



Campership Incentive Program

WHAT IS THE FOUNDATION FOR JEWISH CAMP?

The Foundation for Jewish Camp (FJC) is the only public organization dedicated solely to nonprofit Jewish overnight camps. FJC employs a variety of strategies toward a single goal: to increase the number of children in Jewish summer camps. To this end, the Foundation creates inspiring camp leaders, expands access to and intensifies demand for camp, and develops programs to strengthen camps across the Jewish spectrum in North America. Through strategic partnerships on local and national levels, FJC raises the profile of Jewish camp and serves as a central resource for parents and organizations alike. FJC works with more than 150 camps, 70,000 campers, and 10,000 counselors across North America to further its mission.

WHAT IS THE CAMBERSHIP INCENTIVE PROGRAM?

The Campership Incentive Program (CIP) was created and funded by a gift from an anonymous donor for the singular purpose of increasing the number of children benefiting from the transformative experience of Jewish summer camp.

Aimed at attracting new campers who do not have daily, intensive exposure to Judaism, the program provides financial incentives to families of first-time, and in some cases second-time campers, to encourage and motivate parents to choose Jewish summer camp over other summer options.

The program was piloted in Chicago in 2006 and to date, over 11,500 children have attended Jewish overnight camp through CIP. The 2009 campaign boasted 37 partnerships with federations, national camp movements, and individual camps, sending over 6,000 campers to camp with incentives. Findings from our annual evaluation indicate that nearly one in four of the 2009 campers “were not at all likely” to attend camp were it not for the incentive.



WHICH COMMUNITY PARTNERS (FEDERATIONS, CAMPS, AND CAMP MOVEMENTS) ARE PARTICIPATING IN THE 2010 CIP PROGRAM?

With over 37 partners and counting, CIP continues to expand for summer 2010. For an updated listing of participating partners, please visit www.jewishcamp.org/CIP.

HOW DOES THE PROGRAM WORK?

FJC’s goal is to seed incentive programs in Jewish communities across North America.

The program is open to partnership with a variety of local Jewish organizations, including federations, religious movements, camps and foundations.

The program is flexible; FJC can help your community choose from a variety of models to develop a program that is tailored to your needs and interests. Existing models include:

- Hybrid Model: Some programs have chosen to use a combination of recruitment partners, including camps, JCCs, and synagogues.

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Campership Incentive Program

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- **Federation Model:** Federation-sponsored programs administer the program and recruit campers themselves.
- **Camp Model:** Some federation-sponsored programs have chosen to partner closely with the camps in their region to market the program and recruit campers. In some cases, camp eligibility is limited to the partnering camps. All national programs use the camp model.
- **Synagogue Model:** Some federation-sponsored communities are partnering with local synagogues to market the program, recruit campers, distribute applications, and liaise with parents.

There are some universal guidelines that must be adhered to by all participating organizations:

- As stipulated by the donor’s gift, all participating organizations are required to provide financial support for the program.
- FJC will provide matching grants, one-to-one in the first year and receding thereafter, aimed at launching incentive programs that will then be supported long-term by the participating organization. While we are flexible to the needs of the community, FJC generally matches the grant at the following levels:

| Year | FJC Match | Partner Contribution | FJC match per camper (\$1,000) | Partner match per camper (\$1,000) |
|------|-----------|----------------------|--------------------------------|------------------------------------|
| 1 | 50% | 50% | \$500 | \$500 |
| 2 | 50% | 50% | \$500 | \$500 |
| 3 | 37.5% | 62.5% | \$375 | \$625 |
| 4 | 25% | 75% | \$250 | \$750 |
| 5 | 0% | 100% | \$0 | \$1,000 |

- Participating organizations will be expected to operate and fund the program independently after the fourth year.
- Participating organizations must commit to developing a full program, with corresponding marketing and fundraising plans as well as target projections of the number of children this program will benefit.
- Participating organizations must track campers receiving incentives—vital data that will help evaluate the effectiveness and impact of the program.

