



CAMPSIGHT

LIGHTING THE PATH TO RESILIENCE.

PROCESS BOOK

JUDGE RUCKER





CAMPSIGHT

LIGHTING THE PATH TO RESILIENCE.

Hunts Statement

Research

Design

Exhibit

Commercials

HUNTS STATEMENT

Research the stigma and sociological idealizations of summer camps in order to generate new interest in summer camps and correct current assumptions.

OVERVIEW

Take away stereotypes, negative connotations, embraced by American Culture since the development of summer camp. Replace it with a message of THIS IS A NEEDED EXPERIENCE FOR CHILDREN TO DEVELOP THEMSELVES PSYCHOLOGICALLY and EMOTIONALLY.

TARGET AUDIENCE

Parents with kids ages 7-14 (youth)

Parents today are smarter than any other parent before. In the late 80's mass parenting books began to surface. Parents believe anyone with higher knowledge of their children's mental and physical health to be a good source of knowledge. Parents also want to naturally protect their child. Most of all parents want success of their kids, by preparing them appropriately for the world outside the house.

WHY?

- Parents are naturally going to be protective, and want for the success of their child.
- The new problem is that parents are becoming so incredibly involved in their child's life. If you think back to when you were a child, how much freedom did you have? How much were your parents involved in your own life? 90% of the time the response is usually barely any, I was off running through the neighborhood, no supervision just me. That does not happen much any more in this society.
- The other problem with this parent generation is lasting stereotypes, left over from the late 1970s and 1980s, about what happens at summer camps, who attends, who works there, etc.

SECONDARY RESEARCH

The goal of my secondary research was to identify the competitors, who they were, what they do, and how much they cost. I also wanted to find out what my audiences concerns were, what the summer camps concerns are, and what is the kids concerns.

- PARENTS CONCERNS:

When a child goes to sleep-away camp for the first time, it's sometimes harder for the parent to adjust than for the child. Parents wait for letters, and try to interpret their meaning. Out of habit, they may even set a place at the table for the absent camper. (Child-sick parent)

- What will my child do here?
- a controlled, safe environment where children and youth are able to make their own decisions about simple things
- (what activity they want to do, how many s'mores they want to make, or what clothes they are going to wear) and about important things (who they will hang out with . . . who will be their friends).
- How are counselors chosen
- How is the staff trained in terms of safety?
- Have there ever been serious injuries or deaths at the camp?
- Does the camp do overnight trips or excursions, and, if so, what's the safety protocol?
- Does the camp have an emergency plan?
- Is the camp accredited by the American Camp Association?
- important to expose children to as many different activities as possible

- CHILD CONCERNS:

Kids will learn from a full range of emotions and human experiences including homesickness, friendship, disagreements, team work, frustrations, jubilant success, and more.

- encourage self-expression.
- Summer camp is an opportunity for children to be exposed to the best of human character.
- Camp is an independent experience that shapes one's character and life
- A place to escape reality (there own individual Hogwarts)
 - Connotatoin of Hogwarts good and bad example
- Kids learn to be on there own
- you can really be yourself at camp
- freedom/ individuality
 - your parents aren't there and you own everything that happens to you.

CAMP CONCERNS:

a controlled, safe environment where children and youth are able to make their own decisions about simple things (what activity they want to do, how many s'mores they want to make, or what clothes they are going to wear) and about important things (who they will hang out with . . . who will be their friends).

- Camp is a place where kids interact with people face-to-face and, at the same time, learn about themselves and others around a camp fire, under the stars, or sitting around a dining hall table.
- camp unplugs us from the electronic umbilical cord. We ARE outside. We DO talk and hug person-to-person. We FEEL the sun and the breeze.
- Summer camp is the only experience I am aware of where children and teens will give up their phones for days or weeks at a time and still enjoy themselves.
- Camp is designed to be devoid of technology, but these devices are ubiquitous in the outside world.
- Camp gives this gift. And, at its best, it teaches these lessons in a way that will inform the rest of our lives.
 - Development
 1. Oral communication
 2. Collaboration
 3. Work ethic/self discipline
 4. Critical thinking/problem solving
- battle homesickness only to emerge triumphantly independent.
- manageable amounts of risk and responsibility, what I term "the risk takers advantage"
- Camps develop self-discipline through rituals (inspection) and challenges (time away from home, trying new activities).
- camp tells kids that what they will be doing will be terrifically enjoyable
- complex challenges of getting along with a new group of peers, learning how to ask for help from others, or taking manageable amount of risks without a parent following after you.
- includes finding ways to have fun when all activities are rained out or creating skits at the last minute. Managing the ups and downs of living in close quarters certainly fosters resourcefulness.
- simple challenges of learning how to build a fire, going on a hike, or conquering a high ropes course.
- Camp helps build confidence and identity; it also builds leadership skills.

OTHER FACTS:

- More than 10 million kids go to camp each summer.
- Many camps report annual return rates of 75 percent or more.
- former campers are more likely to succeed in college because they have had successful experiences away from home, and they are always impressed by seniors who have been counselors looking after younger children.

PRIMARY RESEARCH

Great response to the questionnaire as well as almost 85% of working professionals. Everyone who was able to participate in my research was really positive about the subject as well as wanted to continue to be informed how this thesis works out.

- PARENTS

Found what media and print media parents are reading and would be the best way to push the subject.

