

**Camp Lincoln-Camp Lake Hubert is 100 years old** Help us spread the news!

Camp Lincoln-Camp Lake Hubert campers and counselors have done a lot of amazing things, and we want to tell everyone about it. We know there are dozens of wonderful stories to share, and we need your help uncovering them. Telling stories of great people and grand actions is one of the best ways to let others truly know about Camp Lincoln-Camp Lake Hubert, to attract more families and youth to the Camp experience and to reiterate how campers and alumni live Camp values everyday.

Do you have a story idea that we should know about? Maybe you know of a camper or counselor who deserves to be recognized? Please tell us about these stories!

In celebration of the Camps 100-year anniversary, we're going to tell these unique and compelling stories with both internal and external audiences. What makes it into the news is never guaranteed, but the more we work to tell stories that will spark the interest of our audiences, the better the chances are of seeing your stories in your local paper.

**What makes a good story?** The key to telling stories people care about is to make sure they are newsworthy. We want stories that are noteworthy, really interesting, really good or something you think people have to know about because it is that exceptional.

To help you think about what makes a good story, here are some examples that could result in media coverage. We want stories of current or alumni campers or counselors that have:

- Done something amazing or out of the ordinary with the skills they learned at camp.
- Touched the lives of many people in a unique way and can attribute their actions to the camp experience.
- Done something to “change the world” or to “change a life” using camp values and skills.
- Used their camp learnings in a way that has made a positive impact on hundreds of people.
- Overcome challenging situations and used the lessons from camp experience to make a positive impact.
- Demonstrated camp leadership skills to inspire others to become great people.
- Come from an unconventional background and are passionate about the Camp experience.
- Been recognized inside and outside Camp for exceptional activities.
- Launched activities that highlight the values demonstrated at Camp Lincoln-Camp Lake Hubert.

## The Story

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Identifying news is just the start. To bring a story to life, make sure you can answer the following questions with compelling answers. Please provide as much detail as possible.

**Who** (Who are they? Who is affected by the actions?):

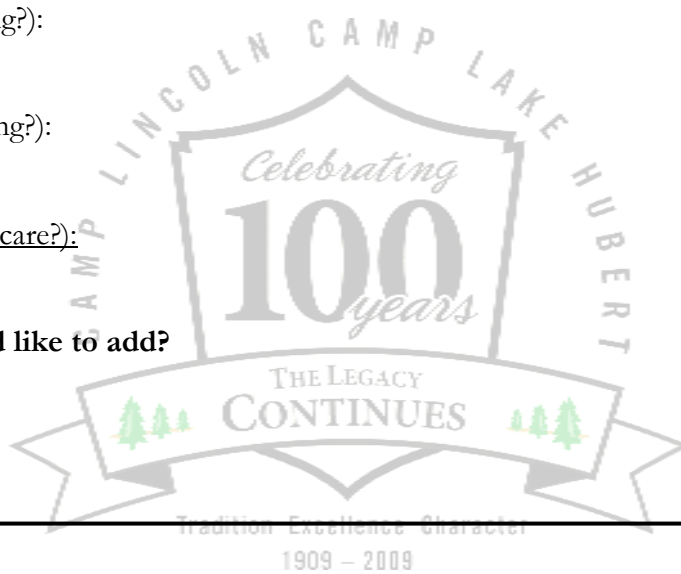
**What** (What did they do? What is happening?):

**When** (is it happening?):

**Where** (is it happening?):

**Why** (should people care?):

**Anything else you'd like to add?**



Thank you for sharing!

**Your name:**

**Your phone number and email address:**

Please submit this form and direct any questions or ideas to Jenna Campbell at [Jenna@lincoln-lakehubert.com](mailto:Jenna@lincoln-lakehubert.com).