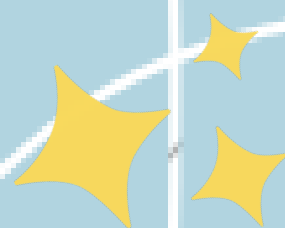




champion camp



SMM CAMPAIGN

CHAMPION CAMP

THEME



EXODUS 17:8-15

MAIN VERSE (EXODUS 17:14-15)

14 AFTER THE VICTORY, THE LORD INSTRUCTED MOSES, “WRITE THIS DOWN ON A SCROLL AS A PERMANENT REMINDER, AND READ IT ALOUD TO JOSHUA: I WILL ERASE THE MEMORY OF AMALEK FROM UNDER HEAVEN.” 15 MOSES BUILT AN ALTAR THERE AND NAMED IT YAHWEH-NISSI (WHICH MEANS “THE LORD IS MY BANNER”).

vision

**FLAGS FOR EACH LG, THE GOALS THE DREAMS TO SEE
WRITTEN ON THE FLAGS. HAVE YOUR FLAGS WITH YOU IN
YOUR CHARGE, LET THE ENEMY KNOW YOU ARE COMING.**

- THE RAISING OF HANDS IS A PUBLIC ACTION**
- WE ARE GOING PUBLIC! (THIS IS OUR WAR CRY)**

objective

**TO EQUIP CAMPERS WITH THE CONFIDENCE AND KNOWLEDGE
THAT THEY NEED TO STAKE THE BANNER OF THE LORD IN THEIR
AREAS.**

(WORK, SCHOOLS, AND HOUSEHOLD)

**NURTURE INTENTIONAL ACTIONS AND STRONGER CONVICTION IN
CHASING AFTER GOD'S HEART. THE URGENCY AND BOLDNESS IN
CHARGING INTO THE BATTLEFIELD (WORK, SCHOOLS,
HOUSEHOLD) AS A CONGREGATION THAT IS UNITED BY THE SAME
LOVE FOR GOD AND HIS PEOPLE TO PROCLAIM THESE AREAS AS
GOD'S HOLY LAND.**

concept

THE MAIN FOCUS OF THIS CAMP IS TO RECLAIM THE PROMISED LAND OF THE LORD. TO **SANCTIFY ONESELF** AND THE AREAS THAT THEY HAVE BEEN CALLED INTO.

TO **FIND CONFIDENCE AND SANCTUARY** IN GOD TO RECEIVE THE BANNER OF THE LORD AND MARCH TO ENEMY TERRITORY WITH HANDS HELD HIGH IN VICTORY (PUBLIC ACTION). IGNITERS TO HAVE A **LION'S BRAVERY**, AND A **CRY OF A WAR EAGLE**, CHARGING INTO THE BATTLEGROUND FOR GOD'S KINGDOM.

THE VICTORY WON WILL BUILD A **NEW JERUSALEM**. IGNITERS WILL BRING FORTH THE BANNER OF THE LORD AND STAKE THE CLAIM OF VICTORY (PUBLIC ACTION) THAT GOD HAS PROMISED UNTO HIS PEOPLE.

DATES TO NOTE

REGISTRATION, PUBLICITY, SAVINGS! ETC.

IMPORTANT DATES:

- **SM Campaign:**

- 5th June **START ON 29/5 -4/6**

- Start momentum early

- Teaser (30 sec)

Show: 12 June **POST ON 5TH JUNE INSTEAD**

- **Prayer & Fast**

- Start: A week before
- 7 Days

- **Publicities:**

- 1st Publicity Show: 19 June

- 2nd Publicity Show: 26 June

- 3rd Publicity Show: 3 July

- **Registration:**

- Opens: 17 June

- Close: 26 June

66 TAKE NOTE!

SOCIAL MEDIA PUBLICITY

PRE-HYPE, COUNTDOWN, INFORM, ATTRACT & INSPIRE

TEAM



CJ

Erin

Joshie

Lyndon

David

Patricia

CONTENT ANGLE / MESSAGE

TO INSPIRE CONFIDENCE AND PRIDE IN STEPPING OUT TO DECLARE VICTORY OVER GOD'S PROMISED LANDS (SCHOOL/WORK/HOMES)

TO INSPIRE HOPE & RESILIENCE TO GO AFTER THEIR PROMISED LANDS

TO ENCOURAGE IGNITERS & FRIENDS TO COME TOGETHER FOR CAMP & ENCOUNTER GOD AND HIS PROMISES.

EXODUS 17:8-15

TO INSPIRE REFLECTION & EXPECTANCY FOR WHAT GOD CAN DO AND HOW GOD WILL MOVE THROUGH CAMP.

OBJECTIVES

ANSWERING:

WHY SHOULD I COME FOR CAMP?

