

I'm excited to see all the amazing staff, volunteers, and campers that make camp such an amazing, special place.
- "BONESAW," SUMMER STAFFER



Spring 2024

DEAR SUMMER...

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Dear Lakeview Family,

Every year, in January and February, a magical transformation happens. While we always know that campers will come to camp in the summer, in January we get to visit many of our future campers as our program team leads chapels at all the Lutheran schools within a few hours of camp.

Then in February, thousands of campers actually sign up for camp and we get to see their names. The campers for whom we're working so hard planning and preparing for the summer transform from being hidden concepts to real names and faces.

The same transformation happens to us as Christians. Through Jesus, our faces are unveiled before God, and we are seen and known in Christ.

This transformation is a huge part of the power of camp for kids. Why do so many kids want to come to Lakeview each summer? While everyone loves all the crazy fun and exciting activities, I truly believe the draw of Lakeview goes much deeper. It's because we strive to focus everything we do on Christ.

In Jesus, a community is created at camp that truly cares about each and every person who comes to camp. Campers get the message loud and clear: "At camp, I can be myself. I don't have to put on fronts. I don't have to be concerned about the image I'm putting forward in my day-to-day life or on social media. I can be who God created me to be."

In other words, children learn that it can be cool to be a Christian and cool to be me. There's so much freedom in that knowledge, and we are excited to share that truth with another summer full of campers!

I pray that you enjoy reading this newsletter. Clearly, a lot can happen in a summer at Lakeview Ministries, and we can't wait to see what God will do in the lives of our staff and campers this year!

In Christ's love,
David Vanderkar, Executive Director

**"AND WE ALL, WITH UNVEILED FACE,
BEHOLDING THE GLORY OF THE LORD,
ARE BEING TRANSFORMED INTO THE
SAME IMAGE FROM ONE DEGREE OF
GLORY TO ANOTHER. FOR THIS COMES
FROM THE LORD WHO IS THE SPIRIT."
- 2 CORINTHIANS 3:18**



WHAT ARE YOU EXCITED FOR THIS SUMMER?

WE ASKED SOME OF OUR SUMMER STAFF, JUNIOR STAFF, AND CAMPERS WHAT THEY WERE LOOKING FORWARD TO ABOUT CAMP THIS SUMMER. HERE'S WHAT THEY HAD TO SAY!

I'm looking forward to the peace that comes from being outdoors. Having the opportunity to not only share Christ's light to the campers but to also see the gospel through them.

- "BLOOMZ", SUMMER STAFFER

I'm looking forward to the late-night campfires! I love getting the campers involved through singing and dancing. By the end of the week, they aren't shy and are showing God their best moves!

- ALEIA, JUNIOR STAFFER



I'm looking forward to continuing to grow in my faith and helping kids grow in their faith and trust in God.

- AUSTIN, JUNIOR STAFFER



Eating some marshmallows and even going down the water slide and play in the water. I want to play in the water that camp has, that's down below the donut church.

- JOEY, AGE 4



I am most excited to be in this place and praise God while having fun and being in community with others.

- "SWEEP", SUMMER STAFFER

I am looking forward to spending time with Christ-centered people, God's nature, and seeing the movement of God. Lakeview is a place where God is moving and in control and at the center; it impacts my life and everyone that sets foot here!

- "STAX", SUMMER STAFFER

I liked everything last year and it's going to be even better this year! Oh, the horses and zip lining too!

- KAITLYN, AGE 8



REGISTRATION: A LOOK BACK

The launch of registration has always been an exciting time as campers sign up for the summer and dream of warmer days. We thought it'd be fun to look back at some of our memories about the process and all the ways it has changed over the years.

THE EARLY YEARS

Before our Pathways of Promise campaign in 1997, registrations would trickle in through the winter season with little stress and even less urgency. But between 1997 and 2004, registrations tripled in size, growing from 600 to 1500 campers during that timeframe. This rapid growth led to massive wait lists, with 20-30 kids per session hoping for a single spot.

FEBRUARY 1ST DATE INTRODUCED

This increase in campers meant we needed to develop new procedures to keep registration fair for everyone, with equal opportunity to get into a session. So we made a rule in 2007 that all registrations postmarked on February 1st would receive equal priority in the initial session sorting. Send your registration in too early? You'd be bumped back. Send it in too late? Same deal. During these years, families hit the road on February 1st to hand-deliver their registrations for fear they would get lost in the mail.

