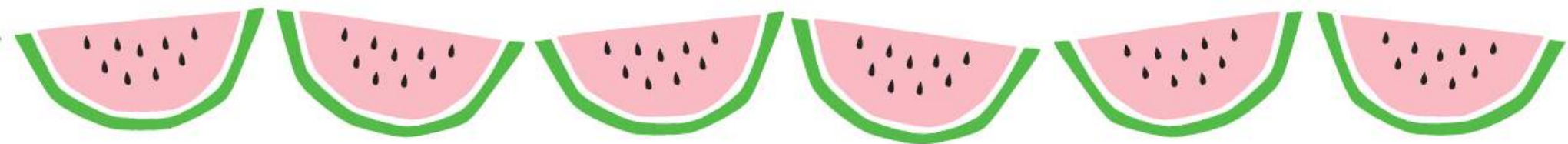


The background of the entire page is a repeating pattern of watermelon slices. Each slice is a semi-circle with a pink interior, a green rind, and several black seeds. The slices are arranged in a staggered, overlapping fashion.

A GIRLS' CAMP GUIDE

Making Money Having Fun

Kristen Hatton and Stacy Humphreys



Hey, We are Kristen & Stacy!

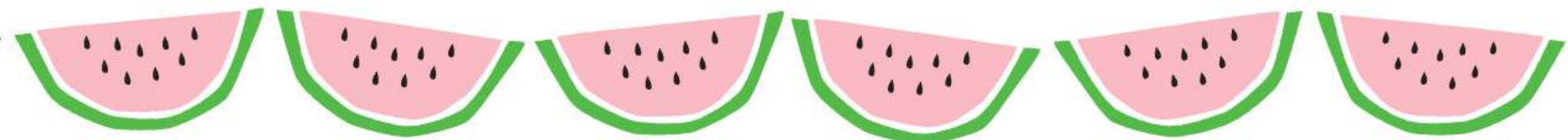
We are excited you are considering starting your own Girls Camp! Our hope is this guide will answer your questions, squelch your hesitations and set you on the right track to creating your own backyard business of summer fun. But first a little about how we got started and then on to what we've learned through the journey of putting on 14 camp sessions over seven years.

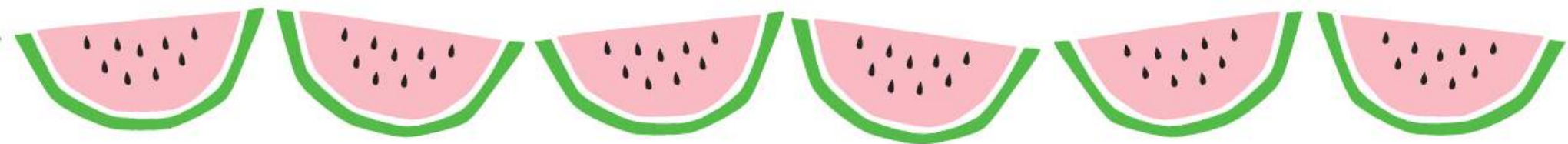
It all started in 2010 when we began brainstorming about a backyard day

camp as a way for our seventh grade girls (Rebecca & Emily) to make money. Kristen's daughter, Rebecca, had attended a backyard camp when she was little so the idea had been planted years before. Rebecca had loved and looked up to the older girls who put on the camp so naturally it was those girls who also became year-round babysitters.

With that in mind, our idea from the beginning was to build something we could do for multiple years, and that would also provide our girls with babysitting opportunities during the school year with the families of the girls who came to camp.

And that is absolutely what came to be.





Very quickly word about our camp and the fun the first group of campers had spread through our community. And we are proud of the fact that every single session, every single year, sold out! In fact, many sessions sold out within 48 hours of being announced, with moms driving their form and deposit over to one of our houses to guarantee their spot. For those who didn't get signed up in time, we kept a waiting list and on occasion we were able to accommodate some of those girls.

