

# Day Camp Marketing - The Final Stretch

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Aaron Greenberg | Jessica Ochs | Travis Allison





## Session Agenda

- Welcome and Introductions
- Enrollment and Metrics
- The Final Stretch
- Q & A
- Additional Resources
- JCamp 180 Announcements



## **Aaron Greenberg, CEO, Jewish Day Camp Network**

- Former Day Camp Director for 20 years
- Former Vice President, Camp Engagement at JCCA



## **Travis Allison, Go Camp Pro**

- Executive Director of  Non-Profit with 5 Camps
- Founder of Go Camp Pro - Strategic & Communications consulting for Summer Camps



## **Jessica Ochs, JCamps Director, Shalom Austin**

- Director since 2017, Assistant Director 2013-2017
- Masters candidate, MAJPS at Spertus Institute for Jewish Learning and Leadership

The word "ENROLLMENT" is written in a bold, white, sans-serif font. It is centered and overlaid on a cluster of overlapping squares in various shades of blue and green. The squares are of different sizes and are arranged in a way that creates a sense of depth and movement, with some squares appearing to be in front of others.

# ENROLLMENT

- Camp enrollment is best measured in camper weeks, as measuring total campers does not factor in whether a camper attends 1 week or 8 weeks.
- Enrollment is based on three factors; returning campers (retention), new campers and weeks per camper. Camp enrollment will be most successful when it is successful in each of these areas.



Marketing is...

Marketing is...

**K L T**

**Luckily...**

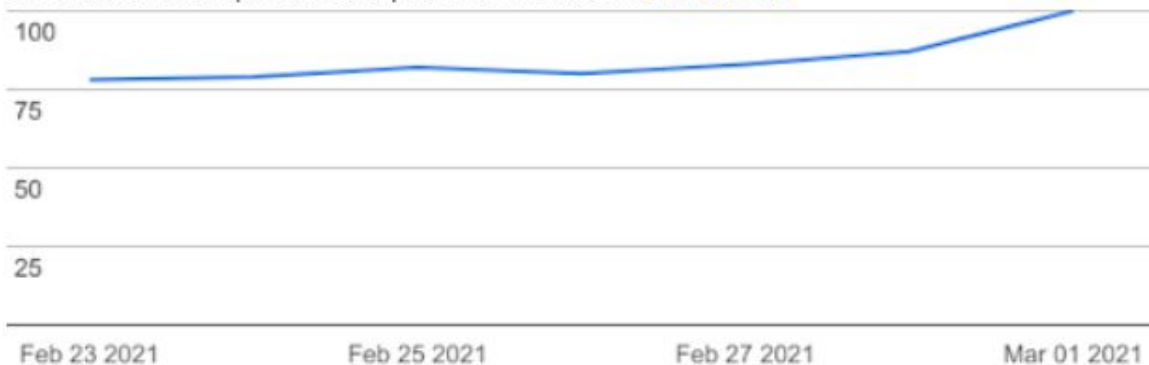


## Google searches for summer camp up 28% in past week



Worldwide - Tuesday, February 23, 2021 - Monday, March 1, 2021

The number 100 represents the peak search interest. [Learn more](#)



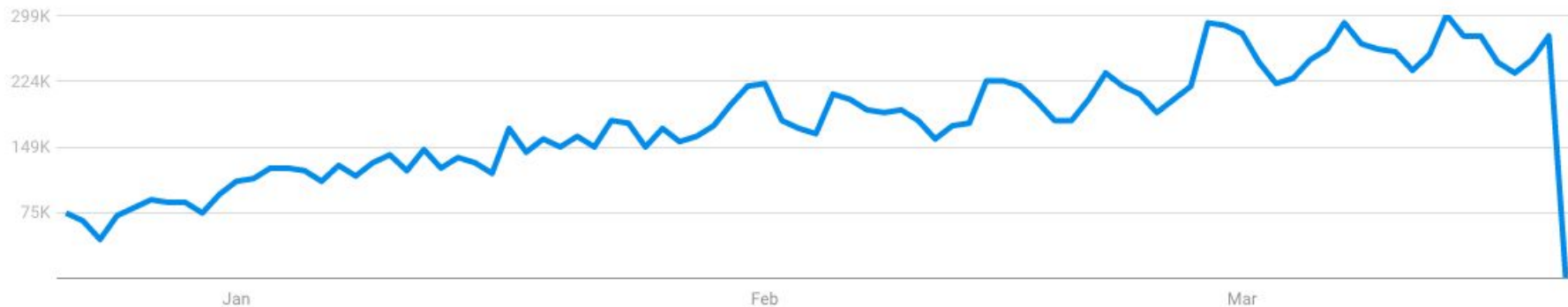
# 2022 Search Volume

Monthly Search Volume Over Time

[+ Get Alerts](#)