Cooks illustrated, Food blogs, parenting blogs, Better Homes and Gardens, Politico, American Cinematographer, fast company, wired, Parenting today

Discovered what parents are doing with there child / children after school and weekend activitys

zoo, museums, soccer, dance, theatre, swim team, athletics in general, piano lessons, movie nights, game nights, trips to the park

Discovered most parents were starting as early as 4 - 6 to start preparing there child / children for a "camp experience"

- FORMER CAMPERS

(SPECIALTY)

Discovered most programs were more "training programs" as it did focus on one area of interest. Most common response was a sport training program

Discovered very few are in touch with friends for these types of camps

(TRADITAIIONAL)

Discovered I was not alone in my experience. Everyone had a story to share. Or a reason that they believe these experiences were the most valuable in there lives.

Got to hear about all different types of camps and how they compare to my own.

Most consider camp friends "family"

all but one response said that they would do it all over again in a heartbeat

- CAMP DIRECTORS

Discovered how directors spend the other 267 days out of the year when camp is not in session

Learned which media and blogs camp directors follow.

Learned how camps reach out to parents, campers, and counselors
very few still use a direct mail campaign

Discovered how the audience doesnt really differ from camp to specialty camp

- ACA

Learned how the organization is trying to fight the stereotypes

Discovered what the ACA presents as conferences, classes, different ways they connect to camp owners / directors

This is really huge stuff for camps as all of this researches the importance of “non-cognitive skills” as predictors of success and contentment. Camps do a better job than schools on these skills. If they are a huge part of success, that leads to greater significance for camps.

“Children are more effective communicators, better friends and more skilled leaders than their peers. Every year, I hear campers saying that “I am not sure what happened, but I found that I was the captain/drum major/leader” of my organization.”

–Steve Baskin (ACA board member / Camp Owner)

- COMPETITORS

Discovered most programs were a “summer school” type program
Learned most parents who are sending there child / children here were suggested by teachers or advisors

Discovered if friendships were developed it was mostly do to a familiar school basis

Learned who and how competitors are being marketed

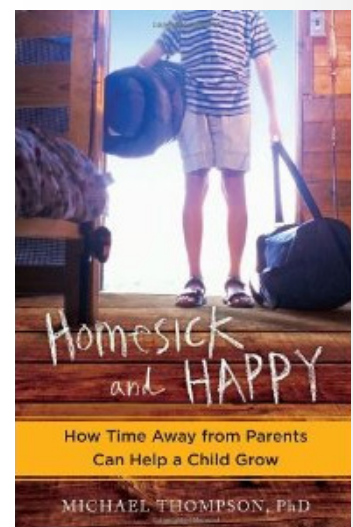
TEXT BOOK

HOMESICK AND HAPPY **BY MICHAEL THOMPSON PHD**

This book summarizes a study and focus of child psychologist Michael Thompson PhD, and his adventure through his childhood camp experiences, and visiting over 19 different summer camps. He interviewed campers, counselors, parents, camp directors, and used his resources from his work at a small school in New York.

The book also represents this idea of the ambitious parent who is putting there child / children in elite summer schools and training camps. How that parent relationship is affecting how the child and parents get along.

He describes summer camp as a needed experience more than any other program that exists just due to his research. It was the most vital program over, day camps, traveling abroad, or pre-college experiences. It allows kids to grow without having a parent figuring out a child / childrens personal problem.



DESIGN

Develop an organization that is focused on the psychological ideas that summer camp promotes by re-branding the current message of summer camps through a web entity.

COMPONENTS

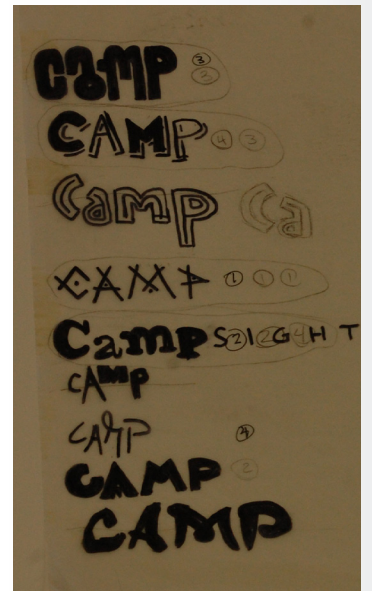
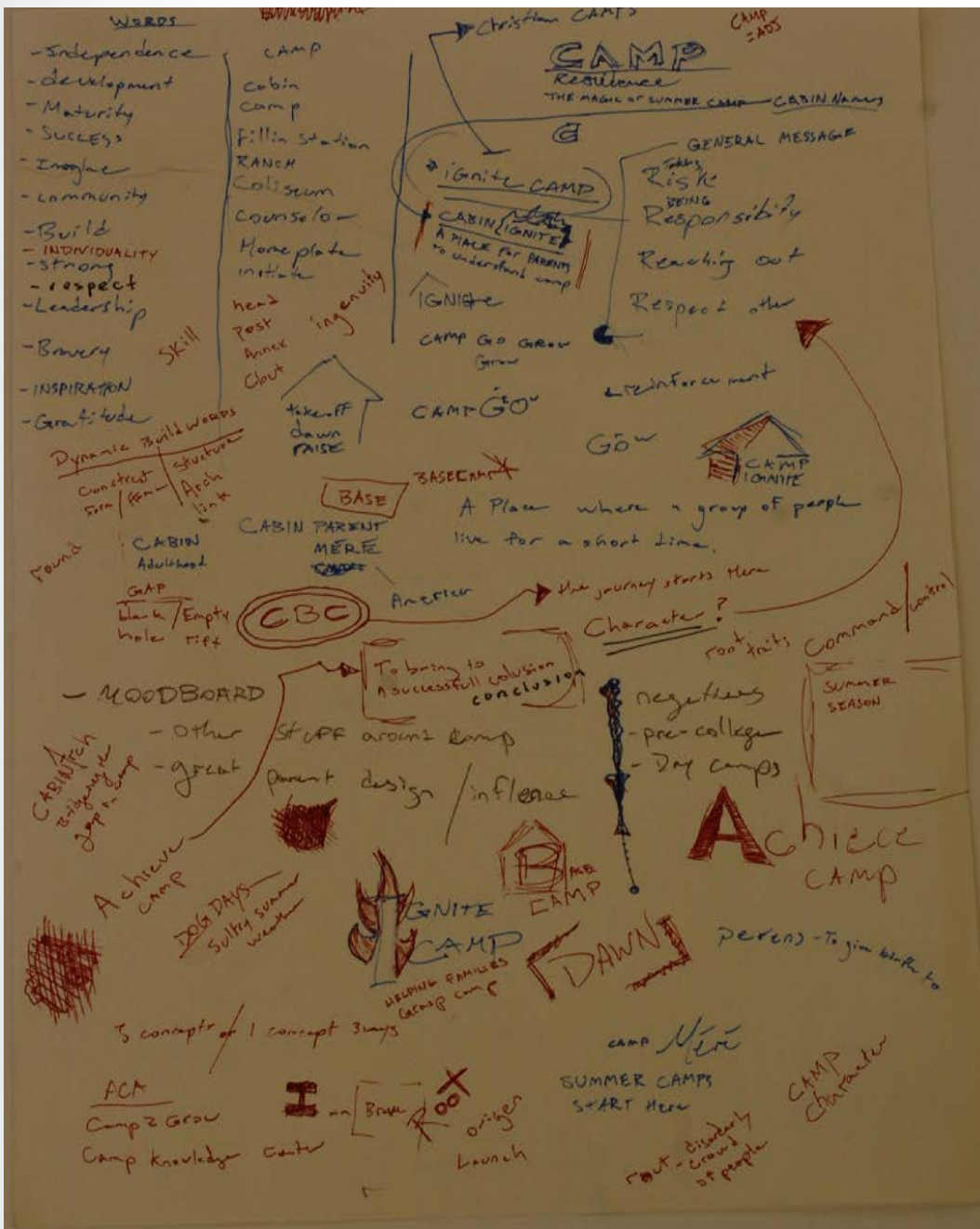
Branding

