



# Family Camping of Excellence



- What is Camp Michigania (And who is this talking with you)?
- What is Family Camping?
- Who else is out there?
- Successful startup
- What are you building & Why will it work?
- Programming 101
- Food
- Financials
- Partnerships
- Challenges
- SWOT analysis
- Questions / Comments / Next Steps

We are going to talk about family camping – interactive  
Will share powerpoint, and whatever info you'd like, moving forward.



# What is Camp Michigania? (And who is this talking with you?)





# What is Camp Michigania? (And who is this talking with you?)





Who is this talking with you?







# What is Family Camping?





## What is Family Camping?



Families doing activities together



# Who else is out there?

<https://pjllibrary.org/Beyond-Books/PJBlog/June-2015/Jewish-Camps-for-Family-Fun>



## **NORTHEAST FAMILY CAMPS**

[Adamah Farm Vacation, Isabella Friedman Retreat Center \(Falls Village, CT\)](#)

[URJ Eisner & Crane Lake Camps \(Great Barrington, MA\)](#)

[Camp Ramah in New England \(Palmer, MA\)](#)

[Tikvah Family Shabbaton, Camp Ramah in New England \(Special Needs\) \(Palmer, MA\)](#)

[Pearlstone Center's Family Farm Camp \(Reisterstown, MD\)](#)

[Camp Moshava \(Street, MD\)](#)

[JCC Camp Kingswood \(Bridgton, ME\)](#)

[Camp Yavneh \(Northwood, NH\)](#)

[Mishpucha Russian Family Camping \(Ancram, NY\)](#)

[Surprise Lake Camp \(Cold Spring, NY\)](#)

[Camp Seneca Lake \(Rochester, NY\)](#)

[Eden Village \(Putnam Valley, NY\)](#)

[Camp Harlam \(Kunkletown, PA\)](#)

[Tikvah Family Camp, Ramah in the Poconos \(Special Needs\) \(Lakewood, PA\)](#)

[COJECO Russian Jewish Family Retreat \(Milford, PA\)](#)

[Gluten-Free Family Camping Weekend \(Milford, PA\)](#)

[Intergenerational Family Camp \(Milford, PA\)](#)

[Jewish Adoptive Family Weekend \(Milford, PA\)](#)

[Jewish Family Camp Vacations, NJ YMHA-YWHA Camps \(Milford, PA\)](#)

[Single Parent Family Weekend \(Milford, PA\)](#)

[Camp JRF \(Wyncote, PA\)](#)

[Mishpucha Russian Family Camping New England \(Wilmington, VT\)](#)



# Who else is out there?

<https://pjlibrary.org/Beyond-Books/PJBlog/June-2015/Jewish-Camps-for-Family-Fun>



## **SOUTHERN FAMILY CAMPS**

[Camp Yofi, Ramah Darom \(Special Needs\) / Ramah Darom \(Atlanta, GA\)](#)

[Ramah Darom Summer Family Camp \(Clayton, GA\)](#)

[Ramah Darom Winter Family Camp \(Clayton, GA\)](#)

["Book It to Shabbat" PJ Library Family Retreat, Ramah Darom \(Clayton, GA\)](#)

[URJ Camp Coleman \(Cleveland, GA\)](#)

## **MID-WEST FAMILY CAMPS**

[Glick Family Camp \(Special Needs\) \(Ingleside, IL\)](#)

[Bubbe Zaydie Family Camp, Tamarack Camps \(Bloomfield Hills, MI\)](#)

[Dad & Me Family Camp, Tamarack Camps \(Bloomfield Hills, MI\)](#)

[Mom & Me Family Camp, Tamarack Camps \(Bloomfield Hills, MI\)](#)  
[Camp Wise \(Beachwood, OH\)](#)

[Camp Ramah in Wisconsin \(Conover, WI\)](#)

[Camp Interlaken JCC Family Camp \(Eagle River, WI\)](#)

[JCC Perlstein Resort \(Lake Delton WI\)](#)

[URJ OSRU! \(Oconomowoc, WI\)](#)

[Herzl Camp, \(Webster, WI\)](#)

