EMAIL OUTREACH TEMPLATE

START THE CONVERSATION

Use this email to start the conversation with your camp.

Dear Camp Director/Camp Leadership Team,

I hope you are doing well.

As our family prepares for the upcoming camp season, we are spending a little time learning more about the safety practices camps use to support both campers and staff.

Recently, we came across The Safety Navigator, a nonprofit initiative that works alongside camps to provide practical safety resources such as risk assessment tools, emergency action planning guidance, and expert support for camp teams. The platform is free for all camps, with hundreds of camp staff already using its resources.

As parents, initiatives like this help provide additional transparency and confidence when evaluating camp programs. We are simply trying to better understand how camps approach safety planning and continuous improvement.

If you're open to sharing, we would love to learn:

- Whether [Camp name] is currently part of The Safety Navigator community
- Whether your team uses any tools or frameworks for safety planning that you could share, such as completing risk assessments or having a documented Emergency Action Plan
- How your team approaches continuous improvement around safety, preparedness, and staff training

If it's easier, we would also be happy to schedule a short call to learn more about how your team approaches safety at camp, or alternatively, we can send a list of questions through email.

Please know this question comes from a place of appreciation for the work you do every day to create a safe and positive environment for our children.

Thank you for taking the time to share more about your approach. We are grateful for the leadership you provide to the camp community.

Warm regards,
[Parent name]
[Child/Camper Name(s), if desired]