WHAT ARE THE ELIGIBILITY REQUIREMENTS FOR APPLICANTS?

The general eligibility requirements that are adhered to by all partners are as follows:

- Campers must have never previously attended a nonprofit Jewish overnight camp for 19 days or longer before applying for the grant.
- Campers must be attending a camp listed on the Foundation for Jewish Camp’s website.
- Campers must be registered for a camp session that is at least 19 consecutive days (or 12 in western US).
- Campers must not currently be participating in an immersive daily Jewish experience such as day school or yeshiva, as this program is intended to be an outreach initiative.

Learn More

If you are interested in bringing this program to your community, please contact Tova Katz at tova@jewishcamp.org or 646-278-4506.



Campership Incentive Program: Making Real Change

To date, 11,500 children have attended Jewish overnight camp for the first or second time thanks to the Foundation for Jewish Camp’s Campership Incentive Program (CIP). Since its inception, over \$11 million in grants have been disbursed and the number of campers taking advantage of the program has grown from 725 in the 2006 pilot year to over 6,200 in summer 2009.

| Year | # of Communities | # of Partners | # of Campers |
|------|------------------|---------------|--------------|
| 2009 | 24 | 13 | 6,200 |
| 2008 | 18 | 3 | 3,400 |
| 2007 | 7 | 0 | 1,800 |
| 2006 | 1 | 0 | 725 |

Our research indicates that nearly one in four incentive recipients (23%) were “not at all” likely to have attended camp without the incentive. This represents, in 2009 alone, over 1,200 beds filled as a direct result of the Campership grant.

CIP is funded by an anonymous donor in the Midwest along with contributions from partner organizations, including federations, camps, synagogues and other Jewish organizations.

Mission and Goals

The mission of the Campership Incentive Program is to increase the number of Jewish children who benefit from the transformative experience of overnight Jewish summer camp by providing financial incentives to first-time campers. As an outreach initiative, the program specifically targets children not currently immersed in a daily Jewish experience like day school or yeshiva.

FJC aims to increase enrollment so that more than 100,000 children are attending Jewish overnight summer camp by 2013. By this time, we intend to boost Jewish overnight camp to the top of the communal agenda. Camp will be recognized as a continuity-building experience, one that imbues children with a sense Jewish community and pride that they can take with them



Nearly one in four incentive recipients were “not at all” likely to have attended camp without the incentive.

through adulthood to lead engaged Jewish lives and change the face of the Jewish community.

What We’ve Learned*

WIDENING THE TENT

- Thanks to a national marketing campaign and bold strategic partnerships between FJC and CIP partners, we are starting to reach an increasing number of less-affiliated families. The percentage of incentive recipients unaffiliated with synagogues has increased since 2008, from 5% to 11%.
- CIP is attracting all types of Jews, including interfaith families, who comprised 16% of CIP campers in 2009, and families with at least one non-American parent, who comprised 20%.

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Campership Incentive Program: Making Real Change

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STRENGTHENING THE RETURN ON INVESTMENT

- Most CIP campers are young—65% are 11 years old or younger—which means that many of them have a long camp career ahead of them. This is a tremendous return on a small investment of \$1000.

GETTING THE WORD OUT

- Cutting-edge marketing strategies are helping us to reach less-affiliated families. Piloted by the JWest Campership Program, viral marketing techniques and social media campaigns are now being used to move our message into new spaces. Online tools like Facebook, e-communications, and Google ads are convenient, efficient, and economical!

INCENTIVES BRING THE BOYS TO CAMP

- As our community struggles with dropping engagement rates of boys in Jewish life, CIP is bucking that trend by attracting near-equal numbers of boys and girls through incentive grants.

SUPERIOR CUSTOMER SATISFACTION

- 95% of CIP parents surveyed gave highly favorable ratings on the incentive grant application process, confirming the high-quality customer experience of CIP families.