## **WESTERN FAMILY CAMPS**

[Camp JCA Shalom \(Malibu, CA\)](#)

[PJ Library Family Camp Weekend at JCA Shalom \(Malibu, CA\)](#)

[Camp Ohr Lanu, Camp Ramah in California \(Special Needs\) \(Ojai, CA\)](#)

[Camp Ramah in California \(Ojai, CA\)](#)

[Be'chol Lashon Family Camp \(Petaluma, CA\)](#)

[Grandma, Grandpa, and ME! / Camp Mountain Chai \(San Diego, CA\)](#)

[Camp Tawonga \(San Francisco, CA\)](#)

[Camp Young Judaea Texas \(Wimberley, TX\)](#)

[Camp Solomon Schechter \(Olympia, WA\)](#)





## Who else is out there? Alumni Family Camps



UCLA – Bruin Woods  
Stanford Sierra Camp  
UC – Berkeley Lair of the Bear  
UC – Santa Barbara Family Vacation Center  
Indiana – Camp Brosius  
BYU – Aspen Grove



## Successful Startup How did they do it ?




- Building your camper base
- Diversify?
- Build your program over time
- Follow up and stay in touch
- Make small programming changes each year
- Great, *different* food
- Mature/older staff
- Network w/others in the industry

How would you build your camper base?

Partner w/Federation or larger org

Free for well connected "camp" family in community w/young children. Help w/programming and recruitment

If you can, serve multiple parts of Jewish community

Start shorter and w/less, and do it great (You're wheelhouse), then use feedback to figure out what's next. Campers leave happy enrollment will grow

Regular communication, targeted (Birthdays, time till camp strats / ended)

Start with a shorter program and then increase the length. It's best to keep people wanting more by the end of the program.

Make small programming changes each year to keep things fresh for returning campers.


Next big thing might be a very little thing – still talking about the night stands

Great food


Mature/older staff are key. Having international staff have been a huge help to our program.

Reach out to other experienced directors at other Family Camps like Mitch that can help you deal with specific issues related to running a Family Camp.

Alumni Family Camp Directors Gathering vs. ACA



What are you building &  
Why will it work?



Future campers  
Multi-generational experiences  
Adults being kids  
Problem kids – not really  
Staff – A different experience  
Donors  
Family values  
Jewish values

Future Campers – younger kids being happy and comfortable *with* their parents, meeting your staff, getting to know your facility

Start 'em young – 11 days old

Multigenerational experiences – grandparents just want to *be* with grandkids

Adults being kids – need a nurse (Or have doctor on staff)

Staff – perk for best for retention, chance for them to network with adults, look forward to a different experience, train them to work with adults

Donors – having adults experience the magic, share with their kids, be successful at camp; not coming to visit and seeing it in action, but being part of the action

GO BIG TO START!!

Family Values – parents want time together (Kids do too, they just don't know it), disconnect and reconnect

Jewish Values – just as you weave into the fabric of kids camp, you can weave into fabric of family camp, and they can take it home (Shabbat, songs, games) and do it together, strengthening values and reminding them of great time they had w/you