**944K** searches past month ▲ 29% past month



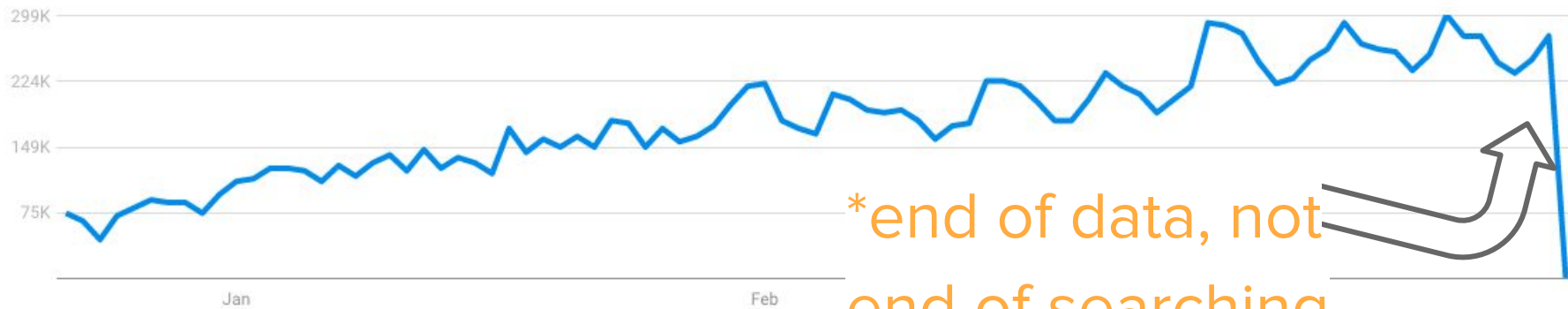
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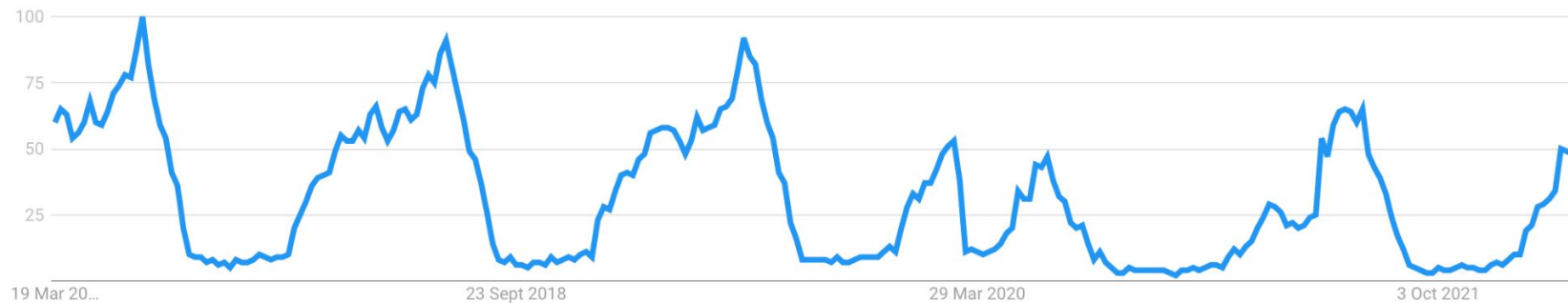


944K searches past month ▲ 29% past month



\*end of data, not  
end of searching  
for camp!

Interest over time ?



# Peak times: May 15 - July 1



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Interest over time ?

