

2025 NAD Camp Evangelism Trends

Final Report – Explanations

This document corresponds to the 2025 NAD Camp Evangelism Trends Report.

NAD Summer Camp Evangelism – Ministry that happens in the summer and is facilitated by college students, young adults, and some upper-grade secondary education students.



We have 58 facilities that run Summer Camp Ministry (overnight residence camps). For 2025 we received 55 reports.

1. **Box 2** – We hired 3,342 Summer Camp Staff NAD-wide.
 - a. These are predominantly college students with some upper-grade academy students. Notice that in 2019 (pre-pandemic) we hired 3,496, and 2025 we hired 2,782 students.
 - b. We are about 150 staff less than 2019 pre-pandemic number of individuals, and we praise God!
 - c. This is the biggest factor in how many campers we can minister too because camps must limit camper attendance based on staff/camper supervision ratios. We NEED more summer camp staff!
2. **Box 3** – We had 23,468 summer campers and family campers. Compared to 2019 when our camps were full at 30,846, we are 7,378 campers less.
 - a. Again, we NEED more collegiate summer camp staff! They are the inspiration and power of camp ministry!
3. **Box 4** – Decision Cards – These are hardcopy cards that are intentionally given to pastors and local church leaders to be followed-up with campers when they return home.
 - a. All decisions and baptisms are intended to be followed up with parents and campers by their local church leaders.
 - b. Every camp develops the items for decisions on their cards (Accept Jesus, Bible Studies, Community Outreach, Baptism ...).

Day Camp Evangelism – most of these camps are traveling camps that are hosted at churches around their conference.

4. **Box 5** – We see a drop in Day Camp Staff hired but an increase in Volunteer Staff.
 - a. We hired 63 Day Camp Staff NAD-wide. That is a drop of 136 staff from last year!
 - b. Summer Volunteers increase to 110 this year from 87 last year.
 - c. Overall we had 175 total Day Camp staff to manage adult/minor supervision ratios
5. **Box 6** – Day Campers & Decisions for Jesus
 - a. We had an increase in Day Campers overall at 1,210 which was an increase of 133 campers.
 - b. Decision Cards & Baptisms – Again, these are hardcopy cards that are intentionally given to pastors and church leaders for follow-up.
6. Huge potential for Day Camp growth by local pastors and principles, and we are working to find and support Church and School-sponsored Day Camps
 - a. We believe that there are more Day Camps being held by Adventist schools and churches throughout the NAD, but we have not been able to connect with them for this report.
 - b. We have a *Day Camp Handbook* that is used as a guide for developing Day Camps, available at AdventSource. [NAD Day Camp Handbook](#)

- c. Note: Day Camps are not VBS on steroids. Rather, Day Camps are ran by upper grade academy and college students – and the energy and influence by these staff makes a huge evangelistic impact on campers.

Year-Around Camp Evangelism – This includes Camps, Conference Centers, and Retreat Center facilities where ministry happens throughout the year. (This does not mean they run for a full 12 months since many facilities must close in the winter months.)

We know of 60 facilities NAD-wide, and we received 42 reports for 2025. Note: these are all sacred places where our people make life-long commitments to God and decisions for Jesus. Many of these “holy grounds” have been miraculously provided or gifted to our conferences for ministry and are highly valued and deeply treasured.

7. **Box 7 – 834 Total Staff (Hired & Volunteer) reported** – these are our amazing laypeople who are committed to ministry!
 - a. This year 323 Hired Staff were reported – This is drop compared to recent years. conference-employees who sacrificially serve our people 24/7 week after week. We know we have more staff based on the 60 facilities NAD-wide.
 - i. Many are under-appreciated and under-paid for the work they do to make ministry happen. And many of them are not building equity in a home of their own because they live onsite. AMAZING commitment to evangelism! (Reference NAD Working Policy, Guidelines - Appendix, Camp Wage Scale Guidelines)
 - b. This year 511 Volunteer Staff were reported – Our Onsite Staff need more volunteers to help in support of Facilities Ministry! We are thankful to all who volunteer at our camps!
8. **Box 8 – 1,423 Total Church & Conference Groups.**
 - a. Adventist User Groups – These churches and families who use our facilities continuously for their spiritual retreats and leadership weekends. Thankfully, we have our facilities available and affordable for our churches!
 - b. Outdoor Schools & Conference Department Events – Adventist Education outdoor schools and Conference Department events are constantly booked at our facilities. Many are in beautiful nature settings, and they are affordable for our ministries.
9. **Box 9 – 1,747 Total User Groups** – These are the totals of: Church & Conference Groups (Box 8), Non-Adventist Groups, and Conf Camp Meetings.
 - a. 386 Non-Adventist User Groups – many of our facilities are rented for a weekend retreat or event by these groups, and it gives our staff and volunteers evangelistic opportunities to showcase Adventism in ways that never happen in a local church. The love of Jesus, and the respect and care shared is profound and inspiring to our guests!
 - b. 33 Camp Meetings – Wow! Again, these grounds are sacred spaces where decisions for Christ and many being baptized (317 reported) are common and can easily be taken for granted. Thanks to our staff and volunteers, camp meetings happen year after year!
 - c. 182,834 Total Guests – Wow! That is a lot of people we are impacting for God! And this is a low guestimate because how can we accurately count all the camp meeting attendees? Again, our Hired Staff and Volunteers ARE amazing! It is because of them that we have the facilities to do ministry 24/7/365!
 - d. 191 Construction & Maintenance Projects – our facilities need continuous maintenance and care, especially those that are remote and seasonal. It is often that our people do not realize the needs we have to maintain our properties, and it takes strong visionary conference leaders, with good support from their constituents, with donors, to keep our properties and facilities in top shape for the work of ministry and evangelism. A huge thanks to Maranatha Volunteers International who did projects at 8 camps and retreat centers to help maintain and care for our “holy places and sacred spaces!”