

CAMPAIGN REFRESH

Fall 2017



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ABOUT THE CAMPAIGN: SIGNPOSTS

GOALS AND AUDIENCES

The communications campaign for One Happy Camper was developed as a way to promote nonprofit, overnight Jewish camp and increase participation by providing initiatives for first time campers.

The campaign helps you reach out to parents and families who have never sent their children to Jewish camp, some of whom may not be strongly engaged with Jewish life. The goal is to excite them about the benefits and outcomes of sending their children to Jewish camp. All efforts encourage families to apply for a grant through the One Happy Camper website or by contacting their local partner.

The campaign was also designed to engage additional audiences middle income families; grandparents of children who've never attended overnight Jewish camp; Jewish community organizations such as synagogues and JCCs; Jewish camps; Jewish day schools; as well as current

and potential donors.

CAMPAIGN CONCEPT

The One Happy Camper campaign has long been based around the core concept of “Camp Plus.” It’s the idea that Jewish camp is more than just camp—it’s camp with a soul. In this update of that campaign, we’re expanding the “Camp Plus” idea and introducing “**SIGNPOSTS**,” which highlights both the fun and joy of summer camp as well as the outcomes—values, life skills, and character development—that last long after summer is over. In this campaign, the freedom of ziplining showcases independence. A campfire builds community. By combining stunning images of a day at camp with headlines that focus on the intangible value of camp, “Signposts” makes the “Camp Plus” idea come alive visually.

SIGNPOSTS

The essence of the “Signposts” campaign is to always pair a camp

activity with a value or skill it builds. The visuals—both the background image and the signpost—should be focused on an activity, while the headline (“This way to X”) should refer to the “plus” idea of a life or skills lesson.

The copy is shorter and pithier to fit in with today’s parents and media landscape. Every few months, we will be introducing new collateral based on the **SIGNPOSTS** concept.

LOOK AND FEEL

The messaging and design for the updated campaign were created to immerse parents and kids in the experience of summer camp, evoking the following qualities:

- Fun & Exciting
- Authentic
- Spectacular
- Best in Class
- Inclusive
- Skill-Building
- Immersive

ABOUT THIS GUIDE

WHY THIS GUIDE?

This guide was developed to provide the information and tools you'll need to create materials promoting Jewish camp and the One Happy Camper program. Consistent and correct use of the program messaging and visual identity ensures that parents, donors, and other audiences get one clear understanding of what One Happy Camper is all about.

Please refer to this guide whenever you are producing materials on behalf of your own One Happy Camper program. For suggestions on how you might use the materials in this guide most effectively, please refer to the communications calendar and social media plan.

THE DETAILS

Along with this guide is a DVD with...

- Materials templates in finished and editable file formats;
- Fonts and linked images;
- Production specifications;
- Social media plan and communications calendar.

With these tools, you can...

- Print and use the materials as-is;
- Customize materials with your One Happy Camper partner logo and contact information;
- Create new materials using the brand elements.

To edit and produce materials, you'll need...

- **Adobe Illustrator CS2**

CONTACT

If you have questions or need assistance using this guide or any of the materials for One Happy Camper, please contact Aimee Brookhart (tech support, proper usage) or Rebecca Kahn (strategy and best practices).

Aimee Brookhart
Manager, Consumer Marketing & Engagement
aimee@jewishcamp.org

Rebecca Kahn
Director, Field Expansion
rebeccak@jewishcamp.org

MESSAGING OVERVIEW

Campaign messaging distills the story of One Happy Camper down to its big ideas.

The purpose of developing campaign messaging is to build a structure—and offer some sample language—to help the Foundation for Jewish Camp, One Happy Camper community partners, and other ambassadors talk to parents about the campaign clearly, compellingly, and consistently.

The essence of the “Signposts” campaign is to always pair a camp activity with a value or skill it builds. The visuals— both the background image and the signpost—should be focused on an activity, while the headline (“This way to X”) should refer to the deeper lesson. [THIS IS NEW GRAF.] The focus is on the takeaways and skill-building parents want for their campers.

The messages in the updated campaign are a jumping off point to be adapted for whatever specific

communications tool is being created, and will act as a template for further expansion of the campaign. The current messages are directed primarily at parents, but we will also be creating an option more appropriate for donors in the coming months,

On the following pages, please find the One Happy Camper messaging points and boilerplate.

WHY CAMP?

WHAT IS JEWISH CAMP?

WHY JEWISH CAMP?

WHAT IS ONE HAPPY CAMPER?

HOW DO I APPLY?

