



## **JCamp 180 Enrollment Webinar Pre-webinar worksheet**

*Created by Ari Polsky, JCamp 180 consultant,  
with inspiration from Debra Askanase, social media strategist*

**For each of the sections below, write in your Camp Director, Assistant Director, and Recruiter's version how they describe camp when at a recruitment session. We recommend asking them independently to get their unique versions.**

Camp Director version (3 sentences max):

Assistant Director version (3 sentences max):

Recruiter version (3 sentences max):

*Examples:*

*Camp Dugma is your giant Jewish playground! Dugma is your home to make friends, try new things, grow, and learn skills for a lifetime. Come to Dugma for the fun activities, stay for the lifelong community.*

*Welcome to your second home, where fun never stops and friendships last a lifetime. Our camp encourages campers to challenge themselves and build resilience through new experiences. At our 284 acre home, you can experience waterskiing, rock climbing, sports, arts and crafts, archery, dance, and dozens more familiar and new activities!*

**Below, please write three things that make your camp distinct and unique from other camps in the space below:**

What makes our camp unique #1:

What makes our camp unique #2:

What makes our camp unique #3:

*Example:*

*Unique 1: Mixed tables as meals - everyone knows everyone at our camp because we regularly have intentionally arranged tables across age groups and bunks.*

*Unique 2: Regardless of what Jewish practice you come from, you can find a home at camp Dugma and enjoy our special Jewish and Shabbat Experience*

*Unique 3: Nearly all of our campers come back year over year, creating a tight knit and close community*

**Using the three features/elements that make your camp unique, and the different “who are we” statements, try attempting to craft a new “About Our Camp” statement below.**

**EXAMPLE** *Welcome to your home away from home at Camp Dugma! When you come to Camp, you become a part of our lifelong camp family. We focus on intentional community building, joyous Jewish experiences, camp classics/favorites like archery and arts and crafts, and new experiences such as water skiing and rock climbing. See you at Dugma!*

## **Example (Created 2019 Season)**

**Executive Director:** *A summer at Camp will include unparalleled fun, engaging camp activities and joyous Judaism. Over many summers this Camp journey will add meaning, purpose and connection for the trajectory of one's adult life.*

### **Camp Director:**

- *Giant Jewish playground*
- *A place to develop so many areas that are harder for younger kids and staff to develop in today's day and age: disconnect from technology, independence, connection to nature, Jewish pride, conflict resolution, youth leadership etc.*
- *POSITIVE JEWISH IDENTITY and independent thinking.*

**Program Director:** *Camp is a sleep-away, Jewish summer-camp, in Springfield that provides campers with the opportunity to learn new skills and discover their connection to Judaism, all while making friendships that last a lifetime.*

**Summer Counselor:** *Camp exists to (mold Jewish individuals) so that (future leaders within Jewish community are created)*

### **Comm Dir Notes:**

- *From ziplines to waterslides, campers have fun in all of our activities: camping trips, sports, archery, art, or any of our other favorite activities.*
- *Add in Springfield*
- *Each summer in Springfield...*
- *While in Springfield...*

## **Final official versions:**

**Version 1** *Camp provides campers with a giant Jewish playground to have fun, learn new skills, build independence, and make friendships that will last a lifetime. Our campers return year after year to be a part of this inclusive community that celebrates strong Jewish identity and personal growth. From waterslides to ziplines, sports to archery, your child is sure to have fun with our active camp experiences. Camp draws children to Springfield from all over the Coast from a variety of Jewish practices, communities, and families.*

**Version 2** *Our core values at Camp include personal growth and community. Through intentional living in this giant Jewish playground, our campers develop pride in their Jewish identity and return year after year for the friendships created at camp. Campers learn what it means to live as active participants in community and be responsible for one another. From waterslides to ziplines, sports to archery, your child is sure to have fun with our active camp experiences. Our Campers come to Springfield from 18 states and 4 countries, each with their own Jewish and personal backgrounds*