- TO EXPERIENCE GOD DEEPER IN A CONGREGATIONAL & DEEPER SETTING.
- TO SEE HOW GOD WILL MOVE (INCITE EXPECTANCY)
- PERSONALLY ENCOUNTERING GOD WHEN I SET ASIDE 3 UNINTERRUPTED DAYS WITH HIM AND MY SPIRITUAL COMMUNITY.
- THAT WE ARE **STILL A RELENTLESS GENERATION** DESPITE THE PANDEMIC

WHAT CAN I EXPECT FROM CAMP?

**WHAT IS YOUR
UNCLAIMED
PROMISE LAND?**

CONTENT

PRE-HYPE, COUNTDOWN, INFORM, ATTRACT & INSPIRE

CONTENT FREQUENCY

3/ 4 TIMES A WEEK

(MAIN DAYS: MONDAY, WEDNESDAY & SATURDAY)

CONTENT 1 ----- PRE-HYPE

THE DECLARATION STARTS NOW

CONTENT:

IG REELS OF WAVING OF FLAGS IN PROCLAIMED PROMISED LANDS

PURPOSE:

TO INCITE CURIOSITY, KICK START THE CAMP HYPE

HOW:

3 VIDEOS FILMED AT THESE AREAS -->

- NGEE ANN POLY
- SINGAPORE POLY
- A SECONDARY SCHOOL?
- A HOME
- WORKPLACE?

FLAGS USED - PROPHETIC TURQUOISE AND YELLOW FLAG

CONTENT IC: CJ

EDIT IC: ERIN

CONTENT 2 ----- PRE-CAMP

TIME TO SAVE!

CONTENT:

LIGHT-HEARTED CONTENT TO GET IGNITERS SAVING FOR CAMP REGISTRATION

PURPOSE:

TO EXCITE

HOW:

RELATABLE MEMES WITH MONEY-SAVING CONTEXT

SIMPLE AND ENGAGING

CONTENT IC: DAVID

EDIT IC: CJ

Me forcing myself to save money and cook instead of eating out



CONTENT 3 ----- PRE&POST CAMP

VICTORIOUS TESTIMONIES

CONTENT:

PRE-CAMP - TESTIMONIES FROM THOSE WHO HAVE ALREADY CLAIMED THEIR VICTORIES IN WHERE THEY ARE

POST-CAMP - THOSE WHO CLAIMED NEW VICTORIES AFTER THE CAMP - HOW HAS CAMP HELPED THEM GAIN CONFIDENCE

PURPOSE:

TO INSPIRE CAMPERS TO START VISUALISING THEIR OWN VICTORIES

TO SHOWCASE HOW GOD MOVED THROUGH THE CAMPERS FROM THE CAMP

HOW:

PRE- CAMP: SHARE STORIES OF IGNITERS - VIDEO & TEXT

1 FROM WORK

1 FROM SCHOOL

1 FROM HOME

POST-CAMP: SHARE STORIES OF IGNITERS - VIDEO & TEXT

TBC

CONTENT IC: CJ&PATRICIA

EDIT IC: JOSHIE, LYNDON&DAVID

CONTENT 4 ----- PRE-CAMP

INSIGHT TO CAMP

CONTENT:

SNEAK PEAK TO WHAT CAMP WILL BRING

PURPOSE:

TO INCITE CURIOSITY, INSTIL COMPETITIVENESS BETWEEN CAMPERS

HOW:

SIMPLE LIGHT HEARTED VIDEO WITH:

"RECREATION HEADS

THEY WILL GIVE A SHORT INTRODUCTION TO WHAT THEIR SEGMENTS

MAYBE A 'HOW TO PLAY THE GAME' CONTENT

CONTENT IC: CJ

EDIT IC: ERIN/JOSHIE

CONTENT 5 ----- PRE-CAMP

TIME FOR CAMP!

PURPOSE:

TO GET PEOPLE REALLY READY FOR CAMP

HOW:

TOTAL OF POSTS:

1. WHAT'S IN MY CAMP BAG (POST)

WHATS IN MY CAMP BAG POST - SIMPLE NECESSITIES THAT IGNITERS NEED FOR CAMP - CAN INCLUDE FUNNY THINGS LIKE EG. EXTRA UNDERWEAR

CONTENT IC: CJ

EDIT IC: ERIN

CALENDAR

TIMELINE OF POSTS

WEEK 1 (29 MAY - 4 JUNE)
SUBTLE TEASING

THE DECLARATION STARTS NOW

WEEK 2 (5 JUNE - 11 JUNE)

WHAT IS HAPPENING & HOW TO SAVE!

