning opportunities from across the United States.

As a leading authority on youth development, ACA works to preserve, promote, and improve the camp experience for all involved. Camps and camp professionals affiliated with ACA benefit from the collective knowledge, insights, experiences, and connections of all who belong. Indeed, it is a group that, with 7,000-plus individual members, is uniquely qualified to work proactively, individually, and together to effect positive youth development.

There are many benefits and services immediately available to you upon joining ACA. Please see the enclosed list. Your camp affiliation fee will be paid on an annual basis.

Please note that only ACA camp affiliates who have earned the status of accreditation may use the ACA Accreditation logo. Affiliate camps that do not choose to be accredited or are in the process of working toward accreditation may display the Camp Gives Kids a World of Good® logo.

ACA's exceptional programs and services help camp professionals provide children and adults with opportunities to improve relationship-building techniques, to learn how to take responsibility, to perform critical thinking and make sound decisions, to make healthy living choices, and to become respected stewards of the environment. As we're sure you'll agree, camp has always been a particularly well-suited venue where such lessons can be learned most effectively.

We welcome you to become part of the team that has been diligently working toward enriching lives and changing the world for over a century. You can participate as an individual member, a camp affiliate, or an accredited camp — all of which offer numerous benefits. ACA's products and services may also be purchased individually.

American Camp Association
5000 State Road 67 North
Martinsville IN 46151-7902
765-342-8456 phone • 765-342-2065 fax
www.ACAcamps.org

ACA Affiliate Camp Benefits and Services

Benefits

- Resources to enhance or maintain **high quality programs and services**.
- Access to the **only nationally recognized accreditation program** for day and resident camps, made up of health and safety standards recognized in courts of law.
- Enhanced **personal credibility and professionalism** within the camp and youth development communities.
- Opportunity to **build professionalism among associated camp staff** and to develop **high-functioning camp staff teams** through ACA resources such as the staff-focused issue of *Camping Magazine* and *The Campline*, a legal and risk management newsletter, access to online social networks, discussion boards, and a listserv established for camp professionals.
- An **improved ability to communicate the value of the camp experience** to parents, staff, campers, the media, funders, legislators, and other stakeholders.
- Opportunity to **benchmark with peer camps** by accessing ACA business research and related resources.
- **Superior crisis response** through access to crisis communications and risk management planning tools.
- **Savings** on services offered by ACA and by camp-related businesses.
- **Advocacy on your behalf** through ACA's camp-related public policy and state/federal legislative information.
- Systematic, scientific research to help you take **an evidenced-based approach to programming and decision making**.

Services

- One or more included individual memberships.
- Accreditation services.
- ACA's 24/7 Crisis Hotline.
- Online communications toolkit and crisis communications tools — to guide you through media relationships.
- Research and survey tools for program evaluation and improvement, at a discount.
- Current research on business operations, enrollments, and staffing issues in camp, at a discount.
- Current research and outcomes tools related to youth development, at a discount.
- Leadership institutes, educational workshops, online courses, and Webinars for staff, at a discount.
- Staff training resources for paid and volunteer staff, at a discount.
- Professional development center for staff (piloting 2010; implementation 2011).
- Professional networks such as the Camp Professionals Discussion Group.
- *Camping Magazine* and *The Campline* for all "included" camp staff.
- Discounts on camp-related DVDs, books, and other publications.
- Discounts on camp-specific forms and record logs.
- Discounts available through ACA Business Partners on food service and other camp-related products.
- Discounted advertising via ACA's online staff recruitment services for locating year-round and seasonal staff.
- Additional services provided by local ACA offices — for example, camp fairs and educational events.
- Ongoing national and local public awareness outreach by ACA, enhancing the credibility of the camp experience and profession — over 400 million impressions annually.
- Award-winning CampParents.org, a family-dedicated Web site. Link to this comprehensive camp resource from your camp's site. Available in English and Spanish.
- Parent-focused print materials in English and Spanish — available for distribution to your camp audience (only cost is shipping and handling).
- Authorization to use ACA's Camp Gives Kids a World of Good® logo.

ACA-Accredited® Camp Benefits and Services

Benefits

Camps who have achieved the status of ACA accreditation enjoy all the benefits of ACA affiliate camps *plus*:

- Increased **credibility and brand recognition** with parents and the public as having achieved the only nationwide accreditation status for all types of camps.
- **Premium visibility** on ACA's Find-a-Camp online camp search.
- **Greater access to professional networks**, such as the fingerprint-based FBI criminal background checks on camp volunteers at a significantly reduced rate.
- Even greater **savings** available exclusively to accredited camps, for example, **discounted music licensing** through the American Society of Composers, Authors, and Publishers (ASCAP) and **discounted motion picture licensing** through the Motion Picture Licensing Company (MPLC).
- **Increased efficiency and higher-quality operation** built from developing the standard operating procedures required for accreditation.
- A **camp staff that is more educated** in the administration of key aspects of camp operation, program quality, and the health and safety of campers and staff.