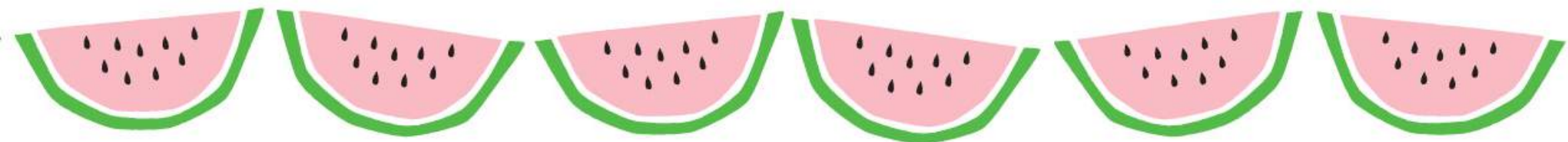
It was also a common occurrence for moms to start calling well before the information went out each spring to make sure their family vacation or other camps weren't being scheduled for the same dates being set for Girls' Camp! This was because, as we often heard from moms, once a girl had attended Girls' Camp it become the #1 priority for what her daughter wanted to do again the next summer. And typically she did continue coming year after year. We even had one camper for six years straight, and the only reason she didn't come the 7th year is because she had aged out!

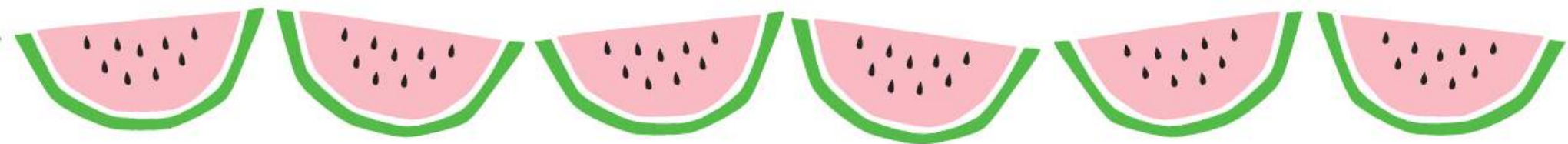
All along the way we've had moms of campers and friends in other places mention that they would love to implement what we've done when their daughters are teenagers. And other moms with teenage daughters, along with our girls' friends, wishing they had done something like this. Not gonna lie, on top of it just being fun - and fun for us four to do together - our girls had the most lucrative summer jobs there were. This was not because we were over-charging, if anything we were a better bargain than most camps around. But we were smart with our spending so the girls could maximize their net profits. And that is what this guide will help you do too!

We will walk you through the checklist on the next page with our tried and true methods. And along the way will share helpful hints that will allow you to learn from our experience and keep you from having to recreate the wheel. We've also included 34 crafts with instructions and pictures in the [Addendum!](#)

We have no doubt that YOU CAN DO IT! And hope it will become as much a summer tradition of fun for you as it has been for us!

XOXO, Kristen & Stacy





Testimonials



“Girls’ Camp was a great experience for my daughter! It was a week that so many neighborhood kids looked forward to each year. Emily and Rebecca were very organized and had each day fully planned with activities. It was also great how their mothers helped with the behind the scenes duties throughout the day to allow the girls to interact with the kids all day in each activity.”

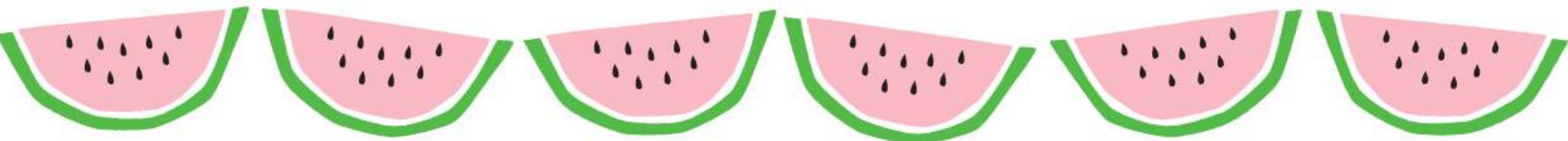
Rhonda C. (mother)

“I loved Girls’ Camp because it was a fun place to connect with friends and Rebecca and Emily were great role models to look up to.” Sarah (age: 14; Girls Camp: 2 years)



Both my girls always looked forward to girls camp in the summer. So much that one of them keeps asking me when she can start her own! They loved getting to spend time with their leaders who were wonderful role models!

