

# One Happy Camper Marketing Calendar Fall 2019- Spring 2020

Website and contact

SAMPLE



DATE	PROJECT	TYPE	AUDIENCE	CONCEPT	NOTES
August - September					
Mid August	Community Engagement	Marketing	Synagogue Educators, Jewish Day Schools, & JCC After School Programs	Work with area synagogues & JCCs to make sure that Jewish camp is on the agenda at High Holiday services & community programming. Distribute Camp Rosh Hashanah activity book to local educators, along with ideas for how to use it. (Include as part of holiday curriculum, do activities together as a class, use as filler activity for "finished early" students, send home with parents at pickup, email to parents before start of holiday, etc.)	*Distribute Camp Rosh Hashanah Activity Books *Encourage synagogues to give aliyot or honors to returning campers *Provide postcards to for HH seat drops *Place an ad or article in bulletins *Bring in area Camp directors to lead interactive service or tashlich
Mid-Late August	Email Blast	Communications	2018 One Happy Camper recipients	Reach out to your One Happy Camper families to congratulate them on their first summer & see how it went and mention the "welcome back campers" program you're having.	While it's fresh in their memory, get a quote, an interview, or work with them to "pay it forward" and share the experience with potential camper families.
Late August- Early September	Community Engagement	Program	OHC 2019 Recipients	"Welcome Back Campers"	Create a program or event to welcome back your community's campers to share stories and reflect on their summer experiences.
Early September	Website Update	Marketing	Potential Camp Families	Update the One Happy Camper page(s) on your website with new language, visuals, your custom OHC logo, and new bug. Make sure page is easily accessible to visitors.	See Messaging Guide for talking points and Style Guide for visual identity guidelines.
Early September	Social Media	Communications	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, and family related posts with the coordinator of your social media page.	See Fall 2019 Social Media Plan for suggested September posts. (Don't forget - OHC launches at the end of this month!)
Mid September	Community Engagement	Marketing	Internal Stakeholders & Funded Agencies	Convene Federation staff, Jewish Family Services, BJE, PJ Library Coordinator, Shalom Baby, etc. to present OHC info, distribute materials, and create plan to spread the word	
Mid September	Media Outreach	Marketing	Potential Camp Families & Donors	Pitch story on a back to school theme (learning doesn't only happen in the classroom/21st century skills), recapping great activities and learning from local Jewish camps over the past summer.	If possible, feature personal quotes/stories from kids/families.
9/23/2019	Email Blast	Communications	Potential Camp Families	Rosh Hashanah	See Rosh Hashanah email copy & header; include Camp Rosh Hashanah Activity Book
October					
Early October	Camp Outreach	Program	Camp Directors	Reach out to area & specialty camps to see how their summer was and talk recruitment	Exchange new marketing materials, refresh yourself on the ins and outs of each camp, & talk about collaborative meetings and community-wide programs/recruiting
Early October	Social Media	Communications	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, and family related posts with the coordinator of your social media page.	See Fall 2018 Social Media Plan for suggested October posts.
Week of 10/7	Email Blast	Communications	Potential Camp Families	Sukkot	See Sukkot email copy & header
Mid October	Online advertising	Marketing	Potential Camp Families	Research sites for online advertising targeting local families, e.g.: - Local Jewish and family-focused blogs, news sites - Local camp listing websites - Google searches for summer camps in your state/area - Facebook ads or boosted posts targeting friends of people who like your page	See digital ads & social media
Mid October	Print Advertising	Marketing	Potential Camp Families	Research publications for placing print ads in January - May 2019 issues (cost, timing, specifications)	See print ads

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Late October	Camp Outreach	<b>Program</b>	Camp Directors	Hold meeting with area & specialty camp directors to schedule community-wide event	Have some event basics in mind before the meeting (potential dates, locations, invitees, partnering organizations, food, entertainment, setup - booths vs. more programmatic, & marketing opportunities, etc.)
Late October	Community Engagement	<b>Marketing</b>	Synagogue Educators, Jewish Day Schools, & JCC After School Programs	Distribute Camp Hanukkah activity book to local educators, along with ideas for how to use it. (Include as part of holiday curriculum, do activities together as a class, use as filler activity for "finished early" students, send home with parents at pickup, email to parents before start of holiday, etc.)	See Camp Hanukkah book
Week of 10/31	Social Media	<b>Communications</b>	Potential Camp Families & Camp Advocates	Schedule Daylight Savings themed Boosted Facebook post	See social media page. Post, then later boost to friends of your friends in the area. (You can also target people who like area synagogues, schools, interest groups, cafes, etc.)
<b>November</b>					
Early November	Social Media	<b>Communications</b>	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, & family related posts with the coordinator of your social media page.	See Fall 2018 Social Media Plan for suggested Nov. posts.
Early November	Community Engagement	<b>Program</b>	Synagogue Clergy/Ritual Committees	Distribute Camp Shabbat to local synagogues, or send them an electronic version as a reminder if they have not scheduled one.	See Camp Shabbat. (Be sure to put any scheduled Camp Shabbats on your calendar, offer to put them in touch with camp directors to help spread the word, and follow up with them to see how it went.)
Mid November	Print advertising	<b>Marketing</b>	Potential Camp Families	Place ads in local Jewish & family-focused publications to run in January–May 2019 issues	See print ads
Mid November	Canvassing	<b>Marketing</b>	Potential Camp Families	Distribute print materials for display in local family-friendly businesses (e.g. delis, bagel shops, sports centers, after school clubs, doctors offices, movie theaters, etc.)	See flyers, postcards, & brochures
Mid November	Media Outreach	<b>Marketing</b>	Potential Camp Families & Donors	Pitch story on experiential learning at Jewish camps (e.g. holidays aren't the only time kids learn about their Jewish heritage/Give the Gift of Camp) to local Jewish publications.	If possible, feature personal quotes/stories from kids/families
Mid November	Online advertising	<b>Marketing</b>	Potential Camp Families	Setup digital campaign targeting local families	See digital ads & social media
Week of 11/25	Email Blast	<b>Communications</b>	Potential Camp Families	Hanukkah	See Hanukkah email copy and header; Include Camp Hanukkah Activity Book
<b>December</b>					
Early December	Social Media	<b>Communications</b>	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, & family related posts with the coordinator of your social media page.	See Fall 2017 Social Media Plan for suggested December posts.
First Week in December	Community Engagement	<b>Program</b>	Potential Camp Families	Set up an information table at community Hanukkah activities.	See Hanukkah Activity Books
Late December	Online advertising	<b>Marketing</b>	Potential Camp Families	Check in on any digital ads to see how they are doing, and make plans to adjust as necessary.	Ask for impressions, clicks, click thru rates, and the site's average click thru rate