



GRIT Camp Community Outreach Guide

For Hosts



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Local marketing can give a GRIT Camp more traction and strengthen some of the relationships in your community. More community involvement and reporting can make a GRIT Camp even better, and sponsorships can help offset some of the costs of a GRIT Camp.

This guide will share some marketing and outreach strategies before, during, and after your GRIT Camp to lift up those in your community and share the joy a GRIT Camp has to offer. It will also share how to seek out media coverage and invite local leaders to your camp.

FAQ: Who should I reach out to in my community?

- ★ Schools
- ★ Chamber of commerce
- ★ Local leaders
- ★ Radio stations
- ★ Television
- ★ Newspaper
- ★ Businesses

Pre-Camp: Community Outreach & Marketing

When a Host chooses to hold a GRIT Camp, they send a message that their organization is investing in the community. To get the most out of this, consider speaking with local community groups, leadership, and media outlets **as soon as you have a camp date**.

Anytime you approach an organization, talk about the benefits of hosting a GRIT Camp for the community (or the business) to make the collaboration seem like a win-win:

- Exposing students to new skills and career opportunities
- Building relationships between tradespeople and the public
- Positive publicity for sponsors and other organizations involved
- Social media shoutouts, logos, and signage featured

You may also consider going a step further and contacting your local news organizations or local leaders.

Inviting Community Leaders

In some cases, you may decide to try to invite community leaders, such as members of your city council (including the mayor) or your county commissioner. Plan to invite leaders **at least 4–8 weeks in advance** of the GRIT Camp.

Your official city or county website (e.g., dc.gov, clermontfl.gov, capemaycountynj.gov, etc.) will usually have a way for you to contact your local officials. Each website will be different, but you will generally have one of the following options:

- Email or call them using the directory contact information to invite them
- Fill out a schedule request form (common for mayors of large cities)

FAQ: How can I describe a GRIT Camp to people in my community, including community leaders and officials?

- ★ Local students learn carpentry, electrical, and plumbing skills
- ★ Students learn the science behind the skilled trades
- ★ Local tradespeople serve as mentors to help those students bring a set of plans to life
- ★ The students do all the problem-solving and have their hands on the tools
- ★ Students learn about career opportunities from real professionals while they learn

A good invitation will include the following information about your GRIT Camp (and the mayor's expected role):

- Date, time, and location of the GRIT Camp
- Host details and contact information
- The mayor's expected role (e.g., as a speaker, attend-only, etc.)
- Event type (community event)
- Policy issues addressed by the GRIT Camp (education, jobs/workforce, etc.)
- Media coverage (if expected)
- RSVP date

If you manage to get a community leader or elected official to attend your event, that's great! Be sure to work with their teams (and thank them for their willingness to show up and support the GRIT Camp).

How to Write a Press Release

Plan to give media outlets **4–6 weeks' notice** before your GRIT Camp.

We have an example at the back, as well as a **GRIT Camp Press Release Template**, but the basics are as follows:

- **FOR IMMEDIATE RELEASE** at the top left
- **Contact Information** at the top right
- **Headline:** [HOST] Announces [EVENT]
- **[Optional] Sub-head:** *[details about camp activities]*
- **First paragraph (the lede):** Who, When, Where, What, Why
 - **Who:** Host company, Mentors
 - **When:** Host's camp date
 - **Where:** Camp facility
 - **What:** Teaching children and teens in the community about trade skills
 - **Why:** Teaching trade skills, promoting discovery and critical thinking, introducing career opportunities
- **Quote:** Direct quote from Host or other spokesperson about the event
- **Supporting detail:** More paragraphs detailing the camp (individual activities, lunch, Mentors involved, etc.)
- **Call to action:** How interested parties can get involved or learn more (e.g., instructions to reach the Host by email)
- **END** at the lower left
- **###** at the lower left

Where to Submit Press Releases

Many local newspapers will have online submission forms on their websites. Otherwise, you may choose to reach out to specific anchors or journalists directly, especially if their area of expertise is in community involvement or education.