Stacey M. (mother)



1

Getting Started

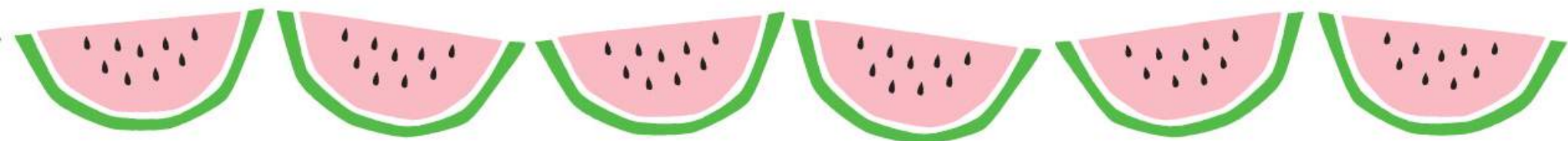
(Approx. 3-5 months out)

Setting Location

Determining Dates/Time

Deciding on Ideal Number of
Campers and Age Range

Setting Price



Setting Location

We were fortunate in that Stacy has a barn on their property, along with a pool and plenty of yard space. The barn was the perfect set-up because we could fully decorate and set up folding tables and chairs for the crafts for the week without it being any interference to their family. However, we know this is likely not your situation. Don't worry! You can tailor your camp to work with your space, whether it's a back patio, cabana, garage or indoor area.

A few things to consider:

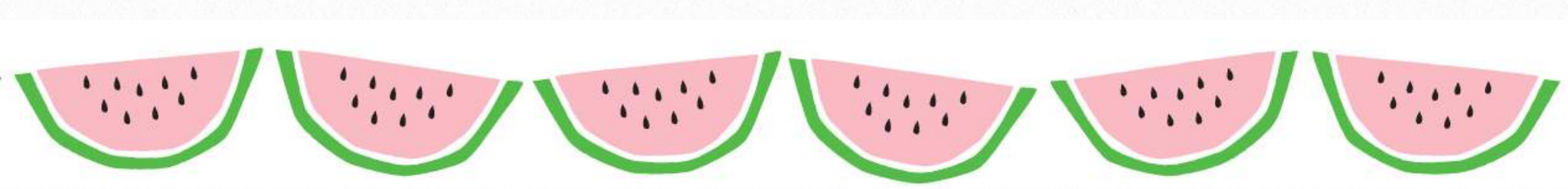
- Do you have adequate room for each girl to spread out her craft projects?
- Do you have a pool or yard space for a slip and slide, inflatable pool and running around?
- Do you have an easy bathroom for the girls to use?



<- Yard Space for games helps get their energy out in between crafts

A pool helps -> girls stay cool on hot summer days and allows them to use up their energy after sitting for crafts!





Determining Dates/Time

Each summer we did TWO Girls' Camp sessions, and one time we even did a one-day Christmas camp. But there are reasons we only did that one time: 1) doing co-ed didn't work, and 2) it was too cold for them to burn off their energy so the last hour or so felt like eternity!!! But we did find the magic formula for summer after the first couple years.

When we first started out our Girls' Camp sessions were 4-days (Monday-Thursday) 9:30-2:30. The times we never changed, but after a couple years we dropped back to 3-day sessions (Tuesday-Thursday). This change allowed for girls whose families were doing long weekend traveling to not miss a day, and it kept us on our A-game!