ONLINE REGISTRATION

In 2016, we made the switch from paper registrations to an online system. While this switch was necessary and brought a lot of needed upgrades to our registration process, it also led to all sorts of "fun" technological hiccups to navigate. The most memorable was probably in 2021 when so many families logged on to the

registration system that it crashed completely, not just for Lakeview, but for every single camp across the nation that uses CampWise to register. We had to cancel the registration opening and try again the next day.

PRE-REGISTRATION

The stress of a first-come, first-serve process are what led to our latest change in the registration process, switching to the Pre-Registration process we instituted last year and are continuing today. In a lot of ways, this Pre-Registration process is basically the online version of the paper postmark system we established back in 2007, where everyone who pre-registers has an equal chance of being sorted into a session that works for them.

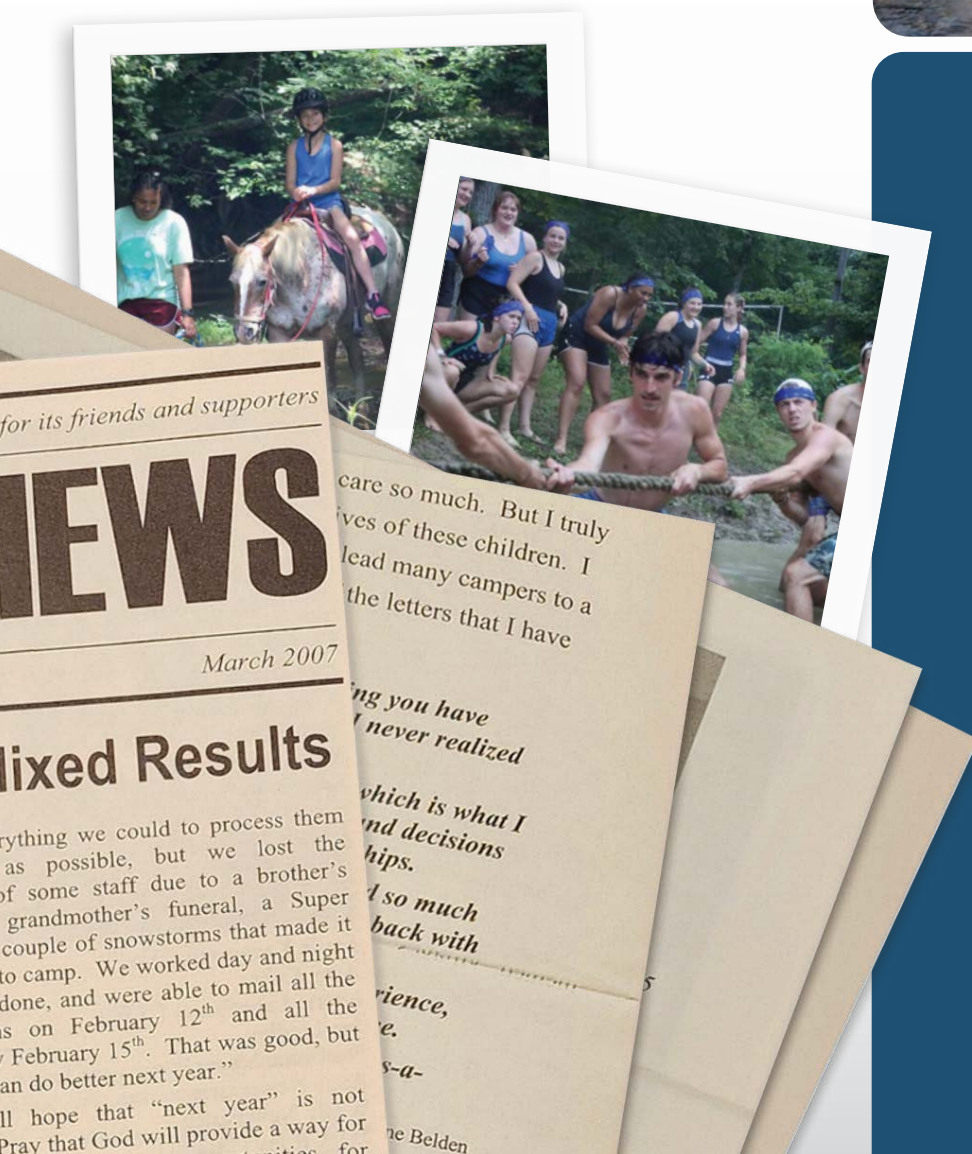
When it comes to our registration process, whatever comes next, we're always so grateful for the graciousness shown to us by our camp families as they navigate registration with us. Here's to the next 60 years of successful registration launches!



