

Event Promotional Brief for Special Needs Family Camp 2026

April 24-26, 2026

Campaign Overview

The Special Needs Family Camp is a weekend designed for families including an individual of any age who has a physical or intellectual disability. The families will get to experience a taste of our youth summer camps with the flexibility and accommodations needed for their families. Because the target audience for this event is primarily WELS individuals in the South Central District, we will rely heavily on our SCD WELS congregations to disseminate information.

We will create a variety of graphics that can be printed and either displayed publicly or distributed in mailboxes. We will also include digital graphics that can be used in church announcement slideshows or weekly church newsletters.

We will also promote this event via social media posts and events. However, due to the specificity of our audience, we will not utilize Facebook, Instagram, or Google ads. We will use our Facebook event page and email to communicate with the attendees.

Long Range Prep, March 6, 2026

- ☐ Write blurbs
- ☐ Create graphics
 - ☐ Flyer 8.5"x11"
 - ☐ Poster 11"x17"
 - ☐ Powerpoint Slide 1920px x 1080px
 - ☐ Social Posts 1080px x 1080px
 - ☐ Social Posts 1920px x 1080px
 - ☐ Facebook Event Banner 1920px x 1080px
 - ☐ T-Shirt design
- ☐ Add to public calendar
- ☐ Update dedicated portion of Events page
 - ☐ Embed an email sign-up with dropdown selector: 1) Sign up for a reminder OR 2) Sign up for monthly email newsletters
- ☐ Create Facebook Event
- ☐ Email flyer, poster, and Powerpoint graphics to congregations in the South Central District

Mid-Range Prep, April 1, 2026

- ☐ Start ramping up internal communication
 - ☐ Include in monthly newsletter with:
 - ☐ Donation/volunteer ask

- ☐ *Encouragement to invite friends/spread the word*
- ☐ Start ramping up external communication
 - ☐ Make weekly social media posts
 - ☐ Start Google Ads

Last-Minute Prep, April 17–24, 2026

- ☐ Send/schedule week-of reminder email to entire applicable list
- ☐ Daily posts detailing behind the scenes prep
 - ☐ On Instagram stories
 - ☐ On main Facebook page
 - ☐ In “Discussion” on Facebook Event
- ☐ Multiple posts day-of detailing behind-the-scenes prep and setup
 - ☐ On Instagram stories
 - ☐ On main Facebook page
 - ☐ In “Discussion” on Facebook Event
- ☐ Dedicate a picture-taker and shared folder for photos during the event