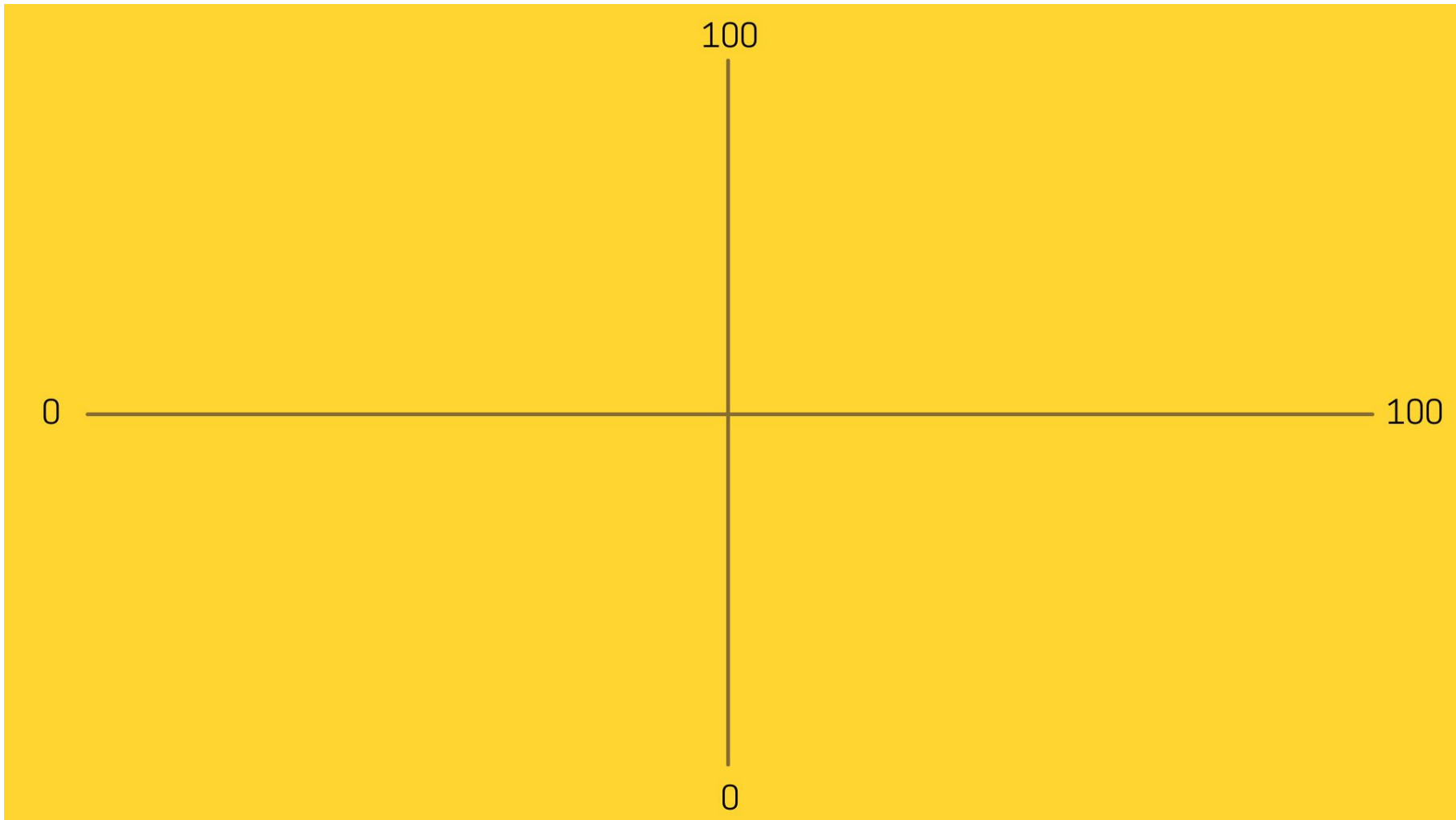


\*2.6 million searches - May to June



**Focus on easy wins**





HOW WELL THEY **KNOW** YOU

