

One Happy Camper Marketing Calendar

Fall 2021- Spring 2022

<https://jewishcamp.org/ohcmarketing/marketing-resources/>

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 August	Social Media	Communications	Potential Camp Families & Advocates	Rosh Hashanah	See social media plan, fall 2021
Mid August	Email Blast	Communications	Potential Camp Families	Rosh Hashanah	See Rosh Hashanah email copy & header; include Camp Rosh Hashanah Activity Book
Mid-Late August	Email Blast	Communications	2021 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 2021 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 2021 Social Media Plan for suggested September posts. (Don't forget - OHC launches at the end of this month!)
Post Yom Kippur	Email Blast	Communications	Potential Camp Families	Sukkot	See Sukkot email copy
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.
October					
Mid October	Social Media/Email Blast	Communications	Potential Camp Families & Advocates	"We launched"	Let your stakeholders know that they can start applying for the One Happy Camper grant and link to find a camp so they can choose the right camp. You can also provide your contact info. See social media plan.
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 2021 Social Media Plan for suggested October posts.
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 2022 issues (cost, timing, specifications)	See print ads

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Late October	Camp Outreach	Program	Camp Directors	Reach out to area & specialty camps to see how their summer was and talk recruitment. Consider convening the group next month or the potential of a camp fair, parlor meeting, or community camp shabbat.	Exchange new marketing materials, refresh yourself on the ins and outs of each camp, & talk about collaborative meetings and community-wide programs/recruiting. See specialty camp one-sheet for list of camps and camp shabbat activity book. 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	Social Media	Communications	Potential Camp Families & Camp Advocates	Schedule Daylight Savings themed Boosted Facebook post (for November 3rd)	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.)
November					
Early November	Social Media	Communications	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 2021 Social Media Plan for suggested Nov. posts.
Early November	Community Engagement	Program	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	Marketing	Potential Camp Families	Place ads in local Jewish & family-focused publications to run in January-May 2022 issues	See print ads
Mid November	Community Engagement	Marketing	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
Mid November	Canvassing	Marketing	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	Marketing	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	Marketing	Potential Camp Families	Setup digital campaign targeting local families	See digital ads & social media
Week of 11/17	Social Media/ Email Blast	Communications	Potential Camp Families	Thanksgiving social media post/email blast	see fall 2021 social media plan and Thanksgiving email copy
December					
Early December	Social Media	Communications	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 2021 Social Media Plan for suggested December posts.
First Week in December	Community Engagement	Program	Potential Camp Families	Set up an information table at community Hanukkah activities.	See Hanukkah Activity Books
Mid December	Community Outreach	Marketing	Potential and Current Camp Families	Consider sending a small Hanukkah gift or card to recent, current, and future campers.	Ideas: a dreidel and gelt, a mini flashlight, a set of jax, a S'mores making kit, etc.
Mid December	Email Blast	Communications	Potential Camp Families	Hanukkah	See Hanukkah email copy; Include Camp Hanukkah Activity Book
Late December	Online advertising	Marketing	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
January					
Week 1	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 Spring 2022 Social Media Plan for suggested January posts.

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Week 2	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.
Week 2	Community Engagement	Marketing	Synagogue Educators, Jewish Day Schools, & JCC After School Programs	Distribute Camp Tu' B'Shevat 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 Tu B'Shevat Activity book
Week 2	Community Engagement & Canvassing	Program	Synagogues, JCCs, Hebrew Schools, Jewish Day Schools, Special Interest Groups, etc.	Check in with local Jewish community organizations to see if they need more materials or support with spring recruitment.	See postcards, flyers, Find-A-Camp poster, brochure, and specialty items
Week 4	Canvassing	Marketing	Potential Camp Families	Replenish 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
February					
Week 1	Social Media/Email Blast	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 Spring 2022 Social Media Plan for suggested February posts. February is Jewish Disabilities and Inclusion Awareness month. Promote search for summer guide that is specific to families with children with disabilities.
Week 2	Email Blast	Communications	Potential Camp Families	Tu B'Shevat	See spring 2022 social media plan and Tu B'Shevat email copy
Week 2	Community Engagement	Program	Synagogue Educators, Jewish Day Schools, & JCC After School Programs	Distribute Camp Purim 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 Purim book
Week 2	Camp Outreach	Program	Camp Directors	Reach out to area & specialty camps to see how recruitment is going, get any new marketing materials, see how you can help them, and plan future initiatives	Exchange marketing materials, refresh yourself on the ins and outs of each camp, & talk about collaborative meetings and community-wide programs/recruiting.
Week 2	Email Blast	Communications	Potential Camp Families	Presidents Day	See Presidents Day email copy
March					
Week 1	Social Media	Communications	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, & family related posts with the coordinator of your social media page.	See Spring 2022 Social Media Plan for suggested March posts.
Week 1	Email Blast	Communications	Potential Camp Families	Purim	See Purim email copy
Week 2	Community Engagement	Program	Synagogue Educators, Jewish Day Schools, & JCC After School Programs	Distribute Camp Passover 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 Passover book
Week 3	Media Outreach	Marketing	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) to local Jewish publications.	If possible, feature personal quotes/stories from kids/families
April					
Week 1	Social Media	Communications	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, & family related posts with the coordinator of your social media page.	See Spring 2022 Social Media Plan for suggested April posts.