Web Entity

Advertising

Packaging

BEGINNING IDEALIZATION



LOGO DEVELOPMENT

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HELPING YOUTH ENVISION THEIR POTENTIAL.

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HELPING YOUTH ENVISION THEIR POTENTIAL.

HELPING YOUTH ENVISION THEIR POTENTIAL.

CAMPSIGHT

CAMPSIGHT

HELPING YOUTH BUILD STRONG PERSONALITIES





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HELPING YOUTH ENVISION THEIR POTENTIAL.



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CAMPSIGHT

DIRECTING YOUTH RESILIENCE



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DIRECTING YOUTH RESILIENCE



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LIGHTING THE PATH TO RESILIENCE



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DIRECTING YOUTH RESILIENCE

BRANDING FINAL



FIND YOUR DIRECTION

STRONG STORIES, STRONG PEOPLE

A COMPANY FOCUSED ON CONNECTING YOUTH WITH AN EXPERIENCE THAT FOSTERS STRONG CHARACTER AND INDIVIDUALITY AS THEY TRANSITION INTO ADULTHOOD.



THE CAMP EXPERIENCE

A CHILD SHOULD EXPERIENCE SEPARATION FROM HIS OR HER PARENTS SO THAT THEY MAY EXPERIENCE THEMSELVES. A CAMPER BECOMES SELF-AWARE BY HAVING TO REAP FOR THEMSELVES. A SUMMER CAMP PROVIDES A SAFE ENVIRONMENT FOR A CHILD TO DO THIS.

- THE CAMPER
- THE COUNSELOR

KAYLA YEARS AT CAMP: 5

STRONG STORIES, STRONG PEOPLE

"BE HOWEVER YOU WANT TO BE BECAUSE CAMP IS THE BEST OPPORTUNITY TO TRY NEW ATTITUDES, FRIENDS, AND ACTIVITIES INDEPENDENT OF ANYONE ELSE. ALSO DON'T BE NERVOUS BECAUSE THERE'S NOT ENOUGH TIME FOR THAT!?"

[READ HER STORY HERE!](#)



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- THE CAMPER
- THE COUNSELOR

ABOUT

- BIO
- BIO
- CALENDAR-(TILE FEATURE)

SITE MAP

NOT ALL LINKS, ARE NEW PAGES

CAMP

- CAMP TIMELINE (INTERACTIVE)
- CAMP EXPERIENCE
 - DAY CAMPS
 - SPECIALTY
 - TRADITIONAL
- CAMPER
 - PSYCHOLOGY
 - WORK ETHIC/ SELF-DISCIPLINE
 - ORAL COMMUNICATION
 - CRITICAL THINKING / PROBLEM SOLVING
- COUNSELOR
 - w/w/w/h/w
- CAMPER STORIES
 - REPLACES (AVATIMELINE)

PARENTS FAQ

- ALL LINKS INTERNALLY ON PAGE
 - FAQ ROTATOR
 - NEW PAGE
 - EXPANDED FAQ ANSWERS
 - VIDEO LINKS
 - LINKS OPEN WHERE EVER PULLED FROM
 - OTHER LINKS
 - LINKS OPEN WHERE EVER PULLED FROM

LOCATOR

- REGION-TYPE OF CAMP- CONTACT INFO AND LINKS TO CAMPS
- GOAL IS TO INCLUDE THE CHILD - CHILDREN
- LISTED FEATURE/ ALTERNATIVE SEARCH