IS MY CHILD ELIGIBLE?

MESSAGING DETAILS

WHY CAMP?

Summer overnight camp is about so much more than campfires and color war. At camp, kids get the chance to explore who they are—and who they want to become—in an active, inspiring, fun-filled environment. All while developing deep friendships and learning new skills. (Marshmallows included.)

WHAT IS JEWISH CAMP?

Jewish camp is more than just camp with Jewish kids. At Jewish camp, ruach (spirit) is part of every activity—from dancing to hitting a home run—allowing campers to explore their connection to Judaism in a meaningful way while having the summer of their lives. For example:

- Songs and activities are often tied to intrinsic Jewish values like community, kindness, and an appreciation for giving back.
- Color war is more than just “red versus blue.” Teams may be based

on Jewish historical leaders or places in Israel.

WHY JEWISH CAMP?

For your child, Jewish camp is just plain fun. But it’s also much more than that—it’s camp with a soul.

Camp is exciting! Your kids will have the summer of their lives while celebrating the values of independence, friendship, community, fairness, diversity, giving back, inclusion, and heritage.

Jewish camp is packed with action: boating, basketball, filmmaking, rock climbing, cooking, archery, painting, drama, dance—you name it!

Camp promotes your child’s individual growth in an enriching Jewish environment. For example:

- Jewish education at camp is fun, meaningful, and engaging.
- Camp learning is effective because campers don’t feel like they’re being taught.

The impact of overnight Jewish camp is immediate and lasting.

- At camp, kids hang out with cool, Jewish role models. Staff members inspire confidence and independence, guiding your child to hone their skills, build self-esteem, and discover interests and talents they never knew they had.
- Studies show that children who go to Jewish camp are more likely to become adults who value their heritage, are engaged in their communities, support more causes, and take on leadership roles throughout their lives.

There’s a Jewish camp for everyone—no matter what your background, there’s a Jewish camp where your child will have fun, be comfortable, learn more about themselves, and explore their Jewish identity.

- With over 150 camps for kids of all ages, you’ll have no trouble finding a great fit for your family. 6

MESSAGING DETAILS (CONTINUED)

- Types of camps available include:
 - Sports (softball, tennis, horseback riding, basketball, etc.)
 - Arts (drama, filmmaking, painting, music, etc.)
 - Environment, science, and technology
 - Outdoor adventure

WHAT IS ONE HAPPY CAMPER?

One Happy Camper is an incentive program that provides grants of up to \$1000 to families with children attending nonprofit, Jewish overnight camp for the first time.

One Happy Camper is a program of the Foundation for Jewish Camp (FJC), in partnership with local Jewish organizations across North America. FJC provides partners with funding

and marketing support to help them promote Jewish camp and recruit families like yours.

Partners—such as Jewish federations, foundations, individual camps, and The PJ Library—co-fund and manage the One Happy Camper program in their communities and provide you with help, support, and local perspective so you can find the right camp for your child.

HOW DO I APPLY?

Finding a camp—and applying for a grant—is quick and easy.

1. There are many tools available
 - FJC's Find a Camp tool makes it easy to find a camp that you and your kids will love, based on information such as where you live, your child's grade, and the type of activities your child is looking for.
 - Many One Happy Camper partners also employ professionals to guide families through the process of finding the perfect camp.
 - Visit OneHappyCamper.org to get started.
2. Register your child
 - Once you've found a great camp on the Foundation for Jewish Camp website, register your child at your chosen camp.

MESSAGING DETAILS (CONTINUED)

- (Visit your chosen camp's website for details on how to register.)

3. **Apply for a One Happy Camper grant using our online application**

- Once your child's registration at camp has been confirmed, visit OneHappyCamper.org and complete our simple online application form.

4. **Check back in two to four weeks**

- You'll receive an email once your application has been approved. You can also check your status online.
- If you have questions regarding your application, please follow up with your local program administrator. (Visit OneHappyCamper.org for listings by state.)
- Once the grant application has

been approved, funds will be paid directly to the camp listed on your application and will be credited towards your balance. Funds are paid to the camp each spring.

IS MY CHILD ELIGIBLE?

To be eligible for a One Happy Camper grant, typically your child must be:

- Registered for an overnight camp listed on the Foundation for Jewish Camp's website.
- Attending an approved overnight camp for the first time for at least 19 consecutive days; or 12 consecutive days if attending a camp in one of the 13 western states.
- Not currently participating in a daily immersive Jewish experience, such as a Jewish day school or immersion program. (A number of partners offer outside

scholarships, incentives, and other resources for campers who attend day school.)