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Week 1	Email Blast	Communications	Potential Camp Families	Passover	See Passover email copy and header (link Passover activity book)
Week 3	Community Engagement	Program	Synagogues, JCCs, Hebrew Schools, Jewish Day Schools, etc.	Research Yom Haatzmaut Community Events to partner with	Ideas: offer to lead an activity for young children whose parents are at the program/table/speak/advertise, etc.
Week 4	Social Media/ Email Blast	Communications	Potential Camp Families	Consider releasing each of FJC's <i>flash videos</i> (color war, tie-dye, letter writing 101, etc.) on social media or email in the next few weeks leading up to camp.	See video library
Week 4	Community Engagement	Program	Current OHC recipients	Consider organizing a send-off event for your community's current OHC recipients.	Ideas: ice cream party, group outing to a local sporting event, barbecue, etc.
Week 4	Community Engagement/Social Media	Communications	Camp directors	Contact your local area and specialty camps to schedule a day to visit your campers.	For more information or questions on how to schedule camp visits, please contact Marisa@Jewishcamp.org
May					
Week 1	Social Media	Communications	Potential Camp Families & Camp Advocates	Coordinate the month's camp, OHC, parenting, & family related posts with the coordinator of your social media page.	See Spring 2022 Social Media Plan for suggested May posts.
Week 3	Email Blast	Communications	Potential Camp Families	Last Chance	See Last Chance email copy and header
Week 4	Email Blast	Communications	Potential Camp Families	Mini (or "Taste of" or "Short-stay") Camps	Brief email listing area camps that have an "intro" program. List camps, dates, and appropriate ages.
June					
Week 1	Online advertising	Marketing	Potential Camp Families	Collect data on your digital ad campaigns, and use that to make plans for 2022 advertising.	Ask for impressions, clicks, click thru rates, and the site's average click thru rate. For top performing sites, lock in a space and rate for next year's campaign.
Week 1	Community Engagement	Program	Ambassadors	Invite local clergy and educators to see the program in action as your honored "Shabbat Guests".	Offer them a role in an activity. Organize a snack and photo opp with all their congregants attending your camp.
Week 2	Email	Communications	2022 Families	Create a template to use for summer communication (if you don't have one yet)	
Week 2	Email	Communications	Potential Families & Ambassadors	Advertise "Taste of" OR Family Camps in your area	
Week 3	Email	Communications	2022 Families	Invite your community to subscribe to your social media platforms: FB + YouTube + Blog	
SUMMER					
Key Summer Strategies:					
* Maintain engagement among key stakeholders: current families, future families, community leaders (school and synagogue directors/educators, clergy, local community leaders.)					
* Set groundwork for future marketing through visual documentation of summer (photos + video) and anecdotes from participants (parents, kids, counselors)					
* Plan to take photos and videos for future marketing opportunities (apples/RH, music/Simchat Torah, Israel Day/Yom HaAzmaut, gardening/Tu B'shevat)					
* Invite potential families and the broader community to see camp in action.					
SUMMER	Email	2022 Families	Cultivating your Camper Community. Ongoing email updates throughout summer with pictures and video to keep families in the camp experience loop.	Great way to cultivate the current camp families, keeping in mind their experience is critical to current success. Their ability to be ambassadors for next year is critical for future success.	
SUMMER	Website	Potential Families & Ambassadors	"Camp has started. Join in on the fun." Tour Info, Images of Camps, Enrollment info (if still available), Links to Blogs & social media		