Submit contact information as needed and include your press release as an attachment. If the outlet has specific guidelines, be sure to adhere to those.

Pre-Camp Outreach: Social Media

Social media is a great tool to help you spread the word about your camp! It also gives you an opportunity to tag sponsors, partners, and other people involved to share your appreciation.

As the Host, promoting your GRIT Camp on your own company's page is a great start. Here are some things to include in your post when you announce the camp on your company's page:

- Hands-on experience
- Learning real trade skills
- Electrical, plumbing, HVAC, and carpentry
- Images of past GRIT Camps
- Mentorship with real tradespeople
- Registration is limited (and free)
- Free lunch

GRIT gives Hosts custom flyers. You may consider posting that flyer as an image.

Begin Student recruitment 6–8 weeks before camp and make multiple posts as needed. Close registration 2 weeks before camp, including waitlist additions, to allow time for participant badges and Student materials.

Local Community Facebook Groups

Hosts can get a lot of value by posting in their area's local community Facebook groups.

Here are some local groups to consider:

- Your city's specific group
- "Word of Mouth" groups
- "Things to do in [city]" groups

Many of these groups are public and draw a wide audience. If there are other private groups, such as homeschool groups or local parenting ones, try reaching out to their admins, sharing a bit about the camp, and asking if they'll spread the word.

Try to avoid the following groups:

- Groups centered on specific local issues (e.g., local government, construction, development, etc.)
- Buy/sell groups
- Political groups

TIP: Anytime you post in a community Facebook group, keep these things in mind:

- ★ Read the group's rules in the "About" section of the group's page before posting
- ★ Respect rules for self-promotion only on specific days, if applicable
- ★ Follow the group's rules when engaging with commenters
- ★ Follow the group's rules for creating events within the group

Even if some of these have a solid local reach, they tend to limit discussion to specific topics. Advertising in these groups is likely to be against the rules and not particularly helpful.

Camp-Day Marketing: Photography

Before the camp begins, consider taking some site photos, such as of staged materials, Stations, and the badge collection. Posting these on social media before the camp lets everyone who follows you know what you will be doing that day. They'll be excited to see what happens!

Unless the Host is going around and filming social media stories, there probably won't be a ton of marketing during the camp itself. However, the best thing to do is have someone take digital photos throughout the day.

Good photos and videos tell a story about how the Host has managed to bring people together to share and build skilled trade knowledge.

Look at the examples on this page. You see Students smiling, engaged, and having a good time learning with their Mentors.

TIP: Here are some of the best shots you can get at a GRIT Camp

- ★ Students doing exciting work
- ★ Students and Mentors eating a sponsored lunch
- ★ Students and Mentors using tools donated by sponsors
- ★ Students working in front of a sponsor's logo
- ★ Students smiling and looking like they're having a good time
- ★ Mentors engaging positively with the Students
- ★ Group photos



Post-Camp Outreach

Immediately after the camp, send a formal thank-you note to everyone who made an appearance at the GRIT Camp or otherwise coordinated with you to help make it happen.

Then, you can send them relevant photos, tag them in a thank-you post on social media, or give them special thanks in your GRIT Camp recaps!

Making Effective Camp Recaps

A camp recap reel can condense the entire GRIT Camp's story—the skills learned, connections made, and joy shared—into about a minute. Video clips, text on the screen, and sound all contribute to a good camp recap.

Choosing Video Clips

Here are some things to keep in mind when choosing clips to include:

- Show as many different Student & Mentor groups as possible
- Show all the activities in some form
- Varied shot lengths are good—try to keep them between 2 and 10 seconds
- Show participants happy and/or focused

Below, you will find some stills from clips that were used to make a good GRIT Camp recap. Notice the teamwork and the Students' facial expressions.

