

CAMP SOLOMON



SCHECHTER

# MARKETING & COMMUNICATIONS

**ALEX RUBY, MARKETING & COMMUNICATIONS COORDINATOR**  
**ZACH DUITCH, EXECUTIVE DIRECTOR**





# OVERVIEW

BRANDING	CALENDARING	METRICS
PROMO VIDEO	PHOTOS	PRINT AND DIGITAL ADS
SOCIAL MEDIA	NEWSLETTER	EMAILS
SUMMER COMMUNICATION	RECRUITMENT EVENTS	OTHER



# BRAND STRATEGY & TONE OF VOICE

The Camp Solomon Schechter brand (our unique visual identity and tone of voice) is one of our most valuable assets as an organization. These guidelines are designed to help maintain and strengthen that brand for our community and for our internal communication. They will help our community identify, remember and respond to Camp Solomon Schechter as we continue to grow and engage with that community.

If our brand is to stay strong, trusted and distinctive, our communications must also be designed and written in a consistent way. Consistency makes us more identifiable, more memorable, and makes people more inclined to register for camp, apply as staff, donate, or change their behavior. While we want to remain fun and campy, we must also keep design simple and the number of extraneous elements to a minimum. Every element used should be there for a reason. This ensures our messages stand out.

Our tone of voice is an expression of the CSS brand personality. We express our brand every time we communicate with the community; whether we're talking to them at camp, sending them direct marketing or interacting with them online. So our overall personality must be reflected in our overall tone of voice:

**JOYOUS CONNECTIVE INCLUSIVE**



# CALENDARING (MONTHLY)

February											
Content Focus:											
Sunday		Monday		Tuesday		Wednesday		Thursday		Friday	
						1		2		3	
						WG Carpool		TBT		Scholarships Close 1 Month	
										WG - 1 Month	
5	Tu BiShvat	6	Tu BiShvat	7		8		9		10	
		Outdoor Adventure Camp		Camp Programming		Staff - Open Positions		TBT		Shabbat Shalom	
		Outdoor Adventure Camp									
		UW Bagel Lunch									
12		13		14		15		16		17	
		Portland Recruitment Event		Spark 2023 Match Announcer		Swag Store Open		TBT		Shabbat Shalom	
				Donor Night - 2 Weeks Out						WG - 2 Weeks	
				Spark 2023 Match Announcer							
19		20		21		22		23		24	
		LFTL V20		Spark 2023 Grinspoon Match		Rosh Chodesh Rundown		Staff Incentives		Shabbat Shalom	
		LFTL Promo		Donor Night - This Sunday		Portland Recruitment Event				WG - 1 Week	
				Scholarships Close Next Week							
26		27		28							
Donor Night - Tonight!		WG This Weekend		Spark 2023 Register Push							
Donor Appreciation Night		Scholarships Close in 5 Days		Spark 2023 Register Push, Ch							
Portland Recruitment Event											
										Email	Social Media
										Website	Blog
										Holiday	Flyers
										Other	Direct Mail
										Newsletter	Events

Our monthly marketing strategy and content calendar is designed to lay out all of our programs, events, and promotions visually and plan when emails and social media posts need to be scheduled.

These are color-coded by their type and channel, to further visually represent which program or event is being promoted and when.

This helps us organize and prioritize the different groups that make up CSS (summer camp, family camps, development, recruitment, etc)

# CALENDARING (YEARLY)


Our yearly marketing strategy is designed to plan out our communications focus month by month and channel by channel.

This helps us organize our messaging and prioritize specific programs and events over the course of a whole year.