# Programming 101

## Morning



### CAMP MICHIGANIA - WALLOON

August 1-August 8, 2015

Seventh Week

#### Morning Activities

Age Groups	No.	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	
0 - 2s	8	8:45   9:45   10:45	8:45   9:45   10:45	8:45   9:45   10:45	8:45   9:45   10:45	8:45   9:45   10:45	8:45   9:45   10:45	
3 - 4s	15	Kids Program open from 8:30 - 11:45 a.m. and 1:15 - 4:45 p.m. daily.						
5 - 6s	15	S/P*   BO   NAT	RID   CER   F/S	FIT   A/C   SW	BO   F/S   S/P*	RID   CER   SW	A/C   NAT   UNI	
7, 8, 9 Boys	23	ARH   SW   RIF	CER   F/S   LR	NAT   BO   A/C	RIF   CER   SW	BO   RID   RID	ARH   F/S   UNI	
7, 8, 9 Girls	15	A/C   RIF   SW	RIF   RID   RID	BO   NAT   ARH	F/S   SW   LR	ARH   A/C   BO	CER   NAT   F/S	
Preteens (ages 10-12) Girls	21	BO   NAT   ARH	F/S   ROP*   ROP*	RIF   RID   RID	SW   ARH   NAT	CER   RIF   ARH	A/C   BO   SW	
Preteens (ages 10-12) Boys	11	NAT   ROP*   ROP*	ARH   A/C   RIF	F/S   CER   BO	NAT   RID   RID	SW   ARH   F/S	BO   RIF   SW	
Maize Teens (ages 13 & 14)	18	LR   ARH   F/S	A/C   NAT   BO	SW   ARH   RIF	ROP   CER   A/C	F/S   BO   NAT	SW   RIF   RID	
Blue Teens (ages 15-17)	21	HLP*   RID   RID*	HLP   RIF   SW*	HLP   ROP   ROP	ROP   ARH   RIF	HLP*   BO   BO	A/C   F/S*   HLP	
Adults (ages 18+)	234	RIF**     RID*	SW*   ARH	*	ROP     *	RIF   LR   *	RIF   ROP	

**Notes:**  
 5-6s meet at the Gazebo by the Flagpole at 8:30 am and 1:15 pm daily.  
 S/P\* 5/6 Sunday: Welcome Day S/P\* 5/6s Wed: Tie-Dye @ A/C  
 ROP\* Except for High Ropes for Preteens (10-12) which meets at the Nature Center, all ropes classes meet at the ropes course.  
 In case of rain, F/S and ARH morning classes meet in the long barn. Other classes meet as scheduled, including Ropes!  
 Riding classes require participants to wear shoes that are closed toed and closed heeled. No keens, crocs, 5-finger shoes, etc.  
 HLP\* Blue Teens who would like to work with the staff as a Helper throughout the week during first period, should meet in the Teen Lounge Sunday during first period to get more information  
 HLP\*\* Session on Wed for Blue Teens is an opportunity to attend the 9:15am "So You Wanna Be On Staff At Michiganiana?" @ Faculty Forum Rm  
 Maize beginning the morning with (LR) Low Ropes/Challenge Games should meet at the Ropes Course  
 RIF\*\* Rifery 101 (for beginners only)  
 \* Adults & Blue Teens (15-17) may attend CAC classes (in the Kids Ceramics Rm) Sunday-Thursday during 3rd period 10:45am-11:35am

Mornings – kids in groups / adults primarily separate, teaching programs (Sailing, CAC, etc)  
 What do adults do – as much or as little as they want.





