



How It Works

Getting Started

When your camp purchases a virtual camp portal, it includes your own sub-domain (i.e. campfun.virtual-camp.org) and the hosting of that website from May 15 through August 15. You will then log into the system and customize your portal in many ways. You can add your logo, the logos of your affiliated associations, a donation link, your Facebook and Twitter feeds, and/or a special video that welcomes your virtual campers.

Setting Up Your Camp Weeks

You would then put together your first week of virtual camp activities. Each week would include a number of activity blocks for each camp day. For these blocks, you could use your own content or choose something from a shared library. These could be links, documents, or videos that share an arts and crafts activity, a Zoom gathering, a hike on the trail, or anything your camp can dream up.

Keeping Your Campers Coming Back

When your campers arrive at your portal on the first day of camp, only the links for that day are live. On the second day, they can only click on the links for the first two camp days and so on. They are able to see the descriptions of the activities on future days, but your campers will need to log into your portal each day to access them.

Your Portal is Secure

The system will create login credentials for your campers. Your campers could purchase access to your portal just like they currently register for your regular in-person summer program. You set the price – or you could give it away for free or for just a donation. How much you charge for virtual camp is completely up to you. The portal is the safe place where you keep your content. You are the one who controls who gets to visit it.

Running Multiple Weeks of Virtual Camp

Since your portal is active from May 15 until August 15, you could run many weeks of virtual programming. If the way becomes clear that you are able to run in-person camp this summer, your virtual camps could run concurrently with those programs in order to provide an alternative for families who still have safety concerns.

Will campers want to come to virtual camp?

We think that is highly dependent on the content and the way it is presented. We don't want this program to keep children and youth in front of computer screens for hours at a time, so we encourage you to offer other types of activities. Your virtual portal could be used in conjunction with a "camp in a box" program that sends a camp t-shirt, arts and crafts supplies, and other materials to the campers each week.

Is the Virtual Camp Portal right for you?

This is a crazy time in the history of our camps. It is important for our camps to maintain a connection with our campers and their families. We think the Virtual Camp Portal might help

you do that. It is a great way to continue to serve your constituency during this difficult time and to possibly generate revenue when that is difficult to do.