- Additional requirements may be in place in some areas. Contact your program administrator to check local eligibility requirements.

If you aren't sure whether your child is eligible for a grant, or for any additional information, please contact your local program administrator. Visit OneHappyCamper.org for listings by state.

BOILERPLATE

Campaign boilerplate is a short piece of text that distills the campaign key messages down into brief, readable prose.

Boilerplate should be used verbatim on any materials that include “About One Happy Camper” text (press releases, brochures, websites, etc).

Consistent use of the boilerplate helps establish a clear sense of what One Happy Camper is all about in the minds of the target audience.

ABOUT ONE HAPPY CAMPER

One Happy Camper is a program of the Foundation for Jewish Camp (FJC), in partnership with Jewish federations, foundations, and camps across North America. One Happy Camper provides incentive grants of up to \$1000 to children attending nonprofit, Jewish overnight camp for the first time. The grant works to introduce more children to the magic of Jewish camp.

We know that for children, Jewish camp is just plain fun. But it’s also much more than that—it’s camp with a soul. At camp, kids get the chance to explore who they are—and who they want to become—in an inspiring, fun-filled environment. Whether they’re playing basketball, ziplining, or dancing with their friends, Jewish camp creates a community of campers—and young leaders—who feel sure of themselves and proud of their heritage. Visit OneHappyCamper.org to find your Jewish camp, and to apply for your grant.

LOGO

USING THE LOGO

The One Happy Camper logo must appear prominently on all program materials.

The primary logo is the horizontal version, but the secondary vertical logo may be used instead if space is limited.

Primary Logo



Secondary Logo



PARTNER LOGOS

Partner logos are provided so the logo may be customized to reflect your program. Please follow the same guidelines when using the partner logos as when using the main One Happy Camper logos.

Partner Logo



Note: you may use your own organization's logo as a secondary mark. The One Happy Camper logo must be primary.

SIZE AND PLACEMENT

The logo should always be large enough that it is clearly legible, and placed with sufficient empty space around it so it stands out on the page. Recommended minimum size and spacing is shown below.

Clear Space



Minimum Size



LOGO (CONTINUED)

WHAT NOT TO DO

It is important to protect the integrity of the One Happy Camper logo through consistent, correct usage. As a rule, always reproduce the logo from master digital artwork and avoid altering or modifying it in any way.



Do not remove or rearrange any elements



Do not alter the colors used for the logo.



Do not add elements or effects to the logo.



Do not change the font used in the logo



Do not stretch or squash the logo disproportionately.



Do not place the logo over busy patterns

COLOR PALETTE

The One Happy Camper campaign materials feature a bright, summery color palette and friendly sans-serif typeface. Please use only the fonts and colors shown on this page, and avoid introducing new colors or type styles when creating your materials.

Print projects should use the CMYK breakdowns or Pantone inks, while web or onscreen materials should use the RGB or HEX colors.

PLEASE NOTE: While the Sunglow Magenta/Bug Juice and Sprout Green/Firefly appear to be the same, there are slight differences in the coloration. We continue to use Lake Blue in the new materials as well. No need to update your custom OHC logo.

ORIGINAL COLOR PALETTE

LAKE BLUE

Pantone: 3125U
Pantone: 312C
CMYK: 67/0/27/0
RGB: 57/192/195
HEX: #39C0C3

SUNGLOW MAGENTA

Pantone: 226U
Pantone: 219C
CMYK: 1/92/1/0
RGB: 215/68/135
HEX: #D74487

SPROUT GREEN

Pantone: 3180U
Pantone: 584C
CMYK: 15/0/73/1
RGB: 209/228/88
HEX: #D1E458

LEAF GREEN

Pantone: 360U
Pantone: 360C
CMYK: 60/0/80/0
RGB: 109/192/103
HEX: #6DC067

REFRESH COLOR PALETTE

FREE SWIM

Pantone: 326U
Pantone: 3275C
CMYK: 100/0/50/0
RGB: 0/169/157
HEX: #00a99c

BUG JUICE

Pantone: Strong Red U
Pantone: 213C
CMYK: 2/98/44/0
RGB: 215/68/135
HEX: #edf25f

FIREFLY

Pantone: 388U
Pantone: 388C
CMYK: 23/0/99/0
RGB: 207/221/42
HEX: #cfdc29

LOG CABIN

Pantone: 2322U
Pantone: 2322C
CMYK: 59/76/94/60
RGB: 64/39/18
HEX: #3f2712

TYPE

The One Happy Camper campaign materials feature a bright, summery color palette and friendly sans-serif typeface. Please use only the fonts and colors shown on this page, and avoid introducing new colors or type styles when creating your materials.