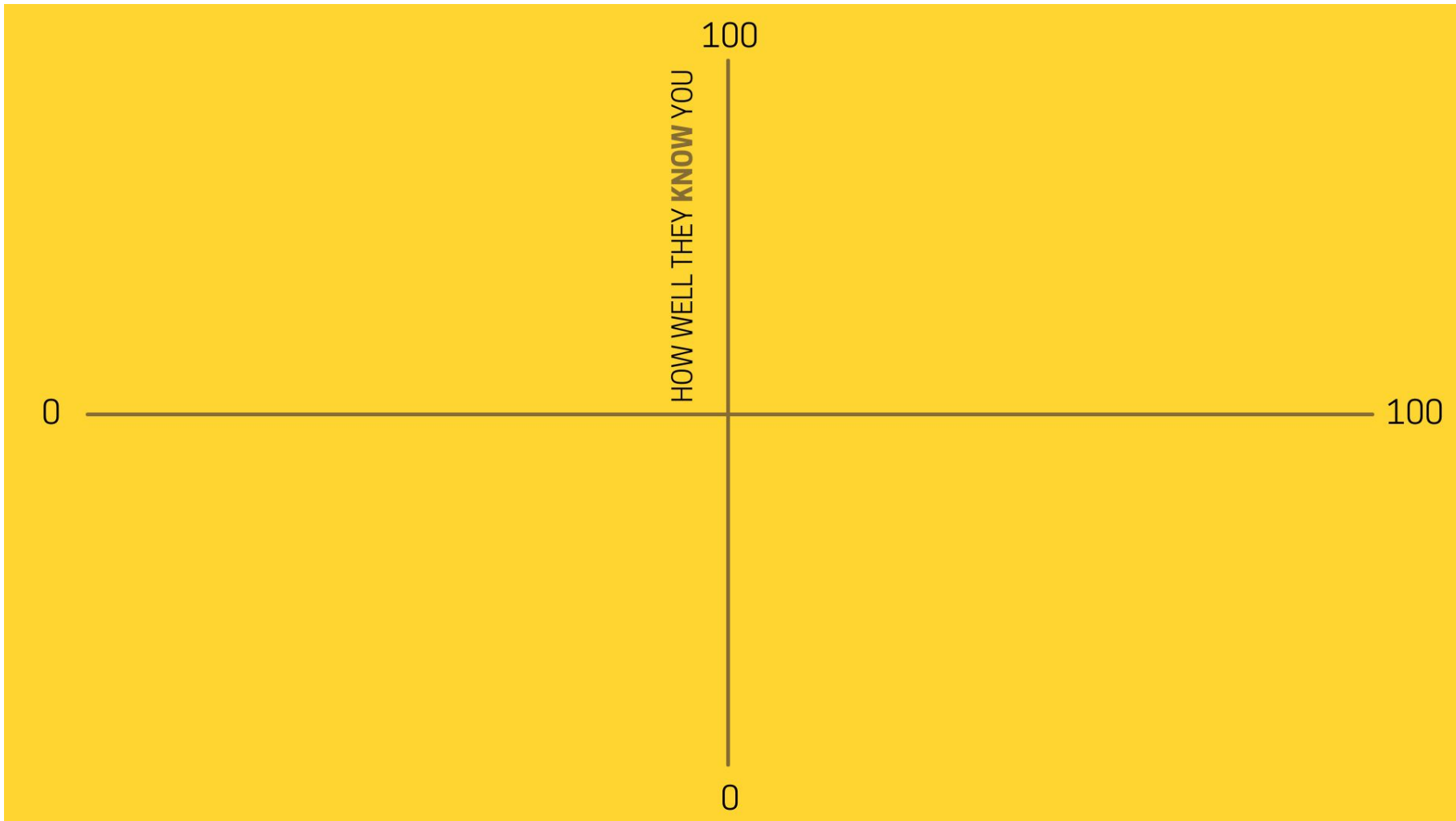
100

0

100

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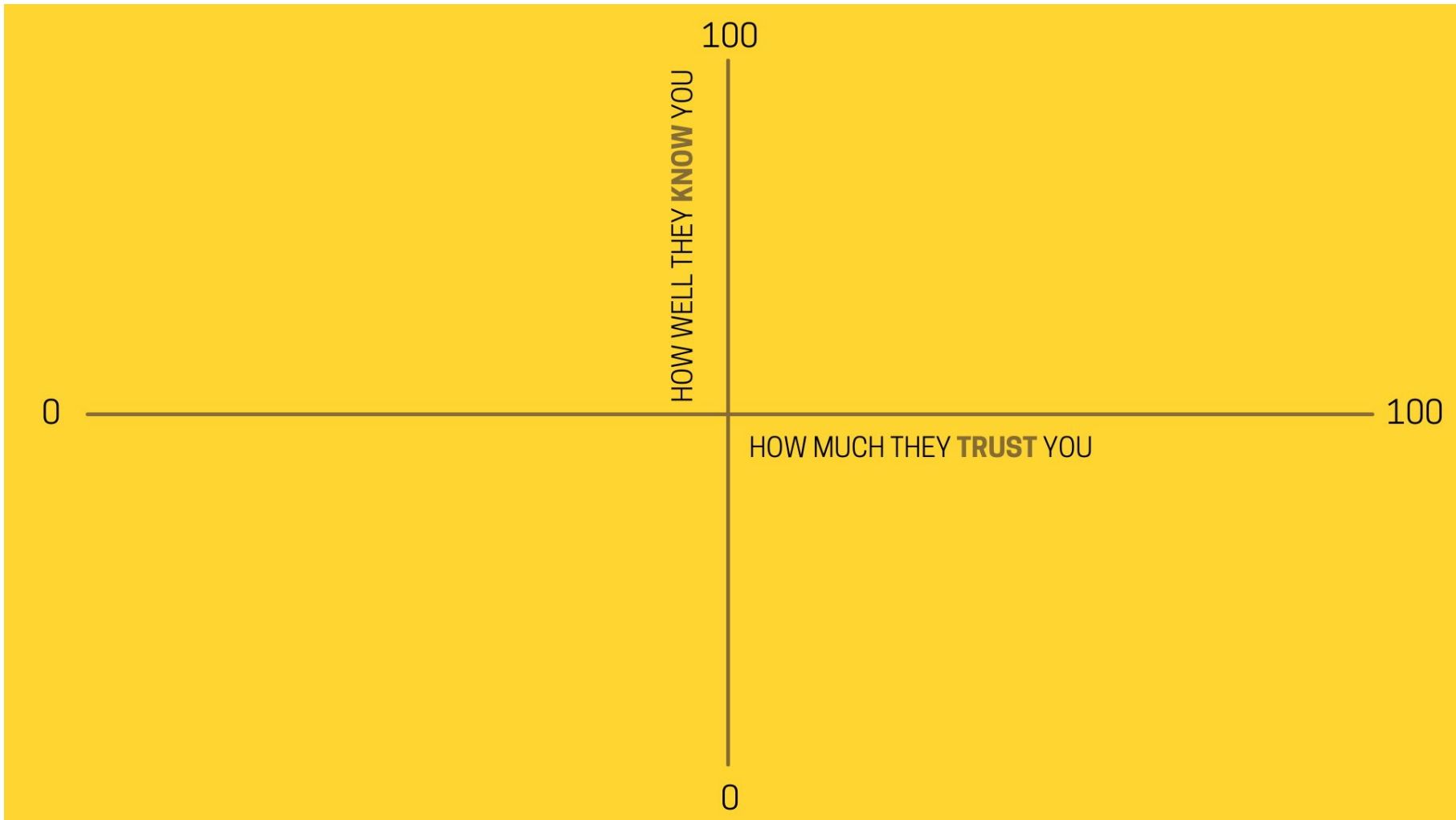
HOW WELL THEY **KNOW** YOU