** All data gleaned from national CIP evaluation and online registration system data*

What Partners are Saying about CIP

“FJC’s Campership Incentive Program has not only enabled our community to introduce more than 500 children to their first Jewish overnight camp experience; it’s also served to introduce several major donors to the power and importance of Jewish camping and to elevate the place of Jewish summer camp on our community agenda.”

—UJA Federation of Toronto, partner since 2008

“Our community’s partnership in the Campership Incentive Program has been very successful in raising local awareness about Jewish summer camp...and has given parents the push they needed to send their children to camp. In addition, the program and its success have served to highlight yet another critical role that our agency plays in the community.”

—Jewish Federation of Greater Dallas, partner since 2008

Learn More

FJC’s online incentive application system is now available for summer 2010! Check it out at www.onehappycamper.org.

FJC counts over 40 CIP partners! To view a list of 2010 partners, please visit www.jewishcamp.org/CIP.

Do you know of a community who is interested in bringing CIP to their area? Prospective partners should contact Tova Katz (tova@jewishcamp.org) or Seth Cohen (seth@jewishcamp.org).



JWest Campership Program

The Foundation for Jewish Camp believes that strong Jewish identities are forged through the unparalleled experience of Jewish summer camp, and is offering Jewish families across the Western United States a cash incentive to try camp for the first time through the JWest Campership Program.

The JWest Campership Program, funded by the Jim Joseph Foundation, seeks to enroll 3,000 campers from the Western U. S. in nonprofit Jewish overnight summer camps. Now in its third year, the JWest Campership Program awards financial incentives of up to \$2,500 over multiple years to middle schoolers who attend one of 20 Jewish camps in the West for the first time.

By using camp as a starting point, FJC hopes to energize and strengthen Western Jewish communities with a generation of young, engaged Jews.

We Need Your Help

FJC partners closely with camps, synagogues, Jewish organizations, parents, and federations across the Western states to put camp at the top of a community's agenda.

Our partners derive great benefit from promoting the JWest Campership Program; it increases the partner organization's exposure in the community, enables it to build stronger relationships with constituents, and allows parents to realize the organization's investment in their child's future. The program is a win-win for everyone. So, how can you help?

- Include information about local camps and the JWest Campership grant in e-communications to your community.
- Contact FJC to receive an icon graphic that can be used to link your website to www.onehappycamper.org, a central resource for the JWest Campership Program and portal to our state-of-the-art online registration system. The system allows parents



to determine their child's eligibility for a JWest Campership grant and processes all grant applications, making it a one-stop-shop for the program.

- Work with area rabbis to ensure they know about local camps and the JWest Campership grant opportunity.
- Ask your board or area youth groups to hang up marketing materials promoting the JWest Campership Program and onehappycamper.org in Jewish businesses, waiting rooms of popular physicians and dentists, or local eateries that cater to the Jewish community.

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JWest Campership Program

The Nuts and Bolts

Because the JWest Campership Program is meant to engage primarily unaffiliated Jews, there are some important factors that determine a child's eligibility for the grant. Potential campers eligible to receive up to \$2,500 are those who in their first year:

- Have never attended Jewish overnight summer camp (family camp and/or winter camp participation does not disqualify potential grant recipients)
- Will enter sixth, seventh, or eighth grade in the fall after camp
- Are not involved in immersive Jewish experiences (day school or yeshiva)
- Enroll in a two week (12 day minimum) session or longer at one of 20 nonprofit Jewish summer camps located in the Western states
- Reside in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, or Wyoming.

After enrolling their child for a minimum two-week session at camp, parents/guardians should visit www.onehappycamper.org and fill out the JWest Campership Program application. Once the camper's registration at camp has been confirmed and the JWest application has been approved, the incentive grant money will be paid directly to the camp in the camper's name. If the camper remains on a waitlist or cancels before camp begins, the grant will not be awarded.