# Programming 101 Afternoon



start time	end time	description	days offered	start time	end time	description	days offered
<b>ARCHERY</b> 1:30 PM 2:30 PM Adult Archery lecture/demonstration S 1:30 PM 4:30 PM Field Archery open (ages 7+) S 2:30 PM 4:30 PM Range Archery open (ages 7+) S				<b>RIDING</b> <i>Please arrive 10mins prior to start time or your spot may be forfeited to an alternate</i> 8:30 AM Sign up sheets for Sun & Mon posted SMTWTh 9:45 AM 10:35 AM "Blue Tecum" Lesson - no sign-up required S 10:45 AM 11:35 AM Check out (ages 15+) no sign-up required S 1:30 PM 2:30 PM Pre Blue M Lesson (ages 10+) SMW 3:00 PM 4:00 PM Pre Blue M Lesson (ages 10+) SMW 3:00 PM 4:00 PM Blue M Lesson (ages 10+) - must have Blue M STTh 3:15 PM 3:45 PM 789 Ride (ages 7-9 only) SW 4:15 PM 4:45 PM Lead Line (ages 6 & under w/adult) SW			
<b>BOATING</b> 8:45 AM Sign up sheets for Sun & Mon posted S 8:45 AM 11:30 AM Open Boating SMTWTf 9:00 AM 11:30 AM Beginner lesson (ages 13+) SMT 9:00 AM Butterfly and Skipper checkouts S 1:30 PM 4:30 PM Open Boating SMTWTf 1:45 PM 4:30 PM Intermediate lesson: Butterfly (ages 13+) SM 1:45 PM 4:30 PM Advanced/intermediate lesson: Centerboard (ages 15+) SMT 1:45 PM 4:30 PM Advanced lesson (ages 18+) SMTW 1:45 PM Admiral checkouts (ages 18+) S 1:30 PM 4:30 PM Hobie lesson - sign up for a time slot SMT				<b>RIFLERY</b> 8:45 AM 9:35 AM Rifery 101 (ages 18+) (beginners only) S 1:30 PM Rifery 101 (ages 10+) (beginners only) S 3:00 PM Shotgun 101 (ages 15+) (beginners only) S			
<b>CERAMICS / ARTS &amp; CRAFTS</b> <i>Classes meet in the Kids Ceramics room unless otherwise listed. Sign-up at CAC required.</i> 8:45 AM 11:35 AM Crafting: Adult CAC Rn (ages 13+) SMTWTf 9:00 AM 9:30 AM Demo: Silhouette Cameo Stencils (ages 13+) S 10:45 AM 11:35 AM Adult/Teen: Fused Glass Candy Dish (ages 13+) sign up at CAC S 1:30 PM 3:00 PM Crafting: Kids Ceramics Rn (ages 3-6 w/adult, 7+) SMTWTh 1:30 PM 4:30 PM Crafting: Adult CAC Rn (ages 13+) SMTWTh 1:30 PM 4:30 PM Crafting: Kids Arts & Crafts Rn (ages 3-6 w/adult, 7+) SMTWTh 3:30 PM 4:30 PM Class: Child w/Adult: Fused Glass Suncatcher - sign-up at CAC S				<b>ROPEES</b> <i>Meet at Boys with closed toe shoes.</i> 1:30 PM 3:00 PM High Ropes: Challenge Course (ages 13-17) STTh 3:00 PM 4:30 PM High Ropes: Elements (ages 13-17) STTh			
<b>FIELD SPORTS</b> 1:30 PM 2:30 PM Gaga Demonstration - Gaga Pit (near the golf chipping field) S				<b>SWIMMING</b> 8:45 AM 11:30 AM Swim and Stay Fit (ages 15+) SMTWTf 1:00 PM 5:15 PM Open Swimming S 2:00 PM 2:30 PM Swim Lessons (ages 5+) - sign-up at swimming SMTWTh 2:30 PM 3:00 PM Swim Lessons (ages 5+) - sign-up at swimming SMTWTh			
<b>FITNESS</b> <i>All fitness classes meet in the lower level of the dining hall unless otherwise specified. Please bring a separate pair of clean shoes to change into prior to class.</i> 8:45 AM 9:35 AM Boot Camp (ages 15+) S 9:45 AM 10:35 AM Weights STTh 10:45 AM 9:35 AM Zumba (ages 15+) ST 1:30 PM 2:30 PM Kayak Fitness - Sign-up in North Lounge, meet at Boating ST 2:45 PM 3:45 PM Buns & Guts STh				<b>TEENS</b> <i>Pretcons &amp; Maize meet in Long Barn. Blue meet in Teen Lounge, unless otherwise specified.</i> 3:00 PM 4:00 PM Preteen Team Craft Project, meet at Kids A/C S 8:30 PM 10:00 PM Preteen (ages 10-12) Hayride & Bonfire S 9:00 PM 11:00 PM Maize Teens (ages 13-14) Color War! S 9:00 PM 11:00 PM Blue Teens (ages 13-17) Color War! S			
<b>NATURE</b> 8:45 AM 11:35 AM Nature Center is open SMTWTf 8:45 AM 11:35 AM Rock polishing (ages 18+) SMTWTf 9:00 AM 10:30 AM Top o' the morning lakeshore hike S 1:30 PM 4:30 PM Nature Center is open SMTWTh 1:30 PM 3:00 PM Petokey stone safari (off camp) - meet at Ed Center S <i>(bring water shoes and keys to carpool)</i> 1:30 PM 2:30 PM Rock polishing-kids only (7-9 w/adult, ages 10-17) SMTWTh 2:30 PM 4:30 PM Rock polishing (7-9 w/adult, 10 & up) SMTWTh 3:00 PM Tortoise Walk - Come meet Tere! S 3:30 PM 4:30 PM Nature scavenger hunt (ages 7-9) S				<b>TENNIS</b> <i>Meet at Center Courts</i> 8:45 AM 9:45 AM Beginner Tennis instruction: ground stroke (ages 13+) SMTWTh 9:45 AM 10:45 AM Intermediate Tennis instruction: ground stroke (ages 13+) SMTWTh 10:45 AM 11:45 AM Advanced Tennis instruction: ground stroke (ages 13+) SMTWTh 1:30 PM 4:30 PM Come find a partner for Tennis Tournaments - open tennis mixer S			
				<b>SPECIAL EVENTS</b> 10:30 AM 11:30 AM Sustainable Gardening Roundtable S <i>meet at Michigan Garden, North of Dining Hall</i> 1:30 PM 3:00 PM 7&8's Intros and Icebreaker Games! (meet at the Softball field) S 1:30 PM 3:00 PM Petokey stone safari (off-camp) - meet at Ed Center S 3:00 PM 4:00 PM Sustainable Michigania Tour - meet at Nature S 7:15 PM Staff skit show and introductions - meet on Flaggpole Hill S 8:45 PM Pre-Faculty Forum: What's happening at Michigania? SMTWTh 9:00 PM Faculty Forum - meet in Ed Center SMTWTh			