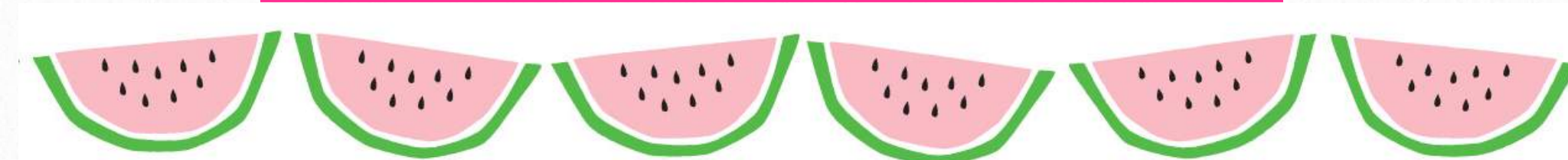
Honestly, four days was exhausting (with the younger ages especially) and it made going into the third day especially hard knowing we still had to be "on" for two more days. Plus by that time the campers were getting more comfortable with us, and each other, which can make reigning them in a little more challenging. Because we wanted them to leave on a "high," asking to come back next year, three days was PERFECT!

The campers still loved it, and our patience wasn't yet shot! (Not that they weren't adorable, but we weren't cut out to be elementary ed teachers!) But you may be, and running the camp for 4-5 days totally doable for you. And definitely worth considering if you are only offering one session.

If you are doing two or more sessions, we would suggest you spread them out, and not do back to back weeks. We've done it both ways, but having the break kept us fresh! However, we know the trickiest part about scheduling the dates as our girls got older and busier was matching up our own schedules together!

HELPFUL HINTS

- *Avoid July 4th week.*
- *Do a session later in the summer when moms are tired and all other camps/activities are over. We promise moms will love you for it:)*



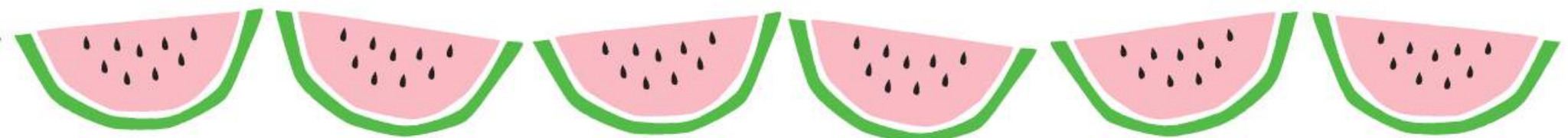


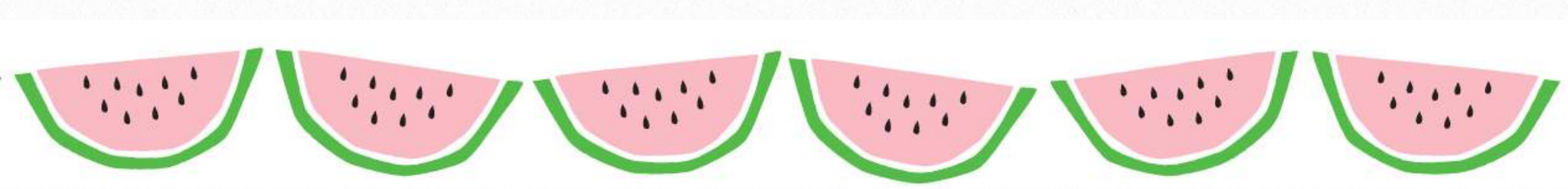
Deciding on Ideal Number of Campers and Age Range

In our first couple of years doing Girls' Camp we offered all sessions to any elementary age girl. Primarily this is because we worried we might not have enough girls to fill each session (this was before we had built our successful track record). However, it was challenging to implement craft projects with girls in such a wide age group. Obviously a first grader's ability and a rising fifth grader are totally different. Therefore, by year three we moved to one session each summer for girls ages 5-7 and one session for girls ages 8-10. In hindsight, it would've been better to strictly advertise it by grade level (ie: 1st-3rd and 4th-5th) as we always had questions about girls with late birthdays wanting to be with their friends. Of course we accommodated this, but it would've eliminated any confusion.

Our first year we also included Pre-K and Kindergarten, but we quickly learned this age girl was a little too needy. In a camp setting it is hard to devote too much one-on-one time to any particular girl.

In addition to grouping girls according to age for maturity and ability reasons, it also enabled us to cycle back through past crafts once those girls had moved up to the older group or aged out of Girls' Camp altogether.