In 2010, grants will be distributed to eligible JWest campers who fall into one of these categories according to the length of the camp session in which they are enrolled:

3-week sessions (19 days or longer)
Grant in 2010: \$1,500; in 2011: \$1,000; in 2012: \$0

2-week sessions (12 day minimum)
Grant in 2010: \$1,000; in 2011: \$1,000; in 2012: \$500

2-week session (year 1), 3-week session (year 2)
Grant in 2010: \$1,000; in 2011: \$1,500; in 2012: \$0

3-week session (year 1), 2-week session (year 2)
Grant in 2010: \$1,500; in 2011: \$1,000; in 2012: \$0

Learn More

We are excited to have you join us in strengthening the Jewish communities of the Western states, and enabling more youth to experience transformative summers at Jewish summer camp.

To learn more about the JWest Campership Program, please contact jwest@jewishcamp.org or call 888-888-4819.

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www.jewishcamp.org



Genesis Camp Initiative

The Opportunity

The Russian-speaking population accounts for about one-fifth of all Jews living in major Jewish population centers in the United States; yet they remain largely unengaged with the organized Jewish community. In response, the Foundation for Jewish Camp has launched the Genesis Camp Initiative which will enroll over 1,000 Russian-speaking Jewish youth in overnight Jewish camp, making this outreach effort the first of its kind with the potential to generate long-term impact throughout the Jewish community.

Goals

1. To create opportunities for children and teens from Russian-speaking families to build meaningful connections to the Jewish community through Jewish overnight camp
2. To build a cadre of young adult staff from the Russian-speaking community by providing them with rigorous training and camp employment opportunities, while building future community leadership
3. To put the interests of the Russian-speaking community on the agenda of the Jewish camp field and enable Jewish overnight camps to attract and retain campers from Russian-speaking families

Strategies

Funded by the Genesis Philanthropy Group, FJC's Genesis Camp Initiative employs several integrated strategies to involve campers and staff from Russian-speaking families in Jewish camp:

- Developing specialty camp programs focused on the specific interests and needs of Russian-speaking Jewish families, based on models proven effective with this community in the FSU, Israel, and the United States



- Designing new marketing strategies that specifically target Russian-speaking families and raising awareness about Jewish camp in this community
- Enabling Jewish overnight camps to attract and retain campers from Russian-speaking families through marketing, staff training, and new programmatic offerings that address this population
- Providing training for Russian-speaking Jewish college students and young adults, creating a powerful staff cohort and future leaders in the Jewish community
- Convening and facilitating regional councils of camp professionals and communal professionals working with Russian-speaking families
- Providing monetary incentives to Russian-speaking families to attract them to Jewish camp

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Genesis Camp Initiative

Program Achievements to Date

Pilot programs are already underway. This past summer, nearly 100 Russian-speaking Jewish high school students from across North America came together at *Havurah*, a two-week program at Camp Tel Yehudah. *Havurah* was staffed by a team of Russian-speaking counselors specially recruited and trained by the Jewish Agency for Israel who served as both informal educators and role models.

Reports from campers and staff alike indicate that the inaugural *Havurah* program was a success. It offered an intense Jewish educational experience as well as an opportunity to explore the camper's unique Russian-Jewish identity, all in a typical American Jewish camp setting. Most campers have indicated a desire to return to camp and many of the former counselors, passionate about Jewish education, returned to their home communities and created ongoing Jewish programming for themselves and their peers.

Market research on this community's attitudes to summer camp will be available by early 2010.

Next Steps

Moving forward, FJC will work with leaders and opinion shapers in the Russian-speaking Jewish community and with Jewish camp leadership to take the initial pilot programs and replicate them more broadly. FJC will begin to incorporate the lessons and insights learned thus far about the Russian-speaking community into our broad array of programs.

Additionally, FJC will identify those Jewish summer camps that serve areas with significant Russian-speaking Jewish populations and will work closely with the camp staff to craft programming and activities that will attract and retain this population.

Learn More

To find out more about the Genesis Camp Initiative, please contact Alina Bitel at alina@jewishcamp.org.

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