# ENROLLMENT PROMO SCHEDULE

M4	fx					
	A	B	C	D	E	F
1	Date	Type	Target Group	Messages	Channels	
2	8/14/22	1st Promo	All Community	Just One Month Until Priority Registration Opens!	CC/Social	
3	8/18/22	Returning Families Promo	Returning Families	Less Than One Month!	CM	
4	8/24/22	2nd Promo	All Community	Just Two Weeks Until Priority Registration Opens!	CC/Social	
5	8/30/22	Launch Parties Announcement	Returning Families	Join Us at [Locations]	CM	
6	9/5/22	10 Day Countdown	All Community	Just 10 Days Until Registration Opens!	Social	
7	9/6/22	9 Day Countdown	All Community	Just 9 Days Until Registration Opens!	Social	
8	9/7/22	8 Day Countdown	All Community	Just 8 Days Until Registration Opens!	Social	
9	9/8/22	7 Day Countdown	All Community	Just 7 Days Until Registration Opens!	Social	
10	9/9/22	6 Day Countdown	All Community	Just 6 Days Until Registration Opens!	Social	
11	9/10/22	5 Day Countdown	All Community	Just 5 Days Until Registration Opens!	Social	
12	9/11/22	4 Day Countdown	All Community	Just 4 Days Until Registration Opens!	Social	
13	9/12/22	3 Day Countdown	All Community	Just 3 Days Until Registration Opens!	Social	
14	9/13/22	2 Day Countdown	All Community	Just 2 Days Until Registration Opens!	Social	
15	9/14/22	1 Day Countdown	All Community	Just 1 Day Until Registration Opens!	Social	
16	9/14/22	Launch Parties Reminder	Returning Families	Join Us at [Locations]	CC	
17	9/15/22	12 Hours Countdown	All Community	Just 12 Hours Left!	CC	
18	9/15/22	1 Hour Countdown	All Community	Just 1 Hour Left!	CC	
19	9/15/22	Priority Registration Opens	Returning Families	Save Your Spot Before We Open to the Public!	CC/Social	
20	9/15/22	Early Bird Starts	All Community	Early Bird Starts NOW!	CC/Social	
21	9/16/22	Launch Parties Reminder	All Community	Join Us at [Locations]	Social	
22	9/20/22	Priority Registration Reminder	Returning Families	Reminder	CC	
23	9/21/22	Counselor Takeover Promo	All Community	Register Now!	Social	
24	9/22/22	Counselor Takeover Promo	All Community	Register Now!	Social	
25	9/23/22	Counselor Takeover Promo	All Community	Register Now!	Social	
26	9/28/22	Priority Registration Closes	Returning Families	Save Your Spot Before We Open to the Public!	CC	
27	9/29/22	General Registration Opens	All Community	Registration is Open! Get Your Spot!	CC/Social	
28	10/14/22	Early Bird Ends	All Community	Early Bird is Over, But Registrations is Still Open!	CC/Social	
29	10/15/22	Specific Age Group	Bissel/Rookie Families	Register Now!	CM	
30	10/16/22	Specific Age Group	Shorashim Families	Register Now!	CM	
31	10/17/22	Specific Age Group	Nitzanim Families	Register Now!	CM	
32	10/18/22	Specific Age Group	Anafim Families	Register Now!	CM	
33						
+ ☰ 2023 Session Model ▾ 2023 Promotions and Dates ▾ Marketing Calendar ▾						

Our plan for camp registration involves heavy communication before and after registration to keep it top of mind for both new and returning camp families.

Priority registration is reserved for returning camp families, but we continue to build hype as well for general registration and early bird to entice new families.



# EMAILS (CONSTANT CONTACT)




Shalom Camp,


While we are savoring every last minute of summer 2022, we are already looking forward to next year, and we know our campers are too! These past two months have been extraordinary, and we can't wait to see our campers back again in 2023. So it's a good thing that **PRIORITY REGISTRATION OPENS IN ONE MONTH!**

We anticipate record-breaking enrollment for summer 2023, so please **mark your calendars for Priority Registration on Thursday, September 15 at 8 am to ensure your spot and avoid waitlists! Please note that Priority Registration is only for campers that attended in summer 2022.** This will guarantee your spot for next summer! We had a record-breaking 590 campers and 200 net new campers with an 88% retention rate this summer, so make sure you're on the list for summer 2023!

**General Registration opens to the public on September 29.** Read on for more important registration information.

See you next summer at Camp Solomon Schechter, where Judaism and joy are one!