100

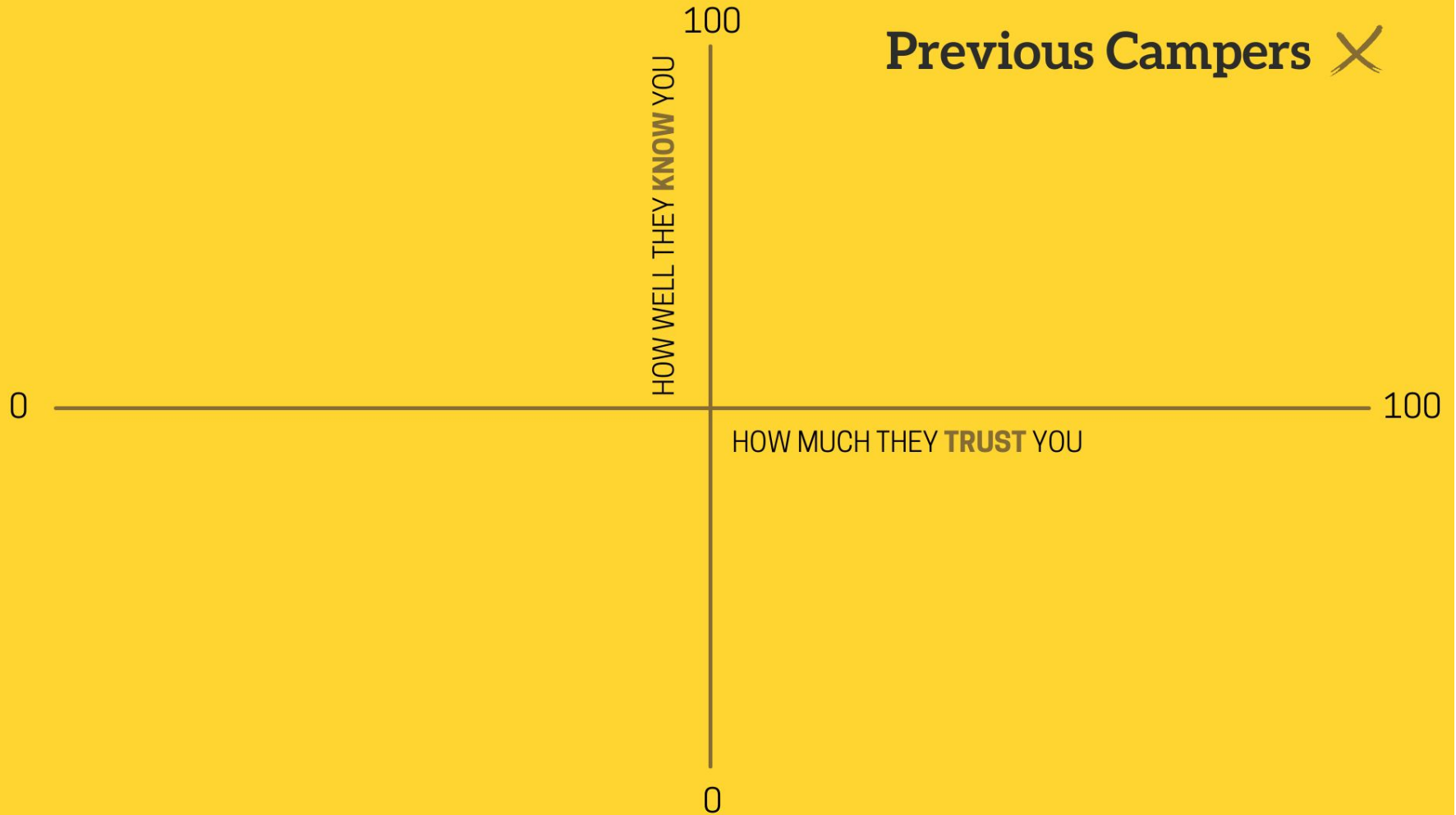
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HOW MUCH THEY **TRUST** YOU

0



# Previous Campers ✕





# JCamps Shalom Austin Case Study

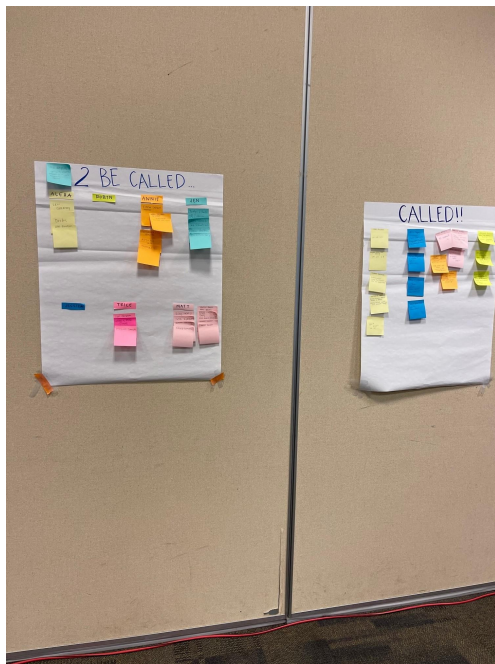


# Phone calls!

**April 4:** 56% to goal (Aaron visits)

**April 7:** 69% to goal

**April 13:** 77% to goal



**April 27:** 88% to goal







# Phone calls!

**April 29:** Phone-a-thon

**May 5:** 95%

**May 17:** 100% (2 weeks before First Day of Camp)

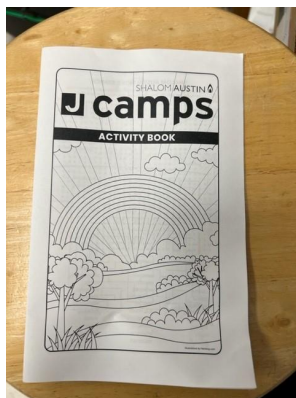
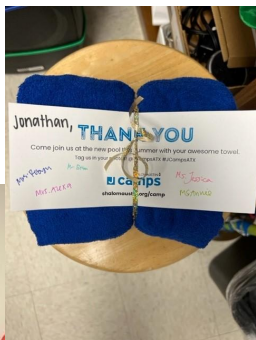
**May 28:** 108% (Day before camp starts)

**August 13:** 115% (Last day of camp)



# SWAG!

Cheap for you, fun for them!





