



**Camp Barney Medintz**

Est. 1963

# **CAMP BARNEY MEDINTZ**

**JCAMP 180 Presentation -  
October 2023**

# FIRST TIME FAMILIES

- It is easier to keep them than recruit them!
- If families return for 2nd year, they are most likely to become “Camp Barney families”
- Communications builds trust
- Trust builds long term relationships



# WHAT WE HEARD FROM THESE FAMILIES:



**CAN WE GET MORE  
COMMUNICATION  
FROM CAMP?**



**WHERE ARE  
THEY GOING  
TO BE?**



**WHAT IS GOING  
TO HAPPEN  
WHEN THEY  
GET THERE?**

# WHAT COULD WE DO FOR NEW FAMILIES?

## INCREASED COMMUNICATION

- Welcome Phone Call
- Weekly Pre-Camp Emails
- First Time Family Webinar

## REMOVAL OF PARENTS' FEARS

- Virtual Tour of Camp
- Dedicated Staff Member

# WEEKLY EMAIL TOPICS:

- Core Values
- Logistics
- Camp Wide Programming
- Jewish Life at Camp
- Electives / Chugim
- Counselors / Specialists
- Food
- Opening Day Details



# FIRST TIME FAMILY WEBINAR

**Camp Barney Melintz**  
Est. 1963



First Time Family Webinar  
April 26, 2023

# MEET OUR FIRST TIME FAMILIES TEAM

**DANNY HERZ**  
*Executive Director*



**EMILY SHAPIRO**  
*Assistant Director*



**LISA LIGHT**  
*Office Manager*

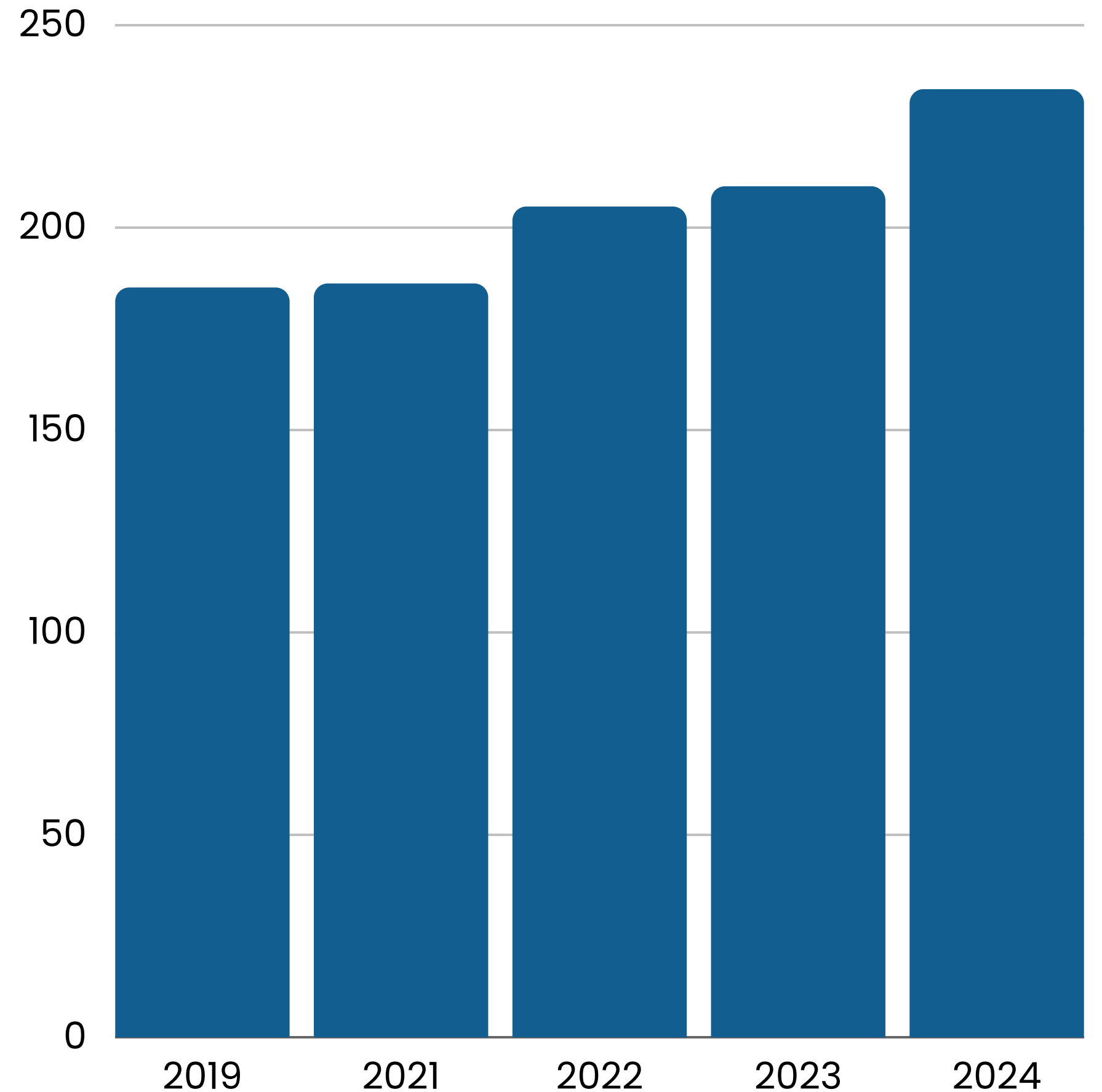


**SIDRA KENNEDY**  
*First Time Families  
Coordinator*



# WHAT DOES THE DATA SAY?

Number of 2nd Year  
Campers Enrolled at  
Camp Barney Medintz







**THANK  
YOU!**