

# CAMP INSIGHTS

2025 EDITION

WITH DISCUSSION GUIDE

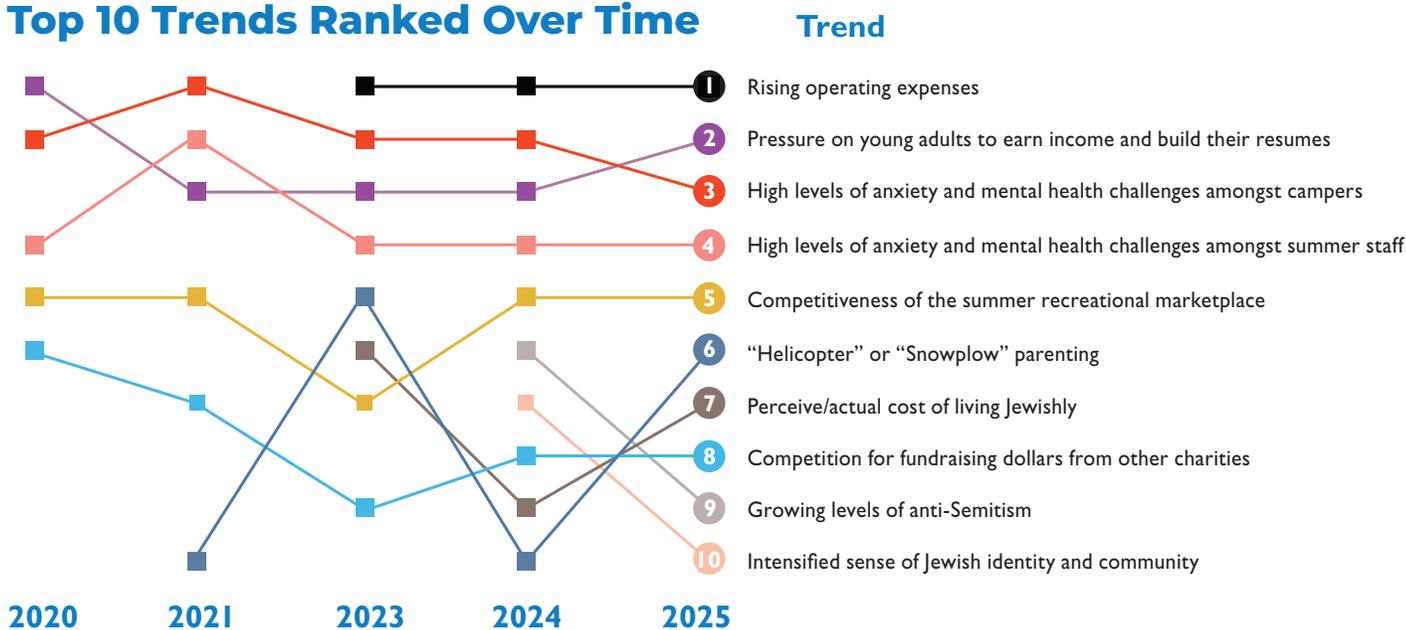


## 2025 CAMP INSIGHTS AND DISCUSSION GUIDE

### How can understanding societal trends and their impact on camp help your team?

Over the past 6 years, we've analyzed 28+ trends impacting nonprofit Jewish summer camp. In this guide, we share the ranking of the top trends over time and a useful tool for you and your leadership teams to surface perspectives, explore strategic responses, and develop your camp's point of view on key societal trends.

### Top 10 Trends Ranked Over Time



The JCamp 180 Camp Insights Trends Survey asks respondents to "please rate the extent to which each societal trend creates significant opportunities or challenges for your camp over the next 5 years."

### Key Takeaways

**Rising operating expenses** moved instantly to the top spot in the survey when it was introduced in 2023. It has remained in that spot and leads by a large margin.

There has been remarkable consistency of the top half-dozen over the years, with 5 trends placing in the top 10 all 5 years (6 if you include Rising operating expenses).

Some trends are more variable. For example, the impact of Covid has receded, but growing levels of anti-Semitism and an intensified sense of Jewish identity have risen in prominence since October 7.

Not all trends are created equal. Camps feel they have effective approaches to some persistent trends (e.g., managing mental health needs of campers and staff). But camps feel less clear about how to deal with other trends, such as rising operating expenses.



## Discussion Guide — Making Meaning

We encourage camps to take time to reflect on how these societal trends impact your camp. The guiding questions below will help your team surface perspectives, explore strategic responses, and develop your camp's point of view on key societal trends.

### Recommended Exercise

#### Facilitator's Guide:

- This exercise will take 30-45 minutes during a board or senior staff meeting.
- Write the following questions on three separate flipcharts across the room, one for each question.
- Distribute this report to all attendees. (Report can be distributed in advance.)
- Provide post-its and pens to everyone.
- Give everyone 3-5 minutes to answer the following questions on their post-it notes and put on the appropriate flipchart.
  1. Of these top 10 trends, which is the most relevant to our camp today?
  2. Of these top 10 trends, which are not as relevant to our camp?
  3. Which trends do we have the most ability to address?
- Move to the follow-up discussion questions on the following page.

#### Facilitating the Exercise Online



If your meeting is online, start with the 3-5 minutes to answer the questions. Then simply replace the flip chart paper and post-it notes with an online poll. In Zoom, use a short answer poll with all 3 questions. When everyone has responded, share the poll results, review the responses, and discuss the follow-up questions for each question.





### Follow-up Discussion Questions:

1. Of these top 10 trends, which is the most relevant to our camp today? (5-7 minutes)
  - a. Why did the majority of people select each trend?
  - b. Is it a positive or negative trend for our camp?
2. Of these top 10 trends, which are not as relevant to our camp? (5-7 minutes)
  - a. Why aren't they as relevant to our community?
  - b. Does the fact this trend is so highly rated across the field, but not as relevant to our camp reveal something that we should be keeping our eye on?
3. Which trends do we have the most ability to address? (5-7 minutes)
  - a. Are we addressing them adequately?
  - b. If not, what more should we be doing?
  - c. What action steps can we take?
4. For Boards: Where might the staff have a different opinion on the trends? (5-7 minutes)
5. For Senior Staff: Where might the board have a different opinion on the trends? (5-7 minutes)
6. Final Discussion: What are the top takeaways from our discussion today? What, if anything, should our team/board do to address what we've discussed today? (5-10 minutes)



### Share Your Learnings

JCamp 180 looks forward to working with our camp partners to explore potential solutions to the challenges and opportunities our Jewish camping field is facing. We are committed to harvesting and disseminating promising solutions and innovations to help the field address the complexities of the times we are in. We would love to hear your views on these trends, their implications for Jewish camp, and any related actions you are undertaking or considering. Contact us at [jcamp180@hgf.org](mailto:jcamp180@hgf.org).

*JCamp 180, a program of the Harold Grinspoon Foundation, invests in the sustainability and organizational effectiveness of nonprofit Jewish camps to ensure our community's future and connection to Judaism.*



## Appendix I – Ranking of Trends for 2025

Based on the following scale: **1** | Not Significant **2** | Slightly Significant **3** | Somewhat Significant **4** | Significant **5** | Very Significant

### Trends Ranked by Overall Average Score