STORE

- KITS
 - 1
 - 2
 - 3
 - TRUNKS
 - 1
 - 2
 - 3
 - BAGS
 - 1
 - 2
 - 3
 - ASSORRIES
 - 20 PRODUCTS
 - BEDDING
 - 1
 - 2
 - 3
- NEW PAGE 1,2,3= OPTION
- CHECKOUT
KEEP SHOPPING
- PRODUCT DESCRIPTION

CONTACT

- BASIC INFO
- GOOGLE MAP
- MAILING LIST-NEWSLETTER
- QUESTION FORM



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"I HAVE A CONVICTION THAT A FEW WEEKS SPENT IN A WELL-ORGANIZED SUMMER CAMP MAY BE OF MORE VALUE EDUCATIONALLY THAN A WHOLE YEAR OF FORMAL SCHOOL WORK."¹

- CHARLES WILLIAM ELIOT
PRESIDENT, HARVARD UNIVERSITY



CAMPSIGHT IS A NON-PROFIT ORGANIZATION FOCUSED ON INFORMING PARENTS OF THE VALUE IN ENROLLING CHILDREN IN A SAFE, SELF-DIRECTED, AND CONSTRUCTIVE SUMMER CAMP EXPERIENCE.

WANT TO JOIN OUR MAILING AND NEWSLETTER?

NAME

E-MAIL ADDRESS

WEB FINAL

SEARCH 



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CAMPSIGHT is a non-profit organization focused on informing parents of the value in enrolling children in a safe, self-directed, and constructive summer camp experience.

"I WAS PART OF A CULTURE THAT DECIDED TO BETTER OURSELVES FOR THE SAKE OF IT ALONE, AND HELD OURSELVES AND OTHERS TO HIGHER STANDARDS JUST BECAUSE WE SAID SO."

WANT TO JOIN OUR MAILING LIST AND NEWSLETTER?

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"BEING AT CAMP TEACHES YOU THINGS THAT YOUR PARENTS, HOME COMMENTARY, NOT TEACHERS CANNOT. IN 3 WEEKS YOU LEARN MUCH MORE ABOUT YOURSELF, OTHERS, AND LIFE THAN YOU DO THE OTHER 49 WEEKS OF THE YEAR."

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"I WAS SHY, AND I COULDN'T HELP IT. ONE DAY ONE OF MY COUNSELLORS CAME OVER TO TALK TO ME. HE SAID SOMETHING I WAS NOT EXPECTING. "YOU ARE IN CONTROL OF HOW EVERYONE ELSE PERCEIVES YOU." THIS WAS MIND-BLOWING AT 14 GOING ON 15. ONE COUNSELLOR HAD COMPLETELY CHANGED THAT SUMMER AND MY LIFE."

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ABOUT

There are three kinds of summer camps. There are day camps that function during the day, and children return home every night. There are camps that are centered on improving a certain skill such as improving technique on the violin or perfecting a pick-and-roll in basketball. On the other hand, some camps are just for fun. They involve youngsters playing together, climbing a 40ft wall, and of course intense water balloon fights.

Parents commonly overlook the best aspects of summer camp. A summer at camp builds character, offers opportunities for problem solving, and encourages confidence. In short, summer camps provide an experience that help children to learn more about themselves and others during their transition to adulthood.





How CAMPSIGHT came together
THE STORY OF HOW DARRELL TURNER AND NICK NICKELSON MET.

After weeks of talking Nic Mickelson and Darrell Turner, put their heads together and found the perfect camp for their kids. This idea started a fire in both of them, the search for the information about camp, the supplies, the important benefits that child gains, all of these should be in the main sight of any parent going through the search for camp. Campsight was formed following their childrens first summer at camp to help inform all parents looking into camp.

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OUR PHILOSOPHY

SUMMER CAMP IS THE BEST WAY TO BE EXPOSED TO THE BEST OF HUMAN CHARACTER. IT IS A PLACE TO ESCAPE REALITY, TECHNOLOGY, AND SCHOOLS, SO A KID CAN JUST BE A KID.





CAMPSIGHT believes that camp allows children to have an independent experience that shapes the base of each child's character and life development. Through our own discovery, as well as, others research we have found the reason for this is mainly because mom and dad, **YOU ARE NOT THERE!**

At this point in your child's life they are looking for a mentor, an older brother or sister. Which is why we believe a 20 year old counselor is much more successful with communicating to your child at this point in their development. This is because a college aged counselor has just gone through this growth process themselves.

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MEET OUR STAFF





CAMPSIGHT'S OFFICE IN AUSTIN TEXAS HOUSES A SMALL STAFF OF 10 PEOPLE. THEY ARE DEPENDABLE, HARD WORKING, AND LOVE CAMP.



Nic Mickelson

CEO AND PARTNER

Nic attended University of Texas in Austin, and has a Masters in Psychology. Nic married his college sweet heart, June Mickelson, and spends as much time as he can with his son (NICK), and his daughter (RYANNE). When he is not traveling, leading discussions, or public speaking about the power of summer camp.

Nic attended a residential camp for a couple years in his youth, and had a great experience. He wanted his children to have a chance to do the same.



Darrell Turner

CFO AND PARTNER

Darrell graduated from University of North Carolina with a Bachelors degree in Recreational Management. He is married to his wife Debbie and has three wonderful kids, John(17), Kelly(10), and Sam(12). Darrell has spent countless hours worshipping the sports field, as a player first and a coach second. Darrell believes that sports helps rounds a child, but summer camp is just as important.

Darrell spent his youth and college years as a camper and counselor. He learned the meaning of teamwork, brotherhood, and independence during this time.