Afternoons – younger kids (0-6) programmed early, 7-9's more independent, adults participate



# Programming 101 Special Events



## Summer 2015 Highlights

**Adults at Camp, looking for more to do in the evenings?** After Faculty Forum, later evening programming will be offered on various nights at 10:15pm  
 Monday – Adult Hayride, meet at the Ed Ctr  
 Tuesday – Euchre Tournament, Activity Rm, Ed Ctr  
 Thursday – Adult Bonfire, meet at North Beach  
**BONUS EVENT**- Get your own S'mores at a more mature campfire event- s'mores, stories, songs, for ages 15+ on North Beach Monday Night at 7:45pm

**Check-out the new Ropes Course!**

In addition to a robust fitness class schedule, Yoga classes are offered at camp by a Guest Yoga Instructor – different every week!

**Take advantage of the new Water Aerobics Fitness class & other new offerings...**

**TEENS:**  
 Blue Teen (ages 15-17) Overnight is back by popular demand!  
 A new program has been added for Maize (ages 13&14) & Blue Teens- Color Wars, Monday Night!!

**Ceramics, Arts & Crafts (CAC)**  
 Now offers classes – sign-up at CAC!  
 Combo Parent/Child classes offered

**Don't see a field sports game you'd like to play on the schedule? Pick-up a sheet in the North Lounge & start your own pick-up game sign-up sheet! Keep an eye on the sign-up board!**

Look at what's new or noteworthy in Camp Programming this summer!

Come meet the Tortoise at Nature- his name is Toro!

**New at Boating:**  
 Teens Only:  
 Combination Beginner & Intermediate lesson offered Monday afternoon! Sign-up at Boating

**Did you know...**  
 That there are Field Sports Tournaments for Bocce Ball & 3vs.3 Volleyball? Sign-up in the North Lounge by Sunday night!

**Pickle Ball has been added to the Tennis schedule- Check it out!**

**7, 8, 9 Afternoon programming:**  
 7-9 year olds can join staff for special programs everyday at 1:30pm. Staff will also help them decide what they want to do with the rest of their afternoons to ensure they do everything at camp that they REALLY want to do!

Sunday: Intros & Icebreaker games- Softball field  
 Monday: Wacky Tacky Photoshoot – Swimming  
 Tuesday: Games at the Sand Volleyball Court  
 Wednesday: Beach Party - Swimming  
 Thursday: Craft Project – CAC  
 Friday: 2pm- 7,8,9 & Preteen Variety Show! Everyone welcome to watch!