**#1**

0

HOW WELL THEY **KNOW** YOU

100

0

HOW MUCH THEY **TRUST** YOU

100

Previous Campers ✕  
Their Friends ✕

# WOM

Strategy THEN Tools



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*Hello! I'm  
a future  
Wamenock girl!*

**I am**

open to getting to know people from  
around the world

eager to relax and unplug, but also be  
busy and have fun

**I want**

to try activities I don't get to do at home

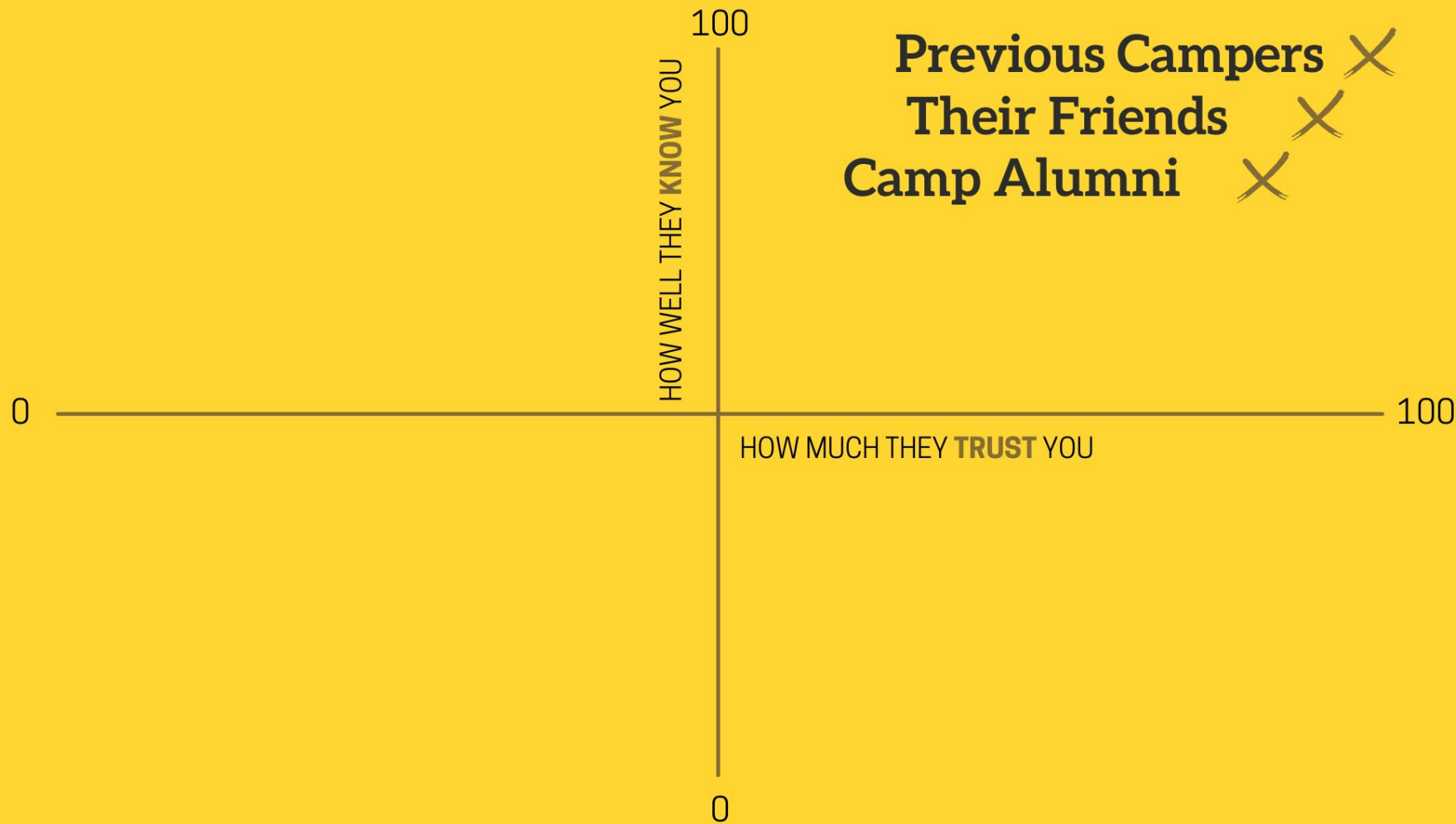
to make new friends, and have time to  
enjoy and develop my friendships fully

