

# Take Your Camp Search to the *Next Level*

summer 365

Your complete guide to camp tours and rookie days — because finding the right fit is everything.

## YOUR EXPERT CAMP ADVISORS

### Why Camp Visits Matter

We always recommend visiting camp while it's in session, ideally the summer before you plan to enroll. There's simply no better way to experience a camp's unique culture and philosophy firsthand — and to involve your child in the process.

#### ▲ See camp life in action

Observe the energy, spirit, and day-to-day vibe firsthand.

#### 🏠 Explore the facilities

Get a lay of the land and visualize where your child will eat, sleep, and play.

#### 🗣️ Meet the leadership

Speak with Directors and key staff to ask questions and connect personally.

*"Kids are incredibly visual learners. When they walk the grounds, peek into bunks, and see campers in action, it helps them get it. And if you're choosing between multiple options, touring can be a game-changer — we believe the right camp is often as much about gut feeling as it is about logistics."*

## Summer 365 Pro Tips

### ★ OUR RECOMMENDATION

**Visit 2–4 camps.** This is the sweet spot — enough for solid comparison, not so many that the experiences blur together. More is not necessarily more.

We also know how precious summer weekends are. Our goal is to help you be **intentional and strategic** — see enough to make a confident decision without giving up half your summer to tours.

When possible, compare apples to apples: do the same type of visit (all tours or all rookie days) at each camp for the clearest comparison.

## Tours: What You Need to Know



### Traditional Camp Tours

1.5–2 hours · In-session visits

Tours offer a close-up look at life at camp while it's in session. You'll walk the grounds, meet staff and campers, and get a feel for the program, facilities, and daily rhythm. Most importantly, you'll connect with Directors or leadership and gain insight into the camp's philosophy and values.

*We always say: camps are run from the top down. The leadership sets the tone for everything — meeting them in person is key.*

- ✓ Book early — popular weekend slots fill up fast starting late winter/early spring. Arrange accommodations if traveling.
- ✓ You can typically fit 2 camps per day — one in the morning, one in the afternoon.
- ✓ Some camps separate parents and campers for part of the tour. Let us know if your child may not be comfortable with this.
- ✓ Ask in advance if your child should bring a bathing suit — some camps include activities for prospective campers.
- ✓ Many camps offer early enrollment perks for touring families.
- ✓ If possible, leave younger siblings (under 5) at home so you and your camper can focus on the experience.

## Rookie Days: What You Need to Know



### Rookie Day Experiences

Immersive · Day or overnight programs

Some camps offer Rookie experiences designed to give prospective campers a real taste of camp life — fun, immersive, and sometimes including an overnight stay. Here's how it typically unfolds:

- 1 Parents and children **arrive together** and begin the day as a family.
- 2 Kids **split off** for a power-packed schedule of activities with other prospective campers.
- 3 Parents receive a **full campus tour**, meet staff, and speak directly with Directors.
- 4 Parents **head out** to enjoy nearby lunch spots or local attractions while kids soak it all in.
- 5 For overnight programs, camps often provide one-way transport; **parents return for pickup** and a tour the next day.

#### CLEAR FRONTRUNNER?

Great for comparing one or two top choices in a deeper, more immersive way.

#### MIX & MATCH

Some families do one Rookie Day and tour other camps in traditional format.

#### TRY IT ON

Others do a Rookie Day after falling in love during a regular tour — a fun way for kids to experience camp for real.

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*Not Sure Which Format  
is **Right for Your Family?***

We're here to help you find the right fit — whether that's a traditional tour, a Rookie Day, or simply a conversation about what matters most to your family.

Our advisors have visited hundreds of camps and know the questions to ask, the details to look for, and how to read the gut feeling that makes all the difference.

ASK US ANYTHING

*"The summer of a lifetime starts here."*

Summer 365 · The most trusted camp and summer program advisors.