

**One Happy Camper – Community Partners**

**Peer Sharing Program Form**

Partner Name: **The Center for Jewish Education (PJ Library) & our “local area” day and overnight camps**

Name of Program or Event: **Let the Good times Roll - PJ Our Way Launch Party & Camp Reunion**

Date of Program or Event: **Sunday, October 26th**

Target Audience: **Prospective camp parents and their children**

Number of Attendees: **140**

Goal/Objective of Program or Event: **The goal of this event was to encourage children (7-11 years old) and their parents to learn about PJ Our Way and sign up for PJ Our Way books. Additionally, it was to showcase local area Jewish day and overnight camps so parents and their children could learn about the available options and speak to camp directors while enjoying a fun evening of pizza and bowling.**

Event Location (type of venue): **AMF Pikesville Lanes (Bowling Alley)**

Summary of Program or Event:

**The Associated’s Center for Jewish Camping and PJ Library invited parents and their children to attend an interactive program called “Let the Good Times Roll”. We invited 7-11 year olds so 7 and 8 year olds could look forward to receiving PJOW books when they turn 9. We partnered with our 11 local area camps to put on this program, because we felt it would introduce children to PJ Our Way and Jewish Camp. We provided each participating camp with a 6ft table at the bowling alley so they could distribute camp information and swag to parents and their children. Each child was given an hour of bowling time, and then ate a pizza dinner and participated in a fun educational program with Erica Perl (author of When Life Gives you OJ and Aces Wild). While children were bowling, parents were encouraged to attend their own educational program with Erica Perl and meet with camp staff. Camps agreed to offer a $500 off first-time camper incentive so we offered each family a raffle ticket if they had a prospective 1st time-camper attending the program.**

Did this program/event proceed as planned? Why or why not?

**Yes – the program took place as planned and was a tremendous success. We only wished more parents would have participated in the educational program we had planned for them (see below).**

How would you improve this program, what would you do differently next time?

**Tips (although every community is different, here is what we learned in Baltimore):**

**1. We didn’t require that parents stay for the entire event once they dropped off their children, but we plan to have this event again in November at Skyzone and are requiring that parents stay for the entire program.**

**2. Ensure that camps have a role in the educational component for parents – a panel, specific time to speak to parents, or showing a video clip are all ways to gain their attention.**

**3. Offer more raffles (depending on what we can secure from stores/restaurants) and what the camp is willing to offer.**

How did the program help children and/or families experience and/or connect with camp?

**We felt this program very much helped children and their families connect with the local area camp directors and staff who attended the event. We had camp directors speaking to parents throughout the evening, and their camp staff bowled with campers which gave them the opportunity to interact with them. Additionally, the $500 raffle for first-time camper was a way to encourage attendance of first-time campers at the event.**