TEASER POST (5TH JUNE, SUNDAY)

SERVICE PHOTOS (6TH JUNE, MONDAY)

**HOW TO SAVE POST (7/8 JUNE,
TUESDAY)**

**HOW TO SAVE POST (2) (10/11TH JUNE,
FRIDAY)**

WEEK 3 (12 JUNE - 18 JUNE)

REGISTER!!!! AND DO IT NOW

1.REGISTRATION POST (14TH JUNE, TUESDAY)

CONTENT: REGISTRATION ALERT

PURPOSE: TO ALERT IGNITERS OF THE UPCOMING REGISTRATION

2.PUBLICITY 1 (13TH JUNE, MONDAY)

(FROM MEDIA)

3. SERVICE PHOTOS (13TH JUNE, MONDAY)

CONTENT: DOODLES ON SERVICE PHOTOS (REFERENCE:
[HTTPS://VT.TIKTOK.COM/ZSEX7V7MW/](https://vt.tiktok.com/ZSEX7V7MW/))

PURPOSE: TO INTRODUCE A MORE RELATABLE AND FRIENDLY SIDE TO HOPE YOUTH
IGNITE'S IG, BRING BACK CROWD FAVOURITE

HOW: DOODLE ON PICTURES

CONTENT IC: ERIN

EDIT IC: ERIN

4. NEW SONG PUB (1)

WEEK 4 (19 JUNE - 25 JUNE)

CAN YOU FEEL THE HYPE??

1. SERVICE PHOTOS (20TH JUNE, MONDAY)

CONTENT: DOODLES ON SERVICE PHOTOS (REFERENCE:
[HTTPS://VT.TIKTOK.COM/ZSEX7V7MW/](https://vt.tiktok.com/ZSEX7V7MW/))

PURPOSE: TO INTRODUCE A MORE RELATABLE AND FRIENDLY SIDE TO
HOPE YOUTH IGNITE'S IG, BRING BACK CROWD FAVOURITE

HOW: DOODLE ON PICTURES

CONTENT IC: ERIN

EDIT IC: ERIN

2. TESTIMONY 1 (22 JUNE, WEDNESDAY)

3. IGS REMINDER: LAST CHANCE TO REGISTER (25TH JUNE (SATURDAY))

4. NEW SONG PUB (2)

WEEK 5 (26 JUNE -2 JULY)

BEGINNING OF PRAYING & FASTING. ONE WEEK TO CAMP!

1.PUBLICITY 2 (27TH JUNE, MONDAY)
(FROM MEDIA)

2. SERVICE PHOTOS (27TH JUNE, MONDAY)

CONTENT: DOODLES ON SERVICE PHOTOS (REFERENCE:
[HTTPS://VT.TIKTOK.COM/ZSEX7V7MW/](https://vt.tiktok.com/ZSEX7V7MW/))

PURPOSE: TO INTRODUCE A MORE RELATABLE AND FRIENDLY SIDE TO HOPE YOUTH
IGNITE'S IG, BRING BACK CROWD FAVOURITE

HOW: DOODLE ON PICTURES
CONTENT IC: ERIN
EDIT IC: ERIN

3. TESTIMONY 2 (29 JUNE, WEDNESDAY)

4. INSIGHT TO CAMP IGNITE (2 JULY SATURDAY)

WEEK 6 (3 JULY -8 JULY)

THE WEEK OF CAMP

1. PUBLICITY 3 (4TH JULY, MONDAY)

(FROM MEDIA)

2. SERVICE PHOTOS (4TH JULY, MONDAY)

CONTENT: DOODLES ON SERVICE PHOTOS (REFERENCE:
[HTTPS://VT.TIKTOK.COM/ZSEX7V7MW/](https://vt.tiktok.com/ZSEX7V7MW/))

PURPOSE: TO INTRODUCE A MORE RELATABLE AND FRIENDLY SIDE TO HOPE YOUTH IGNITE'S
IG, BRING BACK CROWD FAVOURITE

HOW: DOODLE ON PICTURES

CONTENT IC: ERIN

EDIT IC: ERIN

3. TESTIMONY 3 (4/5 JULY)

4. CAMP HOW TO (6 JULY)

DURING CAMP

- FOCUS MORE ON THE IGS, WILL ROSTER TEAMS THROUGHOUT THE DAY
- FOR EACH DAY OF CAMP, ONE POST FOR START OF CAMP AND ONE AT THE END

SUGGESTIONS

1. TIKTOK of highlights for the day (footage will be taken by SM crews)
2. Behind the Ignite vlogs (footage will be taken by SM crews)
3. BONDING moments between igniters
4. SUPERCUTS

DURING CAMP

CONGREGATION-WIDE ACTIVITY

Third day: Campers are given a small physical flag to write down their own victory through the camp.

Global campers will be asked to make their own flag

SMM: post a picture of the flag with the words "YOUR VICTORY" on it with the add photo function

Both global and physical campers to join and post their own flags with their own victories

Get campers to include a declaration tagline/phrase in their Instagram BLOs

POST CAMP

1. **Camp Highlights video (From media)**
2. **Testimony 4 (20 July, Wednesday)**
3. **Testimony 5 (27 July, Wednesday)**