Setting Price











WHAT WE CHARGED

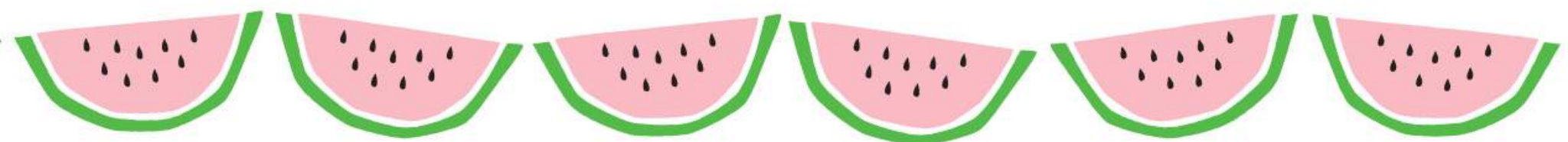
We always charged \$100 for one Girls' Camp session. Even when we dropped from four days to three days we left the price the same because we felt like the campers' bang for the buck was comparative (if not lower priced) than what other day camps charged.

For several years we did offer a discount price (\$85) for a second child attending the same camp term. However, we later dropped that because it still cost us the same for every campers' supplies and lunch. But it may be something for you to consider as an added benefit to your prospects (especially as you are just starting your Girls' Camp business).

WHAT THE PRICE INCLUDED

As mentioned above, we believe our price was a great value for what the campers/ their parents received. Listed below is a break out:

-  3 days/15 hours of childcare
-  3 lunches provided
-  2 snacks daily provided
-  Unlimited lemonade
-  Water bottle
-  All art supplies
-  4-7 art projects (some large and elaborate, others smaller) to take home
-  Supervised swim time
-  Social interaction with old and new friends
-  Time, attention and love from two teenage girls

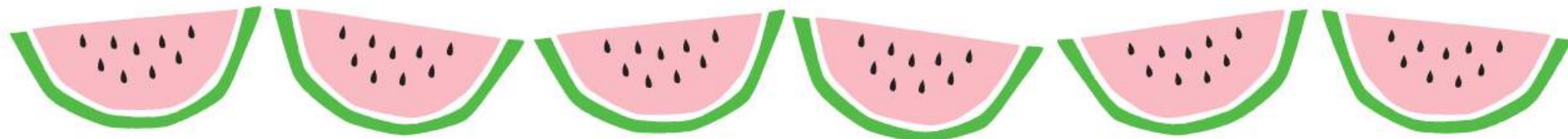


2

Recruiting Campers

(2-4 months out)

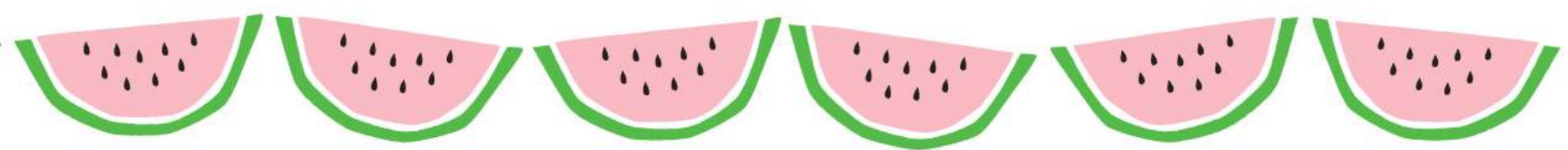
- Creating Camper Prospect List
- Sign-up Form/Flyer
- Tracking Spreadsheet



3

Pre-Planning (2-4 months out)

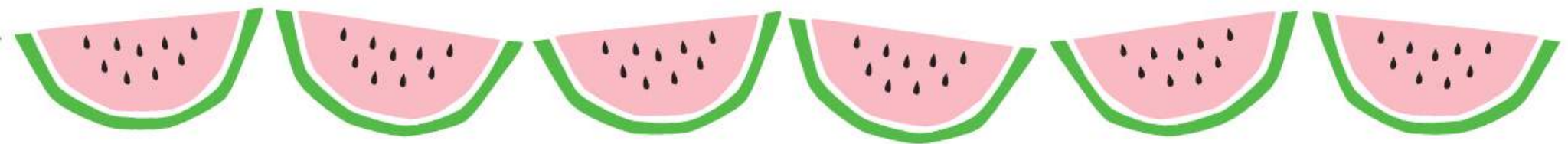
- Themes/Decorations
- Crafts
- Supplies
- Yard Game Ideas