Evening – family (Intros, Staff show, Campfire, Family O's, Vball, Softball, Awards)



# Food – for families



## Camp Michiganiana Summer Menu 2015

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Breakfast 7:45-9:00a.m.						
Omelet Bar, Eggs to Order and Build Your Own Waffles Offered Daily.						
Biscuits with Sausage Gravy Scrambled Eggs Bacon Turkey Sausage Home Fries Dorset Bar	Cinn. Swirl French Toast Maple & Flavored Syrup Scrambled Eggs Sausage Links Chicken Bacon Hashbrowns Oatmeal	Pancakes Maple & Flavored Syrup Scrambled Eggs Bacon Turkey Sausage Home Fries Cream of Wheat / Oatmeal	Cinn. Swirl French Toast Maple & Flavored Syrup Scrambled Eggs Sausage Fatty Chicken Bacon Hashbrowns Oatmeal	Pancakes Maple & Flavored Syrup Scrambled Eggs Bacon Turkey Sausage Home Fries Cream of Wheat / Oatmeal	Cinn. Swirl French Toast Maple & Flavored Syrup Scrambled Eggs Sausage Links Chicken Bacon Hashbrowns Oatmeal	Pancakes Maple & Flavored Syrup Scrambled Eggs Corned Beef Hash Turkey Sausage Home Fries Oatmeal
Assorted Fresh Homemade Muffins and Cinnamon Rolls Offered Daily						
Lunch 12:00-1:00p.m.						
Cookout Offered Daily Outside Dining Hall (12:00-1:00p.m.)						
Staff Lunch	Chicken Poppers Roasted Salmon Rice Pilaf with Orzo Homemade French Fries Chocolate Chip Cookies Sugar Cookies Chicken Noodle Soup *Mushroom & Rice Soup	Gyro Bar *Falafel Homemade French Fries Chocolate Chip Cookies Oatmeal Raisin Cookies Chicken Noodle Soup *Cheddar Ale Soup	Blackened Tilapia Fish Tacos w/ wild rice *Baked Macaroni & Cheese Homemade French Fries Chocolate Chip Cookies Sugar Cookies Chicken Noodle Soup *Cream of Broccoli Soup	Pepperoni or Cheese Pizza BBQ Chicken Pizza *Vegetarian Pizza Chocolate Chip Cookies Oatmeal Raisin Cookies Chicken Noodle Soup *Vegetable and Pasta Soup	*Grilled Cheese Chicken Cordon Blue Sandwich Homemade French Fries Chocolate Chip Cookies Sugar Cookies Chicken Noodle Soup *Italian Tomato Soup	Philly Steak Sandwich Fish & Chips Homemade French Fries Chocolate Chip Cookies Oatmeal Raisin Cookies Clam Chowder
Dinner 5:30-7:00p.m.						
Grilled Steaks Mushroom Risotto Green Beans Dinner Rolls Homemade Popovers Vanilla Eclair Cake	Mango Curried Chicken Basmati Rice Roasted Broccoli Dinner Rolls Carrot Cake	Cajon Jambalaya Peas Cornbread Muffins Cheese Cake	Chicken Marsala Spaghetti Sautéed Zucchini & Squash Breadsticks Ice Cream Sundae Bar	Tailgate Smoked Brisket Pulled Pork Sandwich BBQ Chicken *Black Bean Burgers *Vegetarian Baked Beans Coleslaw Fresh Corn on the Cob Watermelon Brownies S'more Bars	Buffet Night Carved Prime Rib Roasted Turkey Rice Pilaf Sliced Ham Glazed Carrots Baked Potato Bar *Mushroom Pot Pie Dinner Rolls Kids Option Dino Nuggets	Baked Whitefish Chicken Strips Rice Pilaf Roasted Asparagus Dinner Rolls Strawberry Shortcake
<b>Mongolian Bar</b> Sautéed to order meats and vegetables, served over choices of rice or pastas. Accompanied with your favorite sauce.	<b>Mongolian Bar</b> Sautéed to order meats and vegetables, served over choices of rice or pastas. Accompanied with your favorite sauce.	<b>Mexican Bar</b> Beef Tacos *Refried Beans *Black Beans & Corn Mexican Rice Hard & Soft Shells Tortilla Chips & Salsa Quesadilla & Burrito Bar Made to order Quesadillas.	<b>Pasta Toss</b> Sautéed to order meats and vegetables, tossed together with your favorite pastas and sauces.		<b>Crepe Bar</b> Made to order crepes with assorted fruit fillings.	<b>Mongolian Bar</b> Sautéed to order meats and vegetables, served over choices of rice or pastas. Accompanied with your favorite sauce.
* Indicates Vegetarian Menu subject to change based on availability.						