Shalom Camp,

**General Registration opens tomorrow!**

Beginning at **8am on Thursday**, you'll be able to [set up an account with Campminder](#) and get your campers registered for summer 2023! This means that **Priority Registration also closes tomorrow** to make room for our first-time campers. We can't wait to welcome those first-timers to camp and have them experience the magic of Schechter next summer!


General Registration stays open until camp fills up, so make sure you're ready to save your campers' spots. We already have a **record-breaking 339 campers** (and 25 on the waitlist) signed up through Priority Registration so we highly recommend logging on early!

But wait, there's more, **sign up by October 14 to receive 5% off tuition!** Take a look at the session dates and rates in the graphic below.

**2023 Session Dates and Rates**

Session	Grades	Start Date	End Date	Tuition	Price Per Day
Session 1	4 - 10	June 25	July 16	\$3,945	<b>\$188</b>
Session 2	4 - 10	July 19	August 9	\$3,945	<b>\$188</b>
Combo 1	4-7	June 25	July 9	\$3,100	<b>\$221</b>
Combo 2	4-7	July 19	August 2	\$3,100	<b>\$221</b>
Rookie Session 1	1 - 5	July 9	July 16	\$1,550	<b>\$221</b>
Rookie Session 2	1 - 5	August 2	August 9	\$1,550	<b>\$221</b>
Oded	11	June 21	July 20	\$4,800	<b>\$166</b>
Gesher Israel Trip	12	TBD	TBD	TBD	<b>TBD</b>

If you have any questions about registration, please don't hesitate to reach out! **We also have payment plan options for families that can't afford tuition right now.** Reply to this email or **call the office at (206) 447-1967 to discuss payment plan options** or financial assistance and we'll get back to you as soon as we can.




**Priority Registration opens in 1 hour!**

[Register Here](#)



**Priority Registration will open at 8am today (9/15) and close on 9/29.**  
**Registration will then open to the public on 9/29.**  
**Early Bird ends on 10/14.**


Priority Registration is only open to returning campers and their siblings.

If you need financial assistance or have questions about registration, respond to this email or call our office at (206) 447-1967.



Camp Solomon Schechter|  
[Website](#)









**General Registration for Summer 2023 is Now Open!**

[Register Here](#)

**Save Your Spot for the Best Summer Ever!**



If you need financial assistance or have questions about registration, respond to this email or call our office at (206) 447-1967. Check out our dates and rates below:

Session	Grades	Start Date	End Date	Tuition	Price Per Day
Session 1	4 - 10	June 25	July 16	\$3,945	<b>\$188</b>
Session 2	4 - 10	July 19	August 9	\$3,945	<b>\$188</b>
Combo 1	4-7	June 25	July 9	\$3,100	<b>\$221</b>
Combo 2	4-7	July 19	August 2	\$3,100	<b>\$221</b>
Rookie Session 1	1 - 5	July 9	July 16	\$1,550	<b>\$221</b>
Rookie Session 2	1 - 5	August 2	August 9	\$1,550	<b>\$221</b>



# PROMO VIDEO AND PHOTOS





# MORE PROMO PHOTOS





# SUMMER COMMUNICATION

Contacts Reporting Sign-up Forms Websites & Stores Events Social Integrations ... Contact Us					
		2022 Session 1 Week ...cap			
11	12	13	14	15	
<div>📧 Sent</div> 2022 Session 1 Rooki... cap	<div>📧 Sent</div> CSI - Combo 1	<div>📧 Sent</div> 2022 Session 1 Week ...cap	<div>📧 Sent</div> COVID Update - Ses... 022	<div>📧 Sent</div> 2022 Session 1 Week ... bat	
18	19	20	21	22	
<div>📧 Sent</div> Women's Retreat Sec... ion	<div>📧 Sent</div> CSI - Rookie 1 & Session 1	<div>📧 Sent</div> First Day Recap Sess... 022		<div>📧 Sent</div> 2022 Session 2 Week ... bat	
25	26	27	28	29	
<div>📧 Sent</div> 2022 Session 2 Week ... ael	<div>📧 Sent</div> CSI - Rookie 1 & Sessi... d 2	<div>📧 Sent</div> 2022 Session 2 Week... cap	<div>📧 Sent</div> Women's Retreat - E... ing	<div>📧 Sent</div> 2022 Session 2 Week ... bat	
	<div>📧 Sent</div> CSI - Combo 1 Round 2				
Aug 1	2	3	4	5	
<div>📧 Sent</div> 2022 Session 2 Week 3		<div>📧 Sent</div> 2022 Session 2 Rooki... eek		<div>📧 Sent</div> 2022 S	