JOIN US AT THESE EVENTS

JAN 28	Discussion: 3 PM LUNCH AWAY FROM THE PALMS Austin Heights Middle School		
	Camp Talk: 5 PM	FEB 3	
	7:15 PM THE FIRST CAMP at Marks School, Dallas		
FEB 8	Summer Fun, 3 PM TEXAS CAMP CONVENTION Memorial Fieldhouse, Austin		
	Resilience: 5 PM CHILDREN TALKS 4:00 Strike Jabot, Houston	FEB 13	
FEB 20	Campsight Talk: 6 PM WE'VE HERE TO HELP YOU Streaming Webcam		
	DISCUSSION: 3 PM UNPLUGGING AND NATURAL GREENHILL SCHOOL, DALLAS	MAR 2	
MAR 11	Camp Breakdown: 3 PM DUFFLEBAG TIPS OF CAMP		
	Campsight Talk: 6 PM LIFE, SET, TESTASIO Streaming Webcam	MAR 21	

[CLICK EVENT TO LEARN MORE](#)

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EXPERIENCE THAT CARRIES WITH YOU THE REST OF YOUR LIFE.

Summer camp is one of the last places on Earth that still communicates the events through telling stories. Chance ate so much spaghetti he burst. I went horseback riding and jumped a barrel. Jimmy and I went sailing and played pirates.

What ever the story is we have heard it. Campsight spent the last year talking to former campers, counselors, and camp directors so that we could find stories that show evidence of personal growth while at camp. We not only succeeded, but also could not find one story not worth sharing.

CAMPSIGHT LOCATOR

CAMPSIGHT FAQ

THE RESILIENCE OF CAMP

"BE HOWEVER YOU WANT TO BE BECAUSE CAMP IS THE BEST OPPORTUNITY TO TRY NEW ATTITUDES, FRIENDS, AND ACTIVITIES INDEPENDENT OF ANYONE ELSE. ALSO DON'T BE NERVOUS BECAUSE THERE'S NOT ENOUGH TIME FOR THAT!"

KAYLA AGE 23 ○○○○○

Kayla is currently traveling the world, which is an experience she would have never had the chance to do without her summer camp experience. She has attended 3 different summer camps during her youth development. Kayla would spend most the summer away from her family in these environments. Her experience was different at each individual camp, however the mental inspiration she had left her with one feeling, "Camp was a very welcoming, positive, creative..."

READ FULL STORY

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CAMPSIGHT FAQ

THE RESILIENCE OF CAMP

"BE HOWEVER YOU WANT TO BE BECAUSE CAMP IS THE BEST OPPORTUNITY TO TRY NEW ATTITUDES, FRIENDS, AND ACTIVITIES INDEPENDENT OF ANYONE ELSE. ALSO DON'T BE NERVOUS BECAUSE THERE'S NOT ENOUGH TIME FOR THAT!"

DUSTIN AGE 23 ○○○○○

Dustin spent his summer with some great memories and met some great people. He says that the best part of his summer was the "challenge" of being a scoutmaster. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team.

READ FULL STORY

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EXPERIENCE THAT CARRIES WITH YOU THE REST OF YOUR LIFE.

Summer camp is one of the last places on Earth that still communicates the events through telling stories. Chance ate so much spaghetti he burst. I went horseback riding and jumped a barrel. Jimmy and I went sailing and played pirates.

What ever the story is we have heard it. Campsight spent the last year talking to former campers, counselors, and camp directors so that we could find stories that show evidence of personal growth while at camp. We not only succeeded, but also could not find one story not worth sharing.

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ERIC AGE 25 ○○○○○

Eric spent his summer at camp and it was a great experience. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team.

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PRESTON AGE 23 ○○○○○

Preston spent his summer at camp and it was a great experience. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team.

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SHANE AGE 23 ○○○○○

Shane spent his summer at camp and it was a great experience. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team. He says that he learned a lot about himself and his leadership skills. He also says that he learned a lot about his fellow campers and how to work together as a team.

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LOCATE

CLICK A REGION TO GET STARTED

Finding the right summer camp for your child is why we are in existence. We believe there is a camp for everyone. Our thoughts and process to help you find what would be right for your child is tried and true. There are 3 main types of camps: Day Camps, Specialty Camps, and the traditional summer camp.

HOW OUR CAMP LOCATOR WORKS

CAMPSIGHT has broken down the united states into 5 different regions. Click on the region that you think your child would like to attend a summer camp.

After you click on a region, you will be asked if you know which state your child would like to attend. You can choose to bypass that and search by types of summer camps.

Either button you click will bring up camps and camp types that match your search.

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CAMPSIGHT BELIEVES THAT THERE IS A CAMP FOR EVERY CHILD

HISTORY

There are so many great things about a summer camp that most parents miss out. The positive atmosphere that surrounds camps creates a developmental growth within just a few short days.

CAMP TIMELINE
THE EVOLUTION OF SUMMER CAMPS AND HOW IT HAS AFFECTED YOUTH

1861 The Gunter Camp is founded.
The Gunter Camp is considered the first organized American camp. Frederick W. Gunn and Thelma Abigail operated a boys' camp for boys in Washington, Connecticut.

1912 First Girl Scout camp is held in Swanton, Virginia. Ever since the founding of Girl Scouts in 1912, camp has played an important role in the Girl Scout program.

1997 Emphasis on youth development.
In 1997, there was a resurgence of emphasis on youth development outcomes of the camp experience.

