

Hello Beber Camp Family!

Thank you for your interest in supporting Beber Camp and we are pleased to invite you to participate in the Beber Camp Ambassador Program! The Beber Ambassador program is a family engagement and camper recruitment initiative designed to empower/utilize our most important resources....our families! The goal of the Beber Camp Ambassador program is to create an empowered network of families who have accepted the responsibility of recruiting potential camp families within their community. The Ambassador families will serve as key Beber Camp representatives in their specific geographic areas!

### **WHAT IS THE AMBASSADOR PROGRAM?**

The Ambassador program is a partnership between Beber Camp and Beber families with the following goals:

- Identify potential Beber Camp families in the community
- Educate new families about the mission, goals and benefits of Beber Camp
- Support new Beber Camp families as they register, prepare and attend Beber Camp.

### **HOW DOES IT WORK?**

Once a family agrees to be a Beber Camp Ambassador, they will:

- Attend an online Beber Camp Ambassador training webinar.
- Take an active role in cultivating potential camper leads within their schools, synagogues and local communities.
- Serve as liaisons between Beber Camp and prospective camp families, making themselves available to discuss the benefits of camp and ways to become involved in the camp program.
- Identify locations within their communities where Beber Camp's promotional materials may be displayed. Ambassadors will maintain each location's supply of materials and notify the camp office if more materials are needed.

- Establish the initial contact with prospective camp families and be available for informal, personal meetings to discuss Beber programs, facilities, etc.

- Host and invite prospective families to an information session in their home. This is an opportunity for families to gather together with a year-round staff member to view the Beber Camp DVD and get more information about Beber Camp. After the Home Visit, Ambassadors will follow up with thank you cards and phone calls.

### **BEBER CAMP RESPONSIBILITIES:**

Once a family commits to being an Ambassador family, Beber camp will:

- Supply Ambassador family with brochures, DVDs, marketing materials and promotional items to assist in their recruitment efforts
- Reimburse Ambassadors for food/beverage purchased for the Home Visit
- Lead Home Visit presentations and discussions
- Follow up on all prospective family leads provided by the Ambassadors

### **AMBASSADOR INCENTIVES:**

We realize that spreading the word about camp and advocating for something you are passionate about is rewarding in itself! However, we want to make sure the ambassadors know just how valuable they are to the success of Beber Camp!

- An ambassador family will receive \$100 off their children's summer tuition for each new camper that signs up for Beber Camp 2011 as a result of their efforts
- A \$50 credit to Cloz for each of the Ambassador families Beber campers, which can be redeemed for Beber Camp apparel for the summer of 2011.

We could not be more excited about this program and we look forward to working with all of our new Beber Camp Ambassador families. If you are interested in participating in this program, please contact me at 847-677-7130 or via email at [stefan@bebercamp.com](mailto:stefan@bebercamp.com)

Take care and thank you in advance for all of your support!

Stefan Teodosic  
Executive Director, Beber Camp