Heading

FF Meta Bold
Caps, 12 pt.

Body Text

FF Meta Normal,
10 pt.

URL Callout

FF Meta Bold,
12 pt.

Heading

CUBANO

size dependent on
text

Body Text

Gotham 11 pt.

URL Callout

Gotham Bold
11 pt

ORIGINAL FONT FAMILY

LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit. Nam id dignissim nulla. Mauris at condimentum dolor. Nunc ultricies, dui ut ornare suscipit, ligula odio euismod arcu, nec ultricies neque eros eu lorem. Vestibulum auctor eleifend nisl, eget luctus nisi rutrum ut.

Nullam egestas ligula non sapien feugiat eu interdum risus placerat. Sed vitae nunc elit, in ornare metus. Morbi non ipsum vel eros bibendum feugiat. Morbi felis eros, aliquam vitae imperdiet.

OneHappyCamper.org

REFRESH FONT FAMILY

LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit. Nam id dignissim nulla. Mauris at condimentum dolor. Nunc ultricies, dui ut ornare suscipit, ligula odio euismod arcu, nec ultricies neque eros eu lorem. Vestibulum auctor eleifend nisl, eget luctus nisi rutrum ut.

Nullam egestas ligula non sapien feugiat eu interdum risus placerat. Sed vitae nunc elit, in ornare metus. Morbi non ipsum vel eros bibendum feugiat. Morbi felis eros, aliquam vitae imperdiet.

OneHappyCamper.org

PHOTOS

Colorful, dynamic photos are an important way to show what Jewish camp and One Happy Camper is all about. The “Signposts” updated campaign uses immersive background images that connect with the activity on each signpost. The best images for these backgrounds are ones that feel expansive and awe-inspiring, without a focus on individual campers’ faces. The image should offer some negative space, like sky or a lake or an expanse of field, that the signpost image and headline copy is placed on. Secondary images are used to show specific camp activities and real kids at Jewish summer camp.

If you wish to replace these images with photos portraying your camps and community, please try to match the spirit and mood of the originals. All photos should be colorful and energetic. Try to select shots that are well-lighted and show campers engaged in an activity rather than simply smiling at the camera. Be sure to have permission to use camper photos.

When cropping, be sure to preserve the original aspect ratio. Photos for print must be high-resolution (300 dpi at the final size) to ensure crisp print quality. Low-resolution photos (72 dpi) should be used for online materials only.



FLYERS

Standard letter-sized flyers can be used as a quick and simple leave-behind or bulletin board posting to promote Jewish camp and the One Happy Camper program. Flyers are designed to be used as-is, or you may replace the primary One Happy Camper logo with your partner logo.

Print specifications are provided for sending the flyer to a commercial printer or it may be printed on a color office printer for low-cost advertising. Printing in black and white is not recommended.

Dimensions: 8.5" x 11"



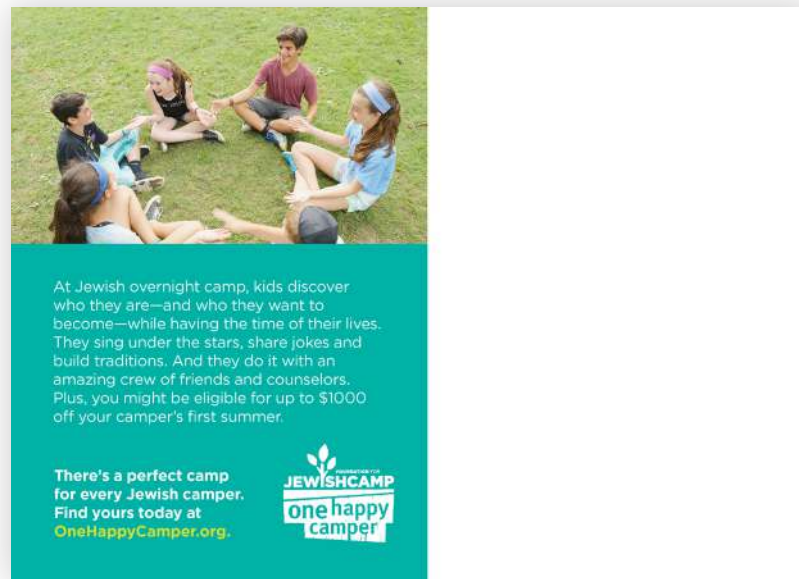
POSTCARDS

Postcards form the backbone of the One Happy Camper direct-outreach effort, and can be used as a leave-behind or sent out to your mailing list.