4

Final Planning *(1 week to 1 day out)*

Final Prep
Menu/Grocery List
Set Up

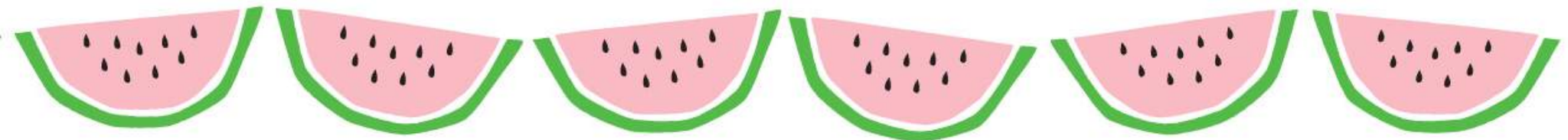


5

Camp Week

On Your Mark, Get Set, Go!

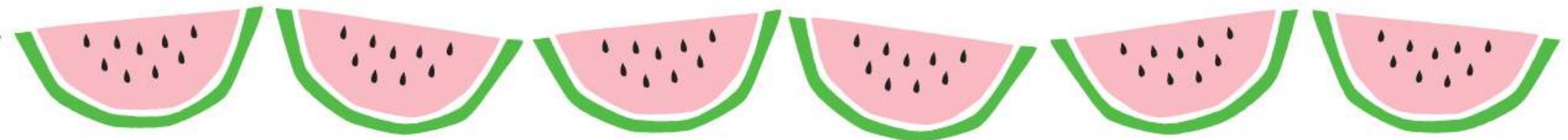
- Schedule
- Taking Photos
- Optional Add-ins
- Helpful Hints



6

Final Notes

- Clean Up/Inventory
- Pay Day
- Camper Follow Up
- Contact Info



A GIRLS' CAMP GUIDE

Making Money Having Fun

We hope you have found this Girls' Camp Guide helpful and easy to implement, and also motivating to proceed onward with plans for your own Girls' Camp! What follows in the **addendum** is detailed instructions and pictures for **34 crafts!!!** Several of them are grouped in themes, enough to take care of your entire week for years to come!!

After you successfully pull your first one off we would love to hear about how it. Of course, any questions before than we are happy to answer, too.

And your word-of-mouth endorsement and/or social sharing about this guide to your friends would be most appreciated!!

Contact Info

To reach us with questions or reports back of your own Girls' Camp adventures find us at: girlscampguide@gmail.com