Our communication during summer camp include three weekly emails:

- A look at the week ahead and what to expect
- A recap of the week prior
- And a program focus to share what our campers are doing on a specific day

These emails also include reminders about our COVID policy, finding photos through Campminder, and filling out the Camper Satisfaction Index survey for campers of the previous session.

Each email is targeted to families of those sessions.



# NEWSLETTER: LIVE FROM THE LAKE

VOL. 1 ISSUE 1 • MARCH 2022

LIVE FROM THE LAKE

The Official Newsletter of Camp Solomon Schechter



Shalom!

ZACH DUITCH

Shalom, Camp Schechter family! Welcome to "Live from the Lake," our very own newsletter designed to bring you a behind the scenes look at all the newest happenings at camp and spotlight our community members making an impact. Inside this issue you'll find news on facility upgrades, returning staff, and important dates you should add to your calendar.

The real heart of our story is the impact our investors have on our camp, community, kids, and staff. With their generosity, support, and philanthropy, camp can strengthen its infrastructure and improve our campers' experiences while staying on our property. To continue being the premier camp on the west coast and do extraordinary things, we need our community to invest in our fully immersive mission. Because our amazingly passionate community supports us with their philanthropy, we can create meaningful spaces for our staff to recharge, take respite, and connect with friends and recharge. With our investors' support, we can retain the superstar talent that we bring back year after year and continue to add new programming that allows our campers to hone existing and develop new talents and skills. Because of you, our generous community, we have an enthusiastic camper base with over 550 sessions, 152 new campers, and a 90% retention rate. We look forward to seeing how these numbers grow after summer 2022.

I invite you to join me on [May 1st for Schechter Spark](#) as we celebrate our beloved camp and honor Judith & Garry Kahn with the Rabbi Joshua & Goldie Stampfer (z"l) Migdal Or Award.



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VOL. 1 ISSUE 3 • AUGUST 2022

LIVE FROM THE LAKE

The Official Newsletter of Camp Solomon Schechter



Accepting a New Reality and Making the Most of It

Throughout history, the Jewish people have survived, recovered, and thrived again and again. We are known to be resilient. Now that camp has finished for the second time since the COVID-19 pandemic started, we can reflect on our camp community's resilience, remember where we were in spring 2020, and see how far we have come.

When the virus was first raging across the country and across the world and large events and gatherings were getting canceled, we were scared for our future as a camp. We didn't know how long this would last or if we'd even be able to have camp that summer. Unfortunately, we did end up closing camp for the first time in Camp Solomon Schechter's 66-year history.

Our campers were worried that they weren't going to be able to see their friends that summer. They were unsure if those friendships would last without a summer at camp and were worried about the future. Their mental health was at risk without the magic of Camp Solomon Schechter.

Thankfully, we made it through that summer and came out the other side a closer community as we found our way through. We held virtual programs – game nights, dance parties, cooking lessons, and more – all throughout the summer with the help of our year-round staff, summer counselors, funding partners, and the community. While our campers must have missed being at camp that summer, they sure didn't miss out on our songs, traditions, and, of course, *ruach* (spirit). It was a hard year, but the resiliency of our community and campers stood fast, and we were able to get through it together.