TIP: Here are some examples of short clips to include in your GRIT Camp recap

- ★ Students solving a problem with a Mentor or teammate
- ★ Mentors praising Students when they do the work on their own
- ★ Students using sponsored objects
- ★ Students demonstrating safe work practices and having a good time
- ★ Short, complete answers to Student or Mentor interview questions



Sound

Sound can enhance a video, but it can also be distracting if not handled carefully. Here are some DOs and DON'Ts for using sound in your camp recap:

DO CONSIDER	AVOID
★ Using quiet music that you have permission to use ★ Including Student and Mentor interviews and letting them speak for themselves ★ Recording and editing a scripted voiceover (read by the Host or Education Lead) ★ Letting camp sounds speak for themselves (saws, torches, Students encouraging each other, etc.)	★ Using copyrighted music without permission ★ Using loud music over voiced clips ★ Inserting an unedited, disorganized voiceover into the recap

Voiceovers are best when they describe the purpose of the camp: teaching the youth trade skills and opening them up to career opportunities. Scripting these is just an option, but VO's should be edited and polished in your recap video:

- Remove “ums”
- Remove long, awkward silences

On-Screen Text and Imagery

On-screen text isn't required. It tends to be most effective when used sparingly or as closed captioning. It can still be effective if it:

- Succinctly describes the mission of the camp (e.g., “Investing in the future of the trades”)
- Directly relates to the activities and/or learning model (e.g., “Hands-on learning”)
- Thanks Mentors or sponsors by name

On-screen imagery worth including would be:

- Host company's logo
- GRIT Foundation logo
- Sponsor logos (within their guidelines)



Once you have a camp recap you're proud of, share it with the world! Tag or link the people and organizations who made it happen. If you want some tips for making the most of sponsorships, including post-camp, we recommend checking our **GRIT Camp Cost & Sponsorship Guide**.

Example Press Release — Illustrative Only

Below is an illustrative example, not an announcement of a scheduled event. Replace the camp details and confirm that the weekday matches the actual date before publishing. We also have a template where you can fill in your own unique quotes, but you may borrow some of the specific quotes from this example as well.

FOR IMMEDIATE RELEASE

Kalos Services Announces Skilled Trades Day Camp for Middle & High School Students

Teaching Clermont's students carpentry, pipefitting, and electrical skills to open them up to career opportunities in the skilled trades while they learn applied science

CLERMONT, Fla.—August 1st, 2026—Kalos Services, a Clermont-based air conditioning, refrigeration, electrical, plumbing, and construction company, today announced that it will be hosting a skilled trades youth camp at its facility on 236 Hatteras Avenue on Sunday, October 4th, 2026. At this day camp, middle and high school students will use blueprints and guidance from mentors to learn carpentry, plumbing, and electrical skills, opening them up to career opportunities in our society's most essential roles, promoting self-sufficiency in their own homes, and teaching them applied science in the skilled trades.

"We're excited to partner with the GRIT Foundation to host a GRIT Camp. These camps are great ways to teach the youth about opportunities in the skilled trades and connect them with mentors who have skilled trades careers," said a spokesperson from Kalos Services. "The mentors are really just there to guide them. The students learn all the skills themselves, hold the tools, make the decisions, and get to see how great it is to work with their hands."

Mentors have all passed a background check and are specifically trained for the camp. Mentors include HVAC technicians, plumbers, and electricians from Kalos Services and other local contractors, including ABC Air Conditioning, XYZ Plumbing, and 1234 Electrical. "The local skilled trades community response has been overwhelming. The mentors are excited to share what they know and help young people possibly walk down the same path they did," the spokesperson added.

The GRIT Camp will take place from 9:30 AM to 3:30 PM on Sunday, October 4th, 2026. Lunch and all safety equipment will be provided, and students will take home a customized build. Space is limited to 16 students, and registration closes 2 weeks before camp. Registration and sponsorship opportunities are open.

To learn more about the upcoming GRIT Camp at Kalos Services, sponsor the event, or register your child, please email leilani@kalosflorida.com.

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