DAY CAMPS
GENERAL
A camp that operates during the day, some may contain an overnight component.
The age regulation is more relaxed to a younger age with day camps due to the fact it only operates during the day.
ACTIVITIES
PRICE RANGE
BENEFITS

SPECIALTY CAMPS
GENERAL
Any summer camp that is focused on one main interest.
These camps can be day camps, one week camps, and even residential.
ACTIVITIES
PRICE RANGE
BENEFITS

TRADITIONAL CAMPS
GENERAL
Residential camps are those that operate for 2-3 week sessions. They are also known as sleepaway camps and overnight camps, and include traditional summer camps as well as ones focusing on specific recreation activities.
ACTIVITIES
PRICE RANGE
BENEFITS

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FOR PARENTS | HELPFUL LINKS | ENLIGHTENING VIDEOS



Being parents ourselves we know parents are very concerned when their children are not with them. **OUR GOAL IS TO EASE YOUR MIND.** We have designed this page to answer and resolve any worry you might have.

FAQS



CAMPSIGHT has many helpful links that prepare parents for the time away from their children.

NUMBER ONE PARENT PROBLEM: When a child goes to sleep-away camp for the first time, it's sometimes harder for the parent to adjust than for the child. Parents wait for letters, and try to interpret their meaning. Out of habit, they may even set a place at the table for the absent camper. (Child-sick parent)

TOP 7 QUESTIONS

WHAT WILL MY CHILD DO HERE?

- WHO WILL THEY HANGOUT WITH?
- HOW ARE COUNSELORS CHOSEN?
- HOW IS THE STAFF TRAINED IN TERMS OF SAFETY?
- HAVE THERE EVER BEEN SERIOUS INJURIES OR DEATHS AT THE CAMP?
- DO CAMPS HAVE OVERNIGHT TRIPS OR DAY EXCURSIONS?
- IS THE CAMP ACCREDITED BY THE AMERICAN CAMP ASSOCIATION?

Every camp and program is different. Most traditional (residential) camps allow campers to experience many different activities. As your child grows older they gain more control over what their day consist of. Specialty camps are usually pre-programmed and unchangeable. Day camps, are varied with times and programs offered giving a child a varied schedule.

[CLICK TO SEE MORE](#)

Follow the link and send us your question, we will gladly review and have an answer back to you within 24 hours.

QUESTION UNANSWERED?

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CAMPSIGHT has compiled many great videos about the great benefits of camp, as well as, other great videos we wanted to share.

FAQS

ENLIGHTENING VIDEOS

STEVE BASKIN DISCUSSES UNPLUGGING YOUR CHILD AT TEDX IN SAN ANTONIO, TX.



←  **SUE MCHENRY, PROUD CAMP PARENT** - "WHY MY KIDS LOVE GETTING AWAY."  →

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CAMPSIGHT through vast amounts of research has found many helpful sources while learning about summer camp. We have narrowed the search for you.

FAQS

HELPFUL LINKS

THE LINKS BELOW ARE ARTICLES ALL ABOUT CAMP TODAY, CAMPERS, AND WHAT IS GOING ON IN AND OUT OF THE SUMMER.

PARENTS

- THE AMERICAN CAMP ASSOCIATION
- SUMMER CAMP GREAT FOR KIDS, MAYBE BETTER FOR PARENTS
- SENDING KIDS TO SUMMER CAMP
- HOMESICK AND HAPPY
- BENEFITS OF CAMP IN A RECOVERING ECONOMY
- SLEEP AWAY
- OBSESSIVELY CONNECTED WITH YOUR CHILD WHILE AT CAMP
- CAMP PARENT TESTIMONIALS

CAMPERS

- GIVING CHILDREN POWER OVER TECHNOLOGY
- SUMMER CAMPS MAKE KIDS RESILIENT
- CHILDREN TAKING RISKS
- 8 THINGS THAT WILL DEFINITELY HAPPEN AT CAMP
- SUMMER CAMP CAN MAKE KIDS MORE RESPONSIBLE

SUMMER CAMP

- CAMP HOBO REALS
- MISCONCEPTIONS ABOUT SUMMER CAMP
- SUMMER CAMP
- SUMMER PROGRAMS THAT BOOST CHILDRENS LEARNING
- THE MEANING OF SUMMER CAMP
- CAMP EDUCATION
- SUMMER CAMP THE GREATEST GIFT TO A CHILD

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WEEKLY SPECIALS



CAMP SPECIAL

\$250

THE ESSENTIAL CAMPER KIT

STORE

Finding it difficult to find everything you need for your child or children to go to camp? The **CAMPSIGHT** store makes it easy. We offer many great complete kits with all the essentials.

MAKE SHOPPING DISAPPEAR WITH JUST A CLICK.

Facebook
Twitter
Facebook
LinkedIn

AS A NON-PROFIT, **CAMPSIGHT** RETURNS FUNDS INTO CAMPERSHIPS AND FREE KITS TO UNDERPRIVILEGED CHILDREN.

WOODEN TRUNK



\$160

MEDIUM DUFFLE BAG



\$60

BEDDING KIT



\$70

SUN GLASSES



\$5

We do not save your information

NO LOGIN INFORMATION REQUIRED. ALL SHIPPING AND COMPLETION IS THROUGH OUR PAYPAL PARTNER.



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CAMP SPECIAL!

PRICE: \$250

THE CAMPSIGHT SPECIAL INCLUDES:

- PLASTIC TRUNK
- BEDDING SET
- DUFFLE BAG
- TOILETRY KIT

AVAILABILITY: IN STOCK
USUALLY LEAVES WAREHOUSES 1-3 BUSINESS DAYS
IN TRANSIT ADDITIONAL: 1-5 BUSINESS DAYS
ORIGIN: MADE IN THE USA/AMERICAN MADE

FREE SHIPPING

ADD TO CART

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Facebook
LinkedIn

Also checkout:



WOODEN TRUNK



MEDIUM DUFFLE BAG



BEDDING KIT

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WEEKLY SPECIALS

CART

TERMS & CONDITIONS | PRIVACY POLICY | RETURN POLICY

ITEMS	QTY.	PRICE	TOTAL
 <p>CAMP SPECIAL</p>	1	\$250	\$250


Note: Total does not include sales tax where applicable. Sales tax will be calculated during check out.

