***Below are two examples of camper profiles for two different art specialty camps.***

**URJ 6 Points Creative Arts Academy**

Marketing Profiles

Profile 1:

Sophie is a bright, energetic 3rd grader from Miami. She loves to sing and dance and put on skits for her friends and family. She has gone to drama day camp for several years and really has fun on stage. Her counselors have noted her comedic timing and flair for accents. Her parents are concerned about sleep away camp, both in terms of their only child being away and in terms of cost. They feel two weeks may be a good starting place for next summer. Mom has a background in stage management and might be willing to help at camp in exchange for some or all of tuition.

Profile 2:

Alex has every Pentatonix song loaded on his iPhone. He loves the idea that voices can be used to create so many sounds, harmonies and rhythms. He is in chorus in his middle school, and wishes they would do more than two parts and rounds and the school theme song. He is deciding between a summer at the JCC in the Teen Leadership program or camp where he can sing more. His family has a vacation scheduled for two weeks in August, but he is thinking about end of June and July.

Profile 3:

Kim is a quiet 8th grader from Reston, VA, who spends most of her free time drawing in her sketch book, sometimes being called out in class for doodling. She draws portraits, stills and abstracts and uses shading and color to give her drawings dimension. She is a madricha at her temple, but has not found a place in youth group. She had never taken a formal arts class, it is not offered at her school, but wants to put a language to her technique and learn some new skills. She is intrigued about camp being a place she can be Jewish in her own way, spend a lot of time working on her drawings without getting in trouble or being told she has to be more social, and is actually looking forward to being outside a little bit. Her parents are supportive and willing to put funds toward making their child feel more comfortable in her own skin.

Profile 4:

Josh likes to cook. Although he gets teased sometimes by the guys on his baseball team, but no one laughs when they get to eat his treats. He loves experimenting in the kitchen, whether it is with strange ingredient combinations or liberal measurements. He has not had any training in the kitchen, learning by watching his dad, a caterer, and every cooking show imaginable. He was going to play baseball this summer, preparing for varsity tryouts before 10th grade starts, but his girlfriend told him about a Jewish summer camp where they are teaching culinary arts and she is going to go there for dance and wants them to be together.

Parent Profile

Kristin and Josh have been married 15 years. They have a 12-year-old son and twin girls who are 8. Their son, Dan, plays violin fairly well, and has been in middle school orchestra for two years. They are all eyeing the High School for the Arts and want Dan to have some additional experience outside of school to develop his skills, discipline and group dynamics. Kristin and Josh both work, but disposable income isn’t abundant. They want the twins to have a JCC camp option and don’t want to have to keep any of the kids from a summer option, so two-three weeks of sleep away works budgetarily.

**Havaya Arts Camp:**

Camp to Art Scale

1. Wants to go to camp, “artsy kid”
2. Wants to go to camp, has an interest in art
3. Equally interested in both camp and creating art
4. Is an artist, has an interest in camp
5. Is an artist, willing to go to camp

Jewish Factors

1. Jewish piece isn’t a factor
2. Comes from interfaith family
3. Looking for an alternative Jewish route
4. Looking to make Jewish friends
5. Looking to be a full formed Jewish person, artist and Jewish artist

|  |  |  |  |
| --- | --- | --- | --- |
| Grade | Entering 4th |  | Entering 9th |
| Judaism | Not a major factor | Some exposure | Very interested |
| Artistic Training | No formal exposure | Some formal training | Attends high level arts school |
| Artistic Interest | Doodles | Participates on a weekly basis | Professional working artist (or goal) |
| Socio-economic | Needs full scholarship | Pays full tuition | Potential donor |
| Siblings | Only Child |  | Has sibling(s) |

* Component of diversity
* Interests beyond art

**Without artistic component, camper would not seek a Jewish camp**

**Camper Profiles**

Andy

* Entering 6th grade
* Swimmer, active in her community, reader and loves to draw
* No formal art education
* Discovering sense of self, self image, the world around her
* Judaism is undefined but present
* Unitarian universalist
* Personal connection to camp EXCITED to GO AWAY

River

* Seeking inclusivity, gender non-conforming
* Comes from Reform, actively Jewish family
* Somewhat into drawing
* Somewhat into sports (swimming)
* Didn’t love Kalsman
* Lives in Portland

Natalie

* Loves singing and dancing
* Jewish, but not actively
* Very independent
* No formal training

Maya

* Actively interested in developing a Jewish sense of self
* Excited about leaving home for the summer
* Waiting their whole life for the Jewish Arts Camp!
* Is in school band and writes music at home
* Identifies as queer
* Has super rich parents and a million siblings

Alex

* Doesn’t have formal Jewish education or identity
* Has never left home before
* Likes to doodle and daydream at school
* Doesn’t have a formal artistic education
* Needs a scholarship