

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











Families doing activities together



Who else is out there?



https://pjlibrary.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)

<u>Tikvah Family Shabbaton, Camp Ramah in New England (Special Needs) (Palmer, MA)</u>

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)

<u>Tikvah Family Camp, Ramah in the Poconos (Special Needs)</u> (<u>Lakewood, PA)</u>

COJECO Russian Jewish Family Retreat (Milford, PA)

Gluten-Free Family Camping Weekend (Milford, PA)

<u>Intergenerational Family Camp (Milford, PA)</u> <u>Jewish Adoptive Family Weekend (Milford, PA)</u>

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?



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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)

Be'chol Lashon Family Camp (Petaluma, CA)

URJ Camp Coleman (Cleveland, GA)

MID-WEST FAMILY CAMPS

Glick Family Camp (Special Needs) (Ingleside, IL)

Bubbie 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 Peristein Resort (Lake Delton WI)

URJ OSRUI (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)

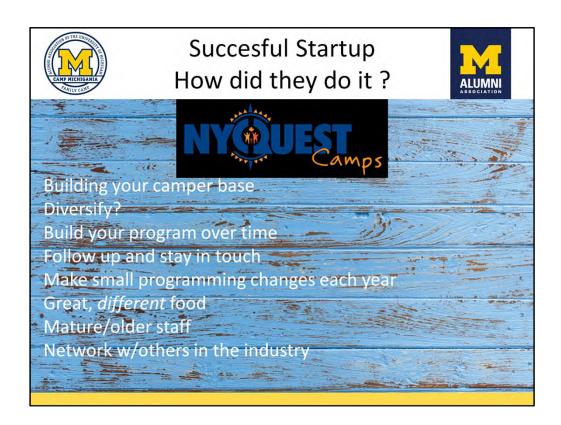
Grandma, Grandpa, and ME! / Camp Mountain Chai (San Diego, CA)

Camp Tawonga (San Francisco, CA)

Camp Young Judaea Texas (Wimberley, TX)

Camp Solomon Schechter (Olympia, WA)





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



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

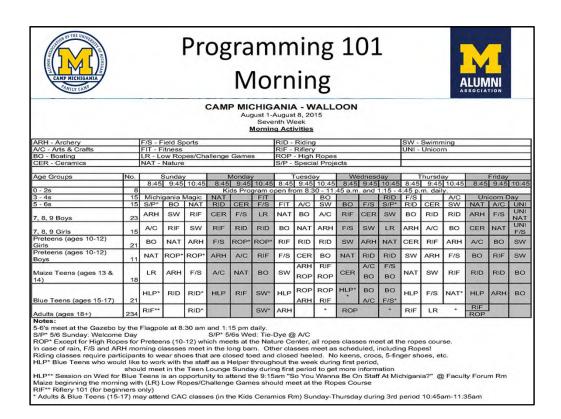
Multigenerational experiences – grandparents just want to *be* with grandkids Adults being kids – need a nurse (Or have doctor on staff)

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

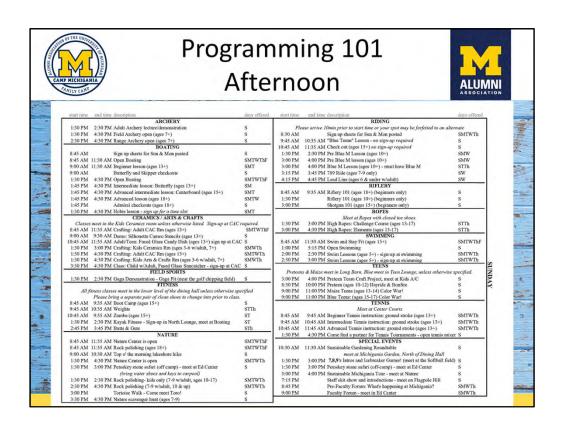
Donors – having adults experience the magic, share with their kids, be successful at camp; not coming to visit and seeing it in action, but being part of the action GO BIG TO START!!

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



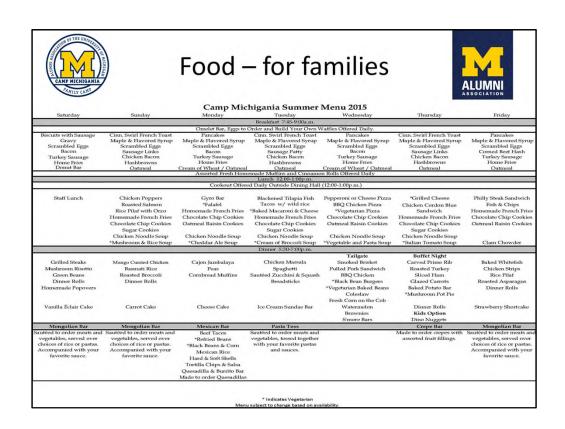
Mornings – kids in groups / adults primarily separate, teaching programs (Sailing, CAC, etc) What do adults do – as much or as little as they want.



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



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



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!



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

Financials					ALUMNI ASSOCIATION
	adult	teen	youth 7-12	youth 3-6	0-2
Camp					
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



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



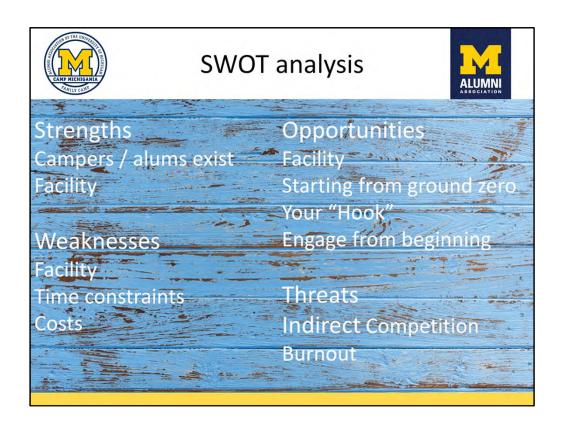
w/their friends / siblings / cousins – not that different than kids camp, but . . .

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)



Strengths

Weaknesses

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