CHECKOUT

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Twitter
Facebook
LinkedIn

We do not save your information

NO LOGIN INFORMATION REQUIRED. ALL SHIPPING AND COMPLETION IS THROUGH OUR PAYPAL PARTNER.



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CAMPSIGHT'S HOME OFFICE IS LOCATED OUTSIDE OF AUSTIN, TEXAS.

MAILING ADDRESS CAMPSIGHT
40233 Bee Caves RD.
Austin, Tx, 78678

PHONE (512) 322-2222

EMAIL Info@camsight.org

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WANT TO JOIN OUR MAILING LIST AND NEWSLETTER?

UNANSWERED QUESTION?

FILL THIS OUT AND WE WILL RESPOND WITHIN 24 HOURS

RETURN WITH PHONECALL?

MESSAGE UP TO 750 CHARACTERS

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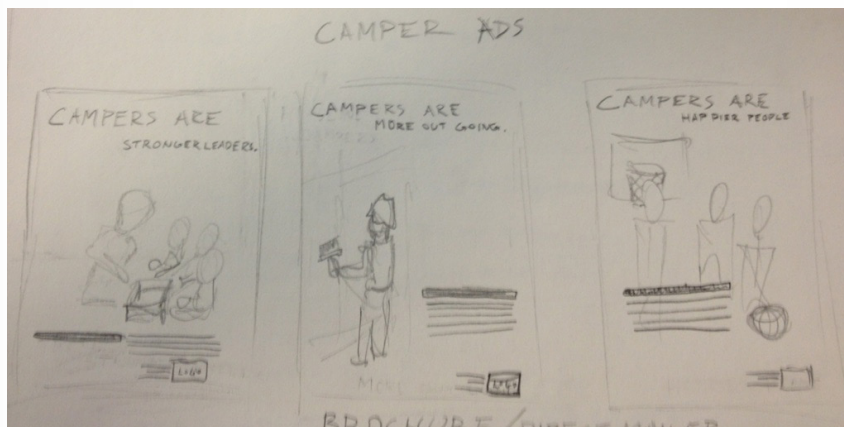
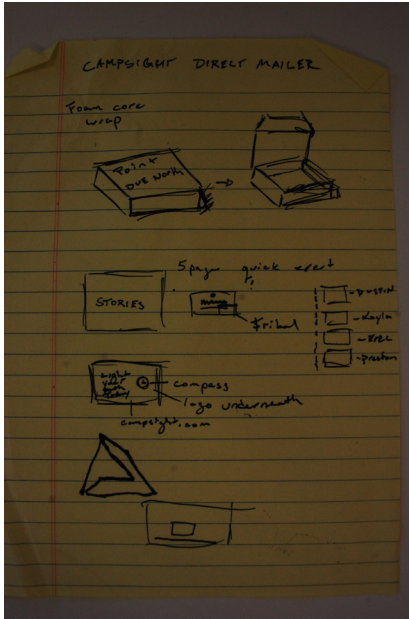
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ADVERTISING DEVELOPMENT





WHERE A CHILD
LEARNS TO GROW.

SHANE CAN PROVIDE A NEW WAY TO MANAGE
CASE TO GROWING CHILDREN. A COLLECTIVE EFFORT
CAN DEMONSTRATE BY A SUPPORTED LANGUAGE TO
BE. THEY ARE FORMS TO LEAD THEM THROUGH THE
PROGRESS OF CASE.



SHANE

AGE 26 Account Specialist

"CAMP MADE ME WHO I AM, AND ALSO MADE ME SEE
BRIGHT OPPORTUNITIES IN MY LIFE THAT I
WOULDN'T HAVE HAD."

EREC
 AGE: 23 COLLEGE STUDENT



Summer camp is a great way to help you gain experience in helping children. A college student can demonstrate his knowledge and skills to help. They are there to lead them through the joys of camp.



2009 RUCKUS COORDINATOR MALE

2009 ROOKIE CAMP DIRECTOR

2009 SPORT COORDINATOR

2009 HORRIBLE FIRST YEAR

KAYLA
 AGE: 23 COLLEGE STUDENT

Camp is a great way to help you gain experience in helping children. A college student can demonstrate his knowledge and skills to help. They are there to lead them through the joys of camp.

2009 Sport COORDINATOR

2009 Sport COORDINATOR

2009 Sport COORDINATOR

2009 Sport COORDINATOR



2009 Sport COORDINATOR

2009 Sport COORDINATOR

2009 Sport COORDINATOR

2009 Sport COORDINATOR

DUSTIN
 AGE: 23 COLLEGE STUDENT

Camp is a great way to help you gain experience in helping children. A college student can demonstrate his knowledge and skills to help. They are there to lead them through the joys of camp.



SOARED HIGH
BECAME A ROLE MODEL



DISCOVER PRESTON'S STORY AND MORE ONLINE
AT WWW.CAMPSIGHT.ORG



FOUND LEADERSHIP
BY BEING HIMSELF



DISCOVER EREC'S STORY AND MORE ONLINE AT
WWW.CAMPSIGHT.ORG



FOUND CAMP IN COLLEGE
RETURNS EVERY SUMMER



DISCOVER SHANE'S STORY AND MORE ONLINE
AT WWW.CAMPSIGHT.ORG



ADVERTISING FINAL

CAMPSIGHT
LIGHTING THE PATH TO RESILIENCE

**SET YOUR SIGHTS
ON GREATNESS.**

"I WAS PART OF A CULTURE THAT DECIDED TO BETTER OURSELVES FOR THE SAKE OF IT ALONE, AND HELD OURSELVES AND OTHERS TO HIGHER STANDARDS JUST BECAUSE WE SAID SO."