connections with young adult role models,  
who are invested in my success

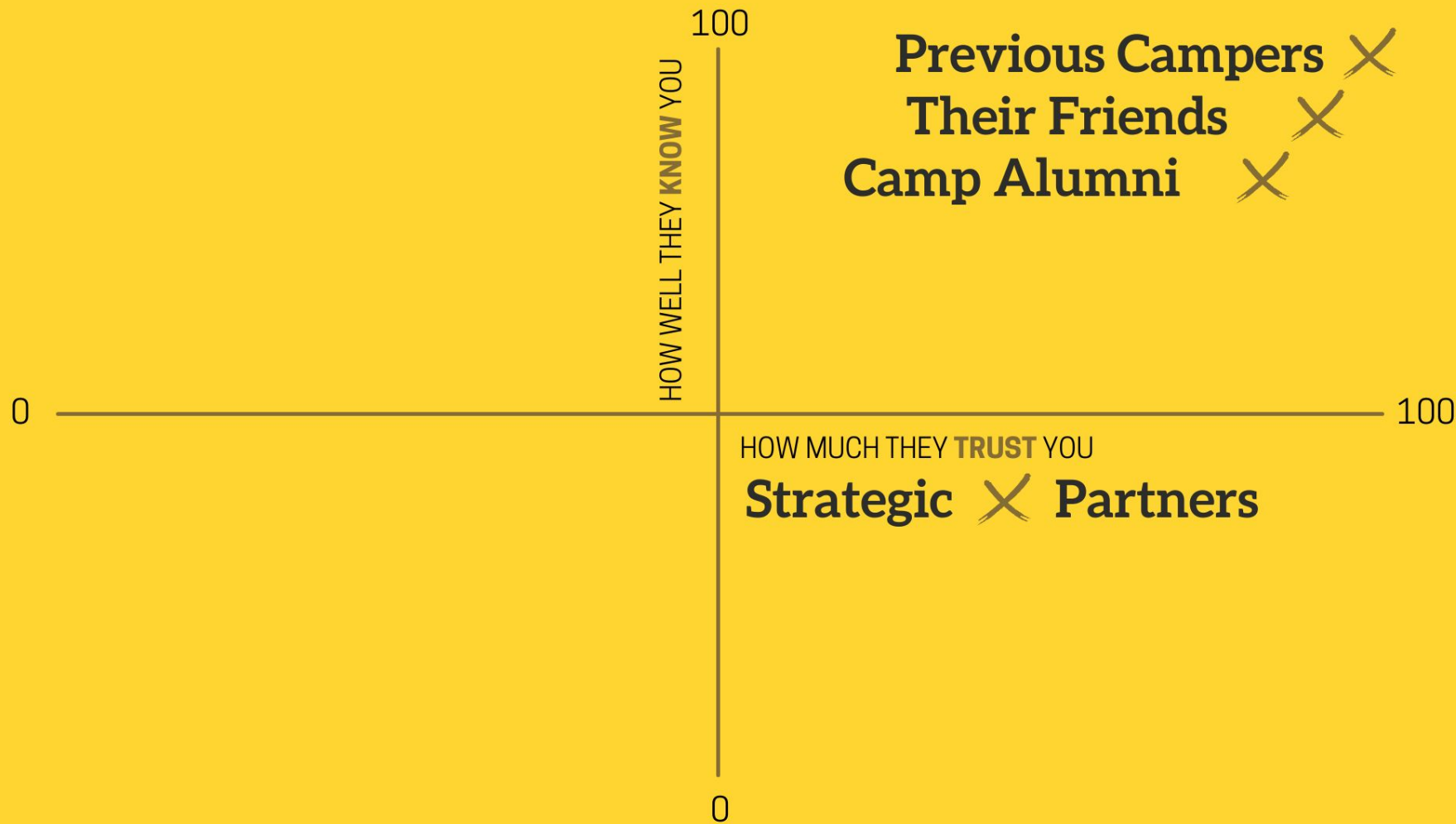
**I need**

a place to be myself

a chance to shine, away from the pressures  
and challenges at school and home













# JCamps Shalom Austin Targeted Social

SHALOM AUSTIN  
**J camps**

## MS. HILL'S ART ADVENTURE!

Offered Sessions A-D

Campers will lose themselves in the mysteries of the rainforest, it's animals and plants and more!

**REGISTER NOW!**

**JCamps Austin**  
Published by Instagram · February 11 · Instagram

"I love my friends at camp and singing songs. I like playing soccer and eating lunch. And I love Robyn saying hi to me."

- JJ Franklin, 5

"JCamps is quite simply an extension of joyful activities Shalom Austin offers from the rest of the calendar year into the summer months. We know our kiddos are creating life-long friendships and wonderful memories while connecting to the community. It's a healthy, safe and FUN summer - and we are even MORE excited to see all of the upgrades made this past year! We are thrilled our friends from all over the city - both Jewish and not! - join us at JCamps. Thank you to Jessica and the entire team for continuing to make magic happen."

- The Franklin Family



SHALOM AUSTIN  
**J camps**

# 80% Full!



Everything Else

To succeed in marketing your day  
camp remember to

**S.E.R.V.E**

# Stories

**Expectations**



# **Relationships**

# Visuals

**Experience**



**#2**



[ABOUT](#)

[CAMP PROGRAMS](#)

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[DATES & RATES](#)

[ONLINE CAMP STORE](#)

[EVENTS](#)

[RENTALS](#)

[ALUMNI](#)

[CATERING](#)

[CAMPAIGN](#)



# BEYOND ORDINARY



[REGISTER NOW! >](#)

[CAMP PROGRAMS >](#)

[WEDDINGS/RENTALS >](#)

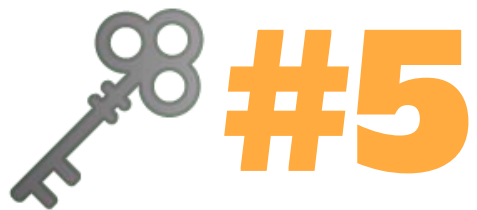
[COMMUNITY EVENTS >](#)



**#3**



**#4**







[Request Information](#)


[Camp Jobs @ MKDC](#)

[Registration Guide](#)

[REGISTER NOW](#)

# MAPLE KEY DAY CAMP

Est. 2009

A photograph of a group of campers and staff in a canoe on a lake. The canoe is light-colored with a black stripe and has "SPORTSPAL" written on the side. There are about ten people in the canoe, including a woman at the front and a man at the back, both waving. Several children in colorful life jackets are in the middle. The background shows a calm lake, a line of trees, and a small house on the shore.

Incredibly imaginative programs for confident, adventurous kids.