There are multiple designs provided for the front of the postcard, and printing a variety is recommended to showcase how diverse the Jewish camp experience can be. The back is identical for all postcards, with space where you may add your contact information or replace the primary One Happy Camper logo with your One Happy Camper partner logo.

Print specifications are provided for sending the postcard to a commercial printer. Printing on an office printer is not recommended.

Postcard dimensions: 5" x 7"



PRINT ADS

Ads let you reach out to a wide readership in newspapers, magazines, or other printed publications. The One Happy Camper ads include space for you to add your contact information or replace the primary One Happy Camper logo with your One Happy Camper partner logo.

These ads are for typical half-page vertical and horizontal layouts, but it may be necessary to adjust the artwork dimensions according to the specific publication. When adjusting artwork, try to change only the dimensions of the vector shapes, and do not stretch or distort the proportions of the photos, text, or other graphic elements.

Horizontal ad dimensions: 8.5" x 5.5"

Vertical ad dimensions: 4.25" x 11"



Half-page Horizontal Ad



Half-page Vertical Ad

ONLINE BANNER ADS

Online banner ads can help promote the One Happy Camper program on relevant websites and online advertising networks.

Banner ads are provided in the three most common dimensions, to be useful across the broadest range of platforms. Ads are provided as static JPGs as well as animated GIF format, with eye-catching motion to attract attention.

Leaderboard ad dimensions: 728 x 90 px

Skyscraper ad dimensions: 160 x 600 px

Rectangle ad dimensions: 300 x 250 px



EMAILS

Seasonal email messages help get the word out to your electronic mailing list and keep camp on their minds throughout the year.

Email header graphics and message templates are provided for use around several different holidays. These can be used as-is or you can customize them with your own One Happy Camper partner logo or messages.

There are several free or low-cost email distribution tools available online that can help you design, organize, and send email campaigns. Recommended tools include:

Vertical Response (verticalresponse.com) **Constant Contact** (constantcontact.com)



Dear [Name],

Honor the “new year of trees” by sending your kids to a place where they can really get their hands dirty—overnight camp!

You might even qualify for \$1,000 grant towards summer camp!

At Jewish camp, your child will celebrate the joy of nature every day. Whether she's practicing her diving skills, sharing stories around a campfire, or hiking through the hills, your camper will return home with a reinforced sense of wonder about the world around them (and some really cool new skills.)

[The Foundation for Jewish Camp's Camp Finder tool makes it easy to find the perfect camp.](#) With over 150 different camps to choose from, you'll have no trouble finding a Jewish camp where your child will have fun, be comfortable, and learn more about who they are.

Plant the seeds for an amazing summer. [Visit OneHappyCamper.org to learn more.](#)

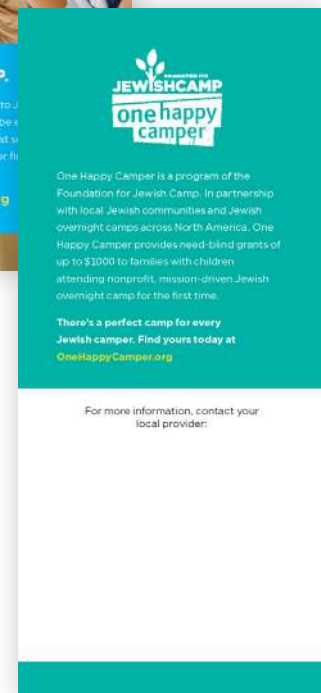
P.S. First time camper? Your child may be eligible for \$1,000 off! Get the details at OneHappyCamper.org, or contact [local program administrator].

[Contact Information]

BROCHURE

The overview brochure provides parents with key information about Jewish camp and the One Happy Camper program, and fits easily in a standard mailing envelope. The brochure includes space on the back for you to add your contact information or replace the primary One Happy Camper logo with your One Happy Camper partner logo.

Brochure dimensions (folded): 4" x 9"



BANNER

A retractable standing banner can make a big splash at any event or location where you want to promote One Happy Camper. The banner design can be used as-is or you can add your contact information or replace the primary One Happy Camper logo with your One Happy Camper partner logo.

To print the banner, follow the submission guidelines found online at:

**[www.displays2go.com/
BannerGuidelines/RRUBS33_
BannerGuide.html](http://www.displays2go.com/BannerGuidelines/RRUBS33_BannerGuide.html)**