LIGHT YOUR PATH AT CAMPSIGHT.ORG

CAMPSIGHT
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**DEPART FROM YOUR
COMFORT ZONE.**

"I WAS SHY, AND I COULDN'T HELP IT. ONE DAY ONE OF MY COUNSELORS CAME OVER TO TALK TO ME. HE SAID SOMETHING I WAS NOT EXPECTING. "YOU ARE IN CONTROL OF HOW EVERYONE ELSE PERCEIVES YOU." THIS WAS MIND-BLOWING AT 14 GOING ON 15. ONE COUNSELOR HAD COMPLETELY CHANGED THAT SUMMER AND MY LIFE."

LIGHT YOUR PATH AT CAMPSIGHT.ORG

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**ENGAGE. EXPLORE.
EXPERIENCE.**

"CAMP MADE ME WHO I AM, AND ALSO GAVE ME DIFFERENT OPPORTUNITIES IN MY LIFE THAT I WOULDN'T HAVE HAD."

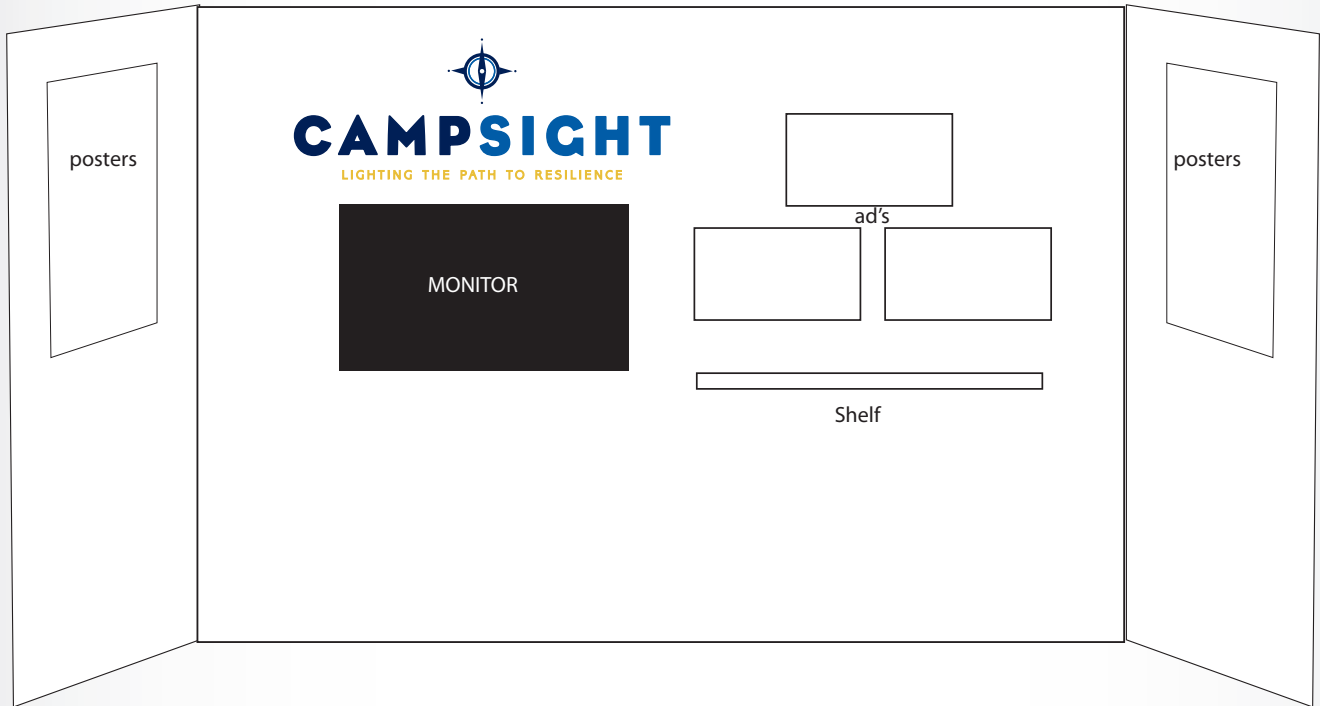
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PACKAGING FINAL



EXHIBIT DEVELOPMENT



vinyl



8

5

12

EXHIBIT FINAL



COMMERCIAL FINAL



30 SECOND

VO:

This is the place for the young, the hopeful, the yearning to grow.

Every child needs a place to find themselves; summer camp provides this by offering a safe, structured, positive environment for them to grow



We're CAMPSIGHT, a non-profit organization, focused on informing parents about the benefits of enrolling youth in a summer camp experience.

Light your path at campsight.org



15 SECOND (WEB)

VO:

We're CAMPSIGHT, a non-profit organization, focused on informing parents about the benefits of enrolling youth in a summer camp experience.

Light your path at campsight.org





15 SECOND

VO:

For nine and a half months out of the year
summer camps look like this: empty, barren.

For those other two and a half this is a living,
breathing, positive experience for every youth.

Light your path at campsight.org



FINAL THOUGHTS

The thesis experience was one that I toughed out. I produced some of the strongest, most passionate work to date.

While putting together this process book I couldn't believe how much all the work had grown. The constant progression of how to turn months of research into a campaign was grueling.

The ideas really came together after going to Texas with Phillip Moody to catch all the images, and video footage of the campers and camp.

Failures: I never failed or had big downfalls, just walls I would hit in my own designing.

Overall, I'm happy.