Services

- One or more included individual memberships.
- Accreditation services.
- ACA's 24/7 Crisis Hotline.
- Online communications toolkit and crisis communications toolkit — to guide you through media relationships.
- Research and survey tools for program evaluation and improvement, at a discount.
- Current research on business operations, enrollments, and staffing issues in camp, at a discount.
- Current research and outcomes tools related to youth development, at a discount.
- Leadership institutes, educational workshops, online courses, and Webinars for staff, at a discount.
- Staff training resources for paid and volunteer staff, at a discount.
- Professional development center for staff members (piloting 2010; implementation 2011).
- Professional networks such as the Camp Professionals Discussion Group.
- Fingerprint-based FBI criminal background checks on camp volunteers at a significantly reduced rate.
- *Camping Magazine* and *The Campline* for all "included" camp staff.
- Discounts on camp-related DVDs, books, other publications, and camp-specific forms and record logs.
- Discounts available through ACA Business Partners on food service and other camp-related products.
- Discounted music licensing and motion picture licensing.
- Discounted advertising via ACA's online staff recruitment services for locating year-round and seasonal staff.
- Additional services provided by local ACA offices — for example, camp fairs and educational events.
- Access to camper scholarship programs for independent camps at the national level and in some local areas.
- Ongoing national and local public awareness outreach by ACA, enhancing the credibility of the camp experience and profession — over 400 million impressions annually.
- Premium listing on ACA's Find-A-Camp database to help your prospects find you, which links to your Web site.
- Award-winning CampParents.org, a family-dedicated Web site. Link to this comprehensive camp resource from your camp's site. Available in English and Spanish.
- Parent-focused print materials in English and Spanish — available for distribution to your camp audience (only cost is shipping and handling).
- Promotion of the value and importance of ACA accreditation to regulators, funders, and the public supported by industry and developmental research.
- Authorization to use ACA's accredited-camp logo and Camp Gives Kids a World of Good® logo.
- Online ready-to-use marketing materials to promote accreditation to parents, funders, media, and the public.

ACA Camp Services

Service	Savings	Affiliate Camp	Accredited Camp
One or more included individual memberships.	\$200 per individual	X	X
Accreditation services (eligible to proceed through the accreditation process, including training, materials, mentoring).		X	X
ACA's 24/7 Crisis Hotline.	Incalculable	X	X
Online communications toolkit <i>and</i> crisis communications toolkit — to guide you through all levels of media relationships.	Incalculable	X	X
Research and survey tools for program evaluation and improvement.	Discounts	X	X
Current research on business operations, enrollments, and staffing issues in camp.	Discounts	X	X
Current research and outcomes tools related to youth development.	Discounts	X	X
Leadership institutes, educational workshops, online courses, and Webinars for staff.	Discounts	X	X
Staff training resources for paid and volunteer staff.	Discounts	X	X
Professional development process for staff members (piloting 2010).	Incalculable	X	X
Professional networks such as the Camp Professionals Discussion Group.	Incalculable	X	X
Fingerprint-based FBI criminal background checks on camp volunteers at a significantly reduced rate.	Incalculable		X
<i>Camping Magazine</i> for all camp "included" staff members.	\$29.95 per included member	X	X
Discounts on camp-related DVDs, books, other publications, and forms.	Discounts	X	X
Discounts available through ACA Business Partners, including food service and other camp-related products.	Up to \$2,500	X	X
Discounted music licensing and motion picture licensing.	\$400 – \$1,800 per camp, per season		X
Discounted advertising via ACA's online staff recruitment services for locating year-round and seasonal staff.	Up to \$75	X	X
Additional services provided by local ACA offices — for example, camp fairs and educational events.	Incalculable	X	X
Access to a national program through which camps can solicit and distribute camp scholarship funds (available to independent camps). Access to scholarship programs in some sections (available to nonprofit camps).	Incalculable		X
Ongoing national and local public awareness outreach by ACA, enhancing the credibility of the camp experience and profession — over 600 million impressions annually.	Incalculable	X	X
Premium listing on ACA's Find-a-Camp database to help your prospects find you. Find-a-Camp also links to your Web site.	Incalculable		X
Award-winning CampParents.org, a family-dedicated Web site. Link to this comprehensive camp resource from your camp's site in English and Spanish.	Incalculable	X	X
Parent-focused print materials in English and Spanish — available for distribution to your camp audience (only cost is shipping and handling).	\$25 per 100	X	X
Promotion of the value and importance of ACA accreditation to regulators, funders, and the public supported by industry and developmental research.	Incalculable		X
Authorization to use ACA's accredited-camp logo.	Incalculable		X
Authorization to use ACA's Camp Gives Kids a World of Good ® logo.	Incalculable	X	X
Online ready-to-use marketing materials to promote accreditation to parents, funders, media, and the public.	Incalculable		X