Why is food important? Jewish, of course it's important, but also allergens, fed campers are generally happy campers  
Menu is varied, and has become a focal point, and can be a draw and a reason adults come – they LOVE not cooking, but if the food's great, they'll love it even more!



## Food – A sample day



Breakfast	Lunch	Dinner
Made to Order Omelets	Salad Bar (55 items)	Salad Bar (55 items)
Waffle Bar	Cookout	Mongolian Stir Fry (35 choices)
Cinnamon Swirl French Toast	Chicken Popovers	Grilled Steaks
Chicken Bacon	Roasted Salmon	Mushroom Risotto
Hashbrowns Oatmeal	Rice Pilaf with Green Beans	Green Beans
Fresh Fruit	Homemade Fried Dough	Fried Rolls
Yogurt	Chocolate Chip Cookies	Homemade Popovers
Cereal Bar	Sugar Cookies	
	Chicken Noodle Soup	
	Mushroom & Rice Soup	

This is one place you do want to please everyone . . .  
A chance for your food service team to be more creative





# Financials



Camp	adult	teen	youth 7-12	youth 3-6	0-2
Camp Michigania	\$950.00	\$820.00	\$720.00	\$575.00	\$380.00
Lair of the Golden Bear	\$795.00	\$691.00	\$565.00	\$377-\$523	free
BYU Aspen Grove	\$586 (\$684)	\$498 (\$581)	\$402 (\$469)	\$322-\$370 (\$376-\$432)	\$238 (\$278)
Camp Brosius	\$480-\$750 (\$560-\$875)	\$375-\$575 (\$438-\$671)	\$375-\$575 (\$438-\$671)	\$375-\$575 (\$438-\$671)	\$200-\$270 (\$233-\$315)
UC Santa Barbara	\$1,035.00	\$1,035.00	\$935.00	\$755-\$935	\$460-\$755
Stanford Sierra Camp	\$1060-\$1400	\$1060-\$1400	\$1060-\$1400	\$1060-\$1400	\$0-\$340
Bruin Woods (UCLA)	\$1,390.00	\$1,180.00	\$1,015.00	\$765.00	\$110.00

Cost subsidy, expected ROI

Grants for specialized programs (Mom/Dad and me, underserved populations, etc.) – can become the basis for creation, then expansion follows



## Partnerships to build your present and future



Federations  
 Foundations  
 Synagogues / Temples  
 College Students  
 Parents  
 Grandparents  
 High School Students / Youth Groups

- Federations for financial support and for additional campers
- Foundations that support the idea of Jewish Continuity and family values
- Synagogues / Temples for programs specific to them, or a couple groups together to share, i.e. reform w/conservative
- College Students (MAP – feasibility study, SNRE, Campus and Sustainability)
- Parents & Grandparents – financial support, expertise, doc or nurse for a free session
- High School Students / Youth Groups – Community Service Opportunity, setup, teardown,
- Cost – generally time in management of volunteers



# Some Family Camp Challenges



- Kids groups
- Helicopter parents
  - They have landed
- On site expectations
- Facility Transition
- Competition

w/their friends / siblings / cousins – not that different than kids camp, but . . .

Heli parents can be very in your face about their kids, and . . .

b/c they're on site, they're often very vocal

Are your constituents OK w/the same style housing as your kids camp

Can you turn twins into kings, bring in queens, upgrade mattresses (For your kids too)





## SWOT analysis



### Strengths

Campers / alums exist  
Facility

### Weaknesses

Facility  
Time constraints  
Costs

### Opportunities

Facility  
Starting from ground zero  
Your "Hook"  
Engage from beginning

### Threats

Indirect Competition  
Burnout

Strengths

Weaknesses

Opportunities – Traditions, Part of something new and great, "Pioneer" Campers, write your own history





## Questions



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