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VOL. 1 ISSUE 4 • NOVEMBER 2022

LIVE FROM THE LAKE

The Official Newsletter of Camp Solomon Schechter



Hakarat HaTov: Recognizing the Good

As we get closer to the end of the calendar year, Thanksgiving offers us a chance to look back and reflect on what we're thankful for and what gratitude means to us. While Thanksgiving is a traditional US holiday, its values and principles of thankfulness are close in line with our own Jewish values. For example, *Hakarat HaTov* is the Hebrew term for gratitude, literally translating to "recognizing the good." This value invites us to focus on what we are grateful for in our lives and be thankful for what we have. We have so many Jewish prayers and songs that help bring our awareness toward gratitude, and we sing many of them with campers every day, such as *Modeh Ani*. Even if we don't have all the things we may want, there is always space to be grateful for what we do have.

For Camp Solomon Schechter, Thanksgiving gives us the opportunity to thank our campers, staff, families, and investors for providing us a truly incredible community that supports us, grows with us, and makes camp happen. Thank you to the campers for staying open-hearted and open-minded, for being curious and confident, for your willingness to try new things, and for bringing the passion and *ruach* (spirit) every summer. Thank you to our dedicated and compassionate staff members for helping run camp, maintain our grounds and facilities, plan amazing programming, take care of our campers, and facilitate our mission. Thank you to the parents for trusting us with your kids and allowing them to experience all that camp has to offer.

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LIVE FROM THE LAKE

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# ROSH CHODESH RUNDOWN




## Rosh Chodesh Rundown

Adar 5783  
March 2023

Welcome to the Rosh Chodesh Rundown! This is your monthly digest for all things Camp Solomon Schechter, so you can stay up to date with all of our program updates, new events, announcements, and more!

Remember to check our social pages and our website for more updates!


### Only 4 More Months Till Summer Starts!



Sessions are almost full! We only have a few openings left in key age groups. Get registered before it's too late and remember to apply for scholarships. Priority deadline is March 3.

[Register Now](#)


### Family Camp 1 and 2 are Full, Sign Up for Family Camp 3!




Our first two Family Camp weekends are already full but we still have spots left for our new third weekend after summer camp ends! Register now for the August 17-20 weekend.

[Register Now](#)

### Scholarships Galore!



### Get Your Swag On!



Unlike our Live From the Lake newsletter (which focuses on longform, story-based content), the Rosh Chodesh Rundown is much more succinct and to the point.

There are no drawn-out stories or explanations here, just headlines, a short description, and a relevant link and photo.

This is designed to be a monthly digest of everything our community needs to know. It's especially useful when we have a lot of programs and events going on and we need one place to consolidate all of that information.



# SOCIAL MEDIA



2.9k likes, 3k followers

Target Audience:  
Camp families,  
alumni, donors



1,896 posts, 4k  
followers, 493 following

Target Audience:  
Camp families,  
campers, camp staff  
and counselors

Daily stories over the  
summer



200 followers  
(just started)

Target Audience:  
Alumni and donors



936 subscribers, 558k  
lifetime views

Target Audience:  
Camp families,  
campers, camp staff  
and counselors



# Our Reach



**Our Geographic Network Includes  
Seattle Metro, Portland Metro,  
Spokane, and Vancouver B.C.**



## Live From the Lake Newsletter

- Sent to 4,000+ Contacts
- 49% Avg. Open Rate
- 4% Avg. Click Rate (2x Industry Avg.)



## Website\*

- Users: 3,336
  - By device:
    - 1,731 mobile (51.89%)
    - 1,573 desktop (47.15%)
- New Users: 3,173
- Sessions: 4,999
- # of Sessions per User: 1.50
- Pageviews: 10,083
- Pages per Session: 2.02
- Avg. Session Duration: 1min, 35sec
- 79.3% new visitors, 20.7% returning



## Social Media (Facebook & Instagram)\*

- Facebook reach: 7,572
- Instagram reach: 3,259
- Facebook page visits: 1,790
- Instagram page visits: 1,738

**\*Over a 90 Day Period, from August 19 - November 17 , 2022**

## Our Partners





# TOP FIVE TAKEAWAYS

- 1.** Plan ahead
- 2.** Stay consistent and on-brand
- 3.** Think critically about photos and videos
- 4.** Don't over-communicate, but don't under-communicate either
- 5.** Consider your target audiences and what they want to hear about