NEW  
CAMPERS

RETURNING  
CAMPERS

EMPLOYMENT

ENROLL  
TODAY

LOGIN

QUICK LINKS

INFO REQUEST

CLICK HERE TO ENROLL!







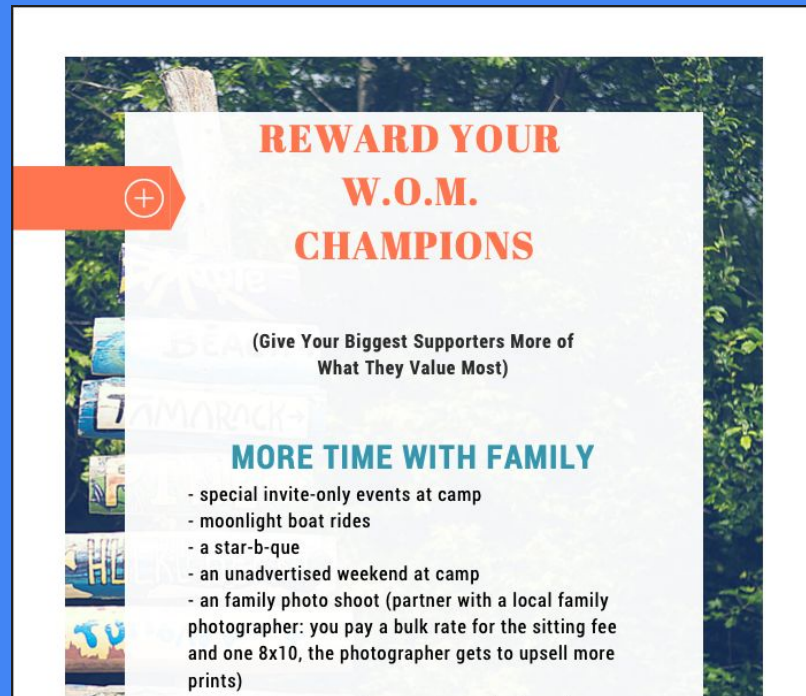
# JCamps Shalom Austin Case Study Revisited Summer 2022

**QUESTIONS?**

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# zoic.ca/JCamp180

Free Idea Book!



**REWARD YOUR  
W.O.M.  
CHAMPIONS**

(Give Your Biggest Supporters More of  
What They Value Most)

**MORE TIME WITH FAMILY**

- special invite-only events at camp
- moonlight boat rides
- a star-b-que
- an unadvertised weekend at camp
- an family photo shoot (partner with a local family photographer: you pay a bulk rate for the sitting fee and one 8x10, the photographer gets to upsell more prints)

# JDCN Maximizing Enrollment Sheet

Available to all Webinar participants

Contact Aaron Greenberg at  
[aaron@jdcnetwork.org](mailto:aaron@jdcnetwork.org)



## Maximizing Camp Enrollment

### INTRODUCTION:

- Camp enrollment is best measured in camper weeks, as measuring total campers does not factor in whether a camper attends 1 week or 8 weeks.
- Enrollment is based on three factors; returning campers (retention), new campers and weeks per camper. Camp enrollment will be most successful when it is successful in each of these areas.
- Metrics and tracking - knowing your metrics inside and out will help camp. The more detailed the metrics the better. Total campers, camper weeks, returning campers, new campers, male, female, grades, schools, neighborhoods, etc.
  - For camps that open registration during the summer, start tracking registrations early.
  - If camp does a parent day visitation day enrollment, track your enrollment on that day each year
  - Some camp data management systems can provide an instant snapshot of how registrations track on any given day, week, month, etc.
  - Some camps track campers on a twice a month basis, often on the first and 15th of the month beginning when registration opens.

### PROCESS: Retention, Recruitment, Weeks per Camper

#### 1. Retention:

- To calculate retention rate, start with the list of previous campers, remove those who have aged out, and what remains is what you base your retention rate on. If you have 125 campers and have 25 campers age out, you have 100 campers eligible to retain. If 65 campers return, your retention rate is 65%.
- Early retention: Camps often begin its registration with signing up returning campers and it is recommended that camps do so as soon as possible before other options are considered. Think cruise ship - they want you to register for your next cruise before you get off the ship so you don't consider other vacation alternatives. Incentives for parents and campers:
  - For parents, often the best incentive is financial and the most typical one is to lock in previous summer rates if campers enroll by an early registration date, i.e. September 1. This pricing should be the best pricing offered to returning families and will decrease as the year continues
  - For returning campers, one-of-a-kind swag is an incentive. Beach towel, beach blanket, pajama bottoms, sweatshirts etc can be handed to a camper upon enrollment for everyone to see and want.

# Upcoming Opportunities from JCamp 180

## 2022 JCamp 180 DAY Matching Grant:

- Open to all qualifying Jewish Day Camps in the US and Canada
- Up to \$20,000, matching \$1 for every \$2 you raise
- Applications Due April 11
- <https://jcamp180.org/2022-jcamp-180-day>

## Enrollment Webinars:

### Wednesday, April 6 at 12 PM Eastern

*Heads in Beds: Action Steps to Fill Your Camp (with New Campers)*

Presenters: Jodi Sperling and Mitch Morgan, Owners, Camp Kingswood

### Wednesday, April 27 at 12 PM Eastern

*Hit the Ground Running for 2023: Marketing and Recruiting During Camp Season*

Presenters: Beber Camp's Team