THE YEAR WE CRASHED THE INTERNET

On February 1, 2021, when we caused a system wide crash of the registration software, this was the notice sent by CampWise to all the camps affected by the outage:

“Today, there was one Campwise customer who has a large volume of registrations on opening day. The high level of volume combined with the way we implemented the enhancement created a lock issue within the database server. When the database server experiences such an issue all Campwise usage is affected. For that reason, we made the difficult decision to take online registration down while we corrected the issue.”



REGISTRATION LAUNCH RECAP

The start of registration got off to an awesome start this year. Here are how things are looking as we head into March!

- **1597** - Number of campers who signed up during Pre-Registration
- **100%** - Percentage of campers we were able to sort into a session
- **4** - Number of sessions that filled completely during Pre-Registration
- **503** - Remaining spots left for the summer

As you can see, we still have plenty of spots remaining for the summer, so invite your friends and neighbors to check out camp! Go to **lakeview.camp/fullness** to see exactly which sessions have spots remaining for the summer.

MAKING CAMP AVAILABLE

An experience at camp has the power to change a life. That's something we firmly believe, and it leads to something else we're passionate about – that camp should be available for all kids and families, regardless of their financial circumstances.

Looking ahead to this year, we anticipate an increased number of people needing help paying for camp. Costs are rising, and paychecks aren't necessarily keeping pace. We've also had to raise our camp fees as costs have increased for us, too. So we thought it would be a great time to talk through all the different ways we strive—with the help of gracious supporters—to make camp a place that anyone can afford to attend.

TIERED PRICING: A STARTING POINT

Tiered pricing gives families the ability to choose between three different pricing levels when paying for camp. Tier A most closely matches the true cost of camp, while Tiers B and C are subsidized by donors to cover costs. There is no difference in the camp experience regardless of the tier you choose for your camper. When families voluntarily choose to pay the more expensive Tier A or B prices, it helps stretch our donations further to help other families in need. Since we introduced tiered pricing, over 50% of our families have chosen to pay the higher prices, which truly speaks to the heart of the Lakeview family and its desire to see as many kids as possible come to camp each summer.

CAMPERSHIPS

Camperships are scholarships awarded to help pay for the cost of camp. The **Lakeview Foundation** generously provides a set amount each year for camperships, using money from funds set up for the purpose. One is the Schneider fund, created in honor of Jim Schneider, a long-time supporter of camp. Another is the Rummele fund, created to honor the memory of **Arthur Rummele**, a Lakeview camper who passed away. The final fund is the Tom (Digger) Franke Campership Fund, created in honor of **Digger** for his many years serving at camp.

In addition to the funds provided through the Lakeview Foundation, many people donate each year to assist with our campership fund. This is very helpful in ensuring we don't run short when

awarding camperships to people requesting help. **Last year alone, we awarded \$16,750 in campership money to 67 different campers over the course of the summer!**

DONATIONS

In addition to campership-focused donations, regular donations also help a ton in making camp affordable! ANY donation helps cover the gap between the true cost of camp and what we collect through registration fees. The more robust our donor support, the more flexibility we have in reducing fees for camp. We are so grateful for our Lakeview Partners (those who give \$100+ in a year) and the blessing they provide to so many campers by allowing us to charge less than the true cost of camp while still keeping the lights on!

Do You Want To Help?

This year the true cost for a single camper to attend a week of camp is \$675. If you'd like to help provide the life-changing experience of camp to all children, simply follow the steps below:

1. Go to [LAKEVIEW.CAMP/GIVE](https://www.lakeviewcamp.com/give)
2. Click the "Give to Camp" button
3. Choose "Camperships" in the drop-down CAMPAIGN section

You can also send a check to the camp office and make a note on the check that you would like it to be designated for "Camperships."

LE FOR EVERYONE





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RETURN SERVICE REQUESTED

BECOME A LAKEVIEW PARTNER!

As we continue forward in 2024, we want to invite you to become a Lakeview Partner this year!

Did you know that we could never accomplish all that God has called us to do here at Lakeview Ministries without our Lakeview Partners? These generous people allow us to keep our prices down, offer camperships, and make Lakeview a place for EVERYONE.

To become a Lakeview Partner, simply make a donation of \$100 or more to camp. And to all our current (and future) Lakeview Partners, make sure to mark **July 20-21st** down on your calendars, when we'll host our annual Celebration Weekend for all our Lakeview Partners. It's a great chance for you to come to camp with your family to enjoy fun, food, and fellowship.

If you're not yet a Partner, this could be your year! Consider joining us as we spread the love of Jesus to everyone who comes to camp.

LAKEVIEW.CAMP/GIVE