All the best,

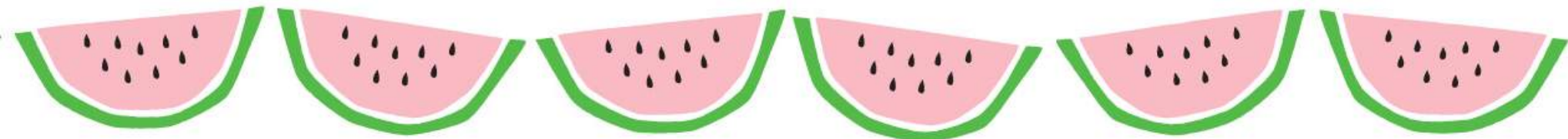
Kristen Hatton **Stacy Humphreys**

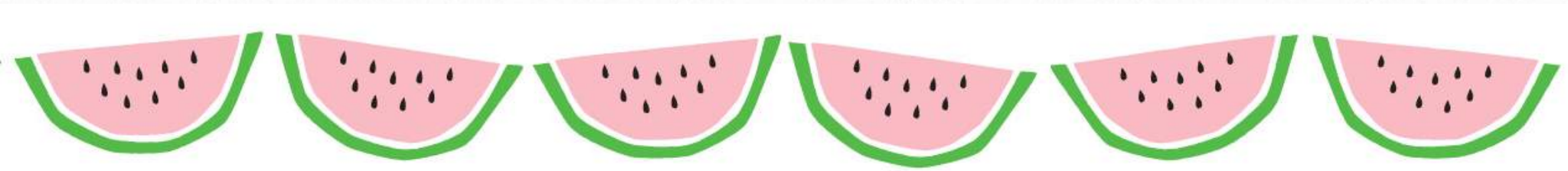




Addendum

Specific Craft Directions
with Photos





Giant Tissue Letters

Supplies:

- White Foam Board (use 1/2 the board for each letter)
- Multi-colored tissue paper
- Glue
- Pencils
- Giant Wooden or stencil Letters
- Scissors
- Exacto Knife

Use Exacto knife to cut the foam board in half.

Trace the outline of the first letter of each girls' name onto foam and cut out with Exacto knife.

Cut tissue papers into 1 1/2 inch squares -tons of them!

Put dots of glue all over one section of the letter - enough so that it won't dry out before you get to it. Do one section at a time.

Wrap one square of tissue paper around the end of a pencil eraser and press that down onto a dot of glue.

Repeat this process over and over until desired fullness is achieved.

Tip: We purchased jumbo wooden letters from the craft store and carefully traced them onto the foam and then returned them.

Note: This is a great project to work on for a chunk of time every day because it takes time. The girls loved listening to some fun music and chatting while working. It's darling when complete and a nice craft to display in their room.



Mermaid Tails

Supplies:

- Turquoise Felt Fabric (1/3 yard per camper)
- Safety Pins
- Turquoise Tulle (1-2 bolts based on number of campers)
- Aleene's Craft Glue
- Sequins
- Fabrics scraps and other embellishments



Cut out a mermaid tail shape for each girl.

Cut two pieces of turquoise tulle (18 inches each) and attach one to the top of each side of the tail with a safety pin. This will be used to tie the tail around the girls' waists.

Let the girls decorate the tail with sequins, or anything else you have. We cut scraps of fabric into little squares and they enjoyed making designs with them.



Helpful Hint

Use Aleene's fabric glue for this craft or the embellishments won't adhere to the fabric.

Popsicle Stick Fairies

Supplies:

- Wire butterflies (Sold 3 for a \$1 at Dollar Tree)
- Popsicle Sticks
- Yarn for hair
- Paper circles for faces
- Markers
- Glue
- Flowers off Hawaiian lei taken apart or leftover fabric/paper scraps

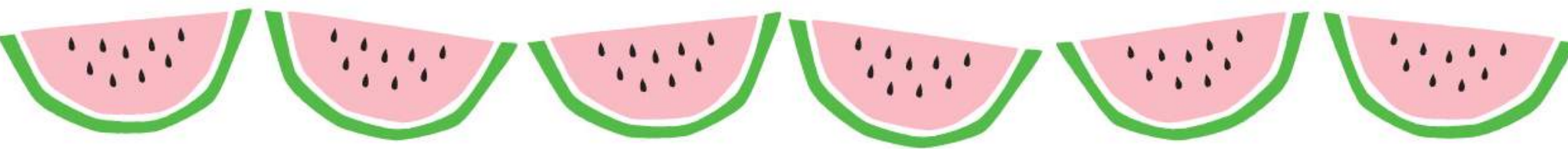
Glue a popsicle stick on top of a butterfly. The stick will be the body and the butterfly will create the fairy wings.

Cut out circles about 1 1/2" in diameter to use for the faces. Have the kids draw the fairy face on the circle with marker and THEN glue on to the top of the popsicle stick.

Use yarn to make hair for the fairies. You can even make hair braids by braiding the yarn and gluing them on.

Next, make a dress for the fairy using the Hawaiian flowers or leftover fabric scraps. You could even use scrapbook paper for the dresses.





For more on Kristen's paper books for teens and to stay in the loop about future parenting teens eBooks be sure to subscribe to Kristen's mailing list at www.kristenhatton.com

