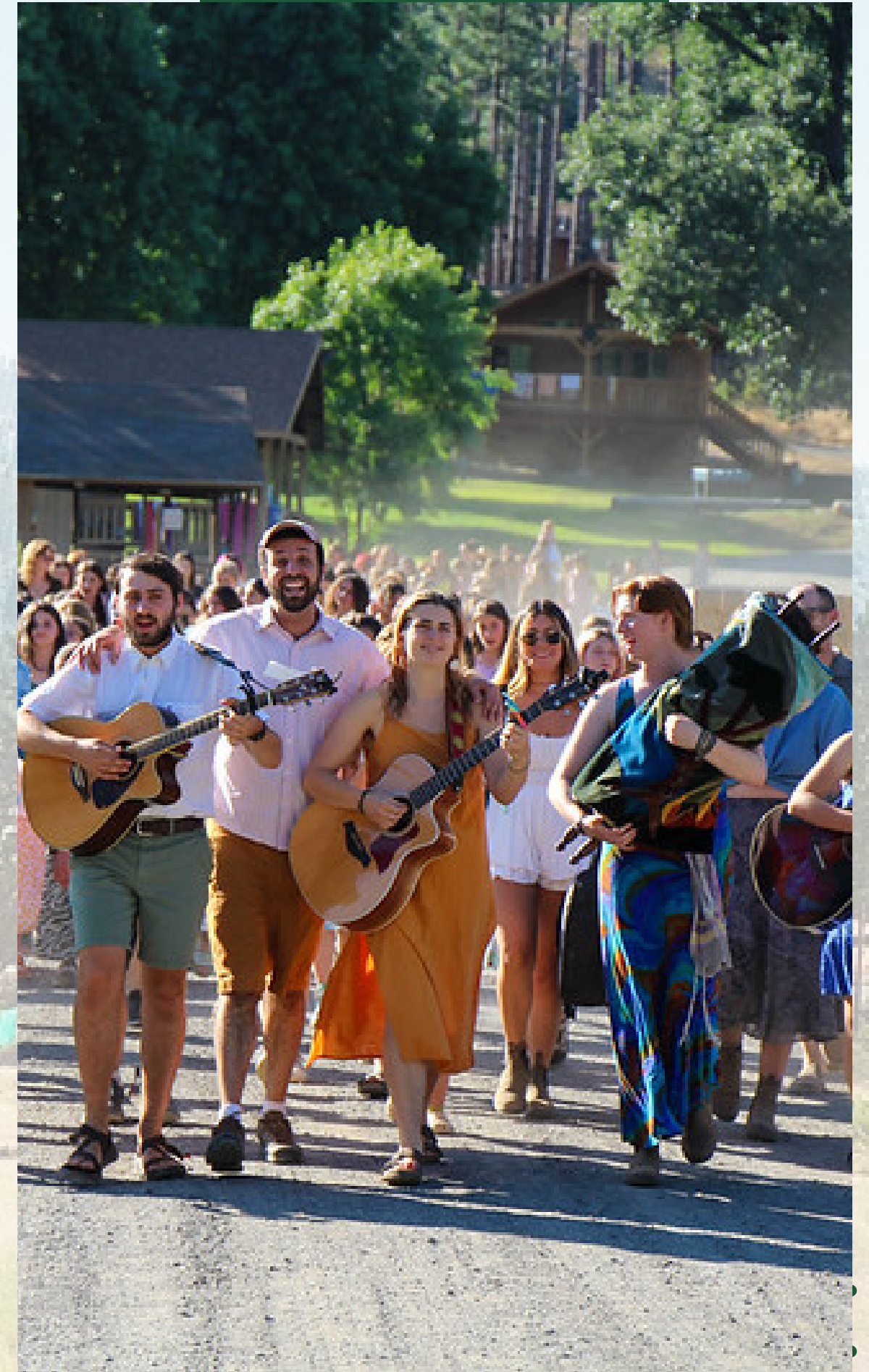




JCamp 180 Marketing Presentation

# CAMP TAWONGA



# Tawonga Team

*Casey Cohen*



*Senior Director of  
Communications &  
Digital Strategy*

*Ryley Katz*



*Senior Director of  
Programs & Innovation*



# Five Engagement Marketing Items



Birthday Card



Song Book



New Camper  
Welcome  
Packet



Bumper  
Sticker



Financial  
Assistance  
Guide

SHE'S NEVER GOTTEN A BIRTHDAY CARD  
FROM CAMP TAWONGA BEFORE!!!



# BIRTHDAY CARD

Camp Tawonga wishes you  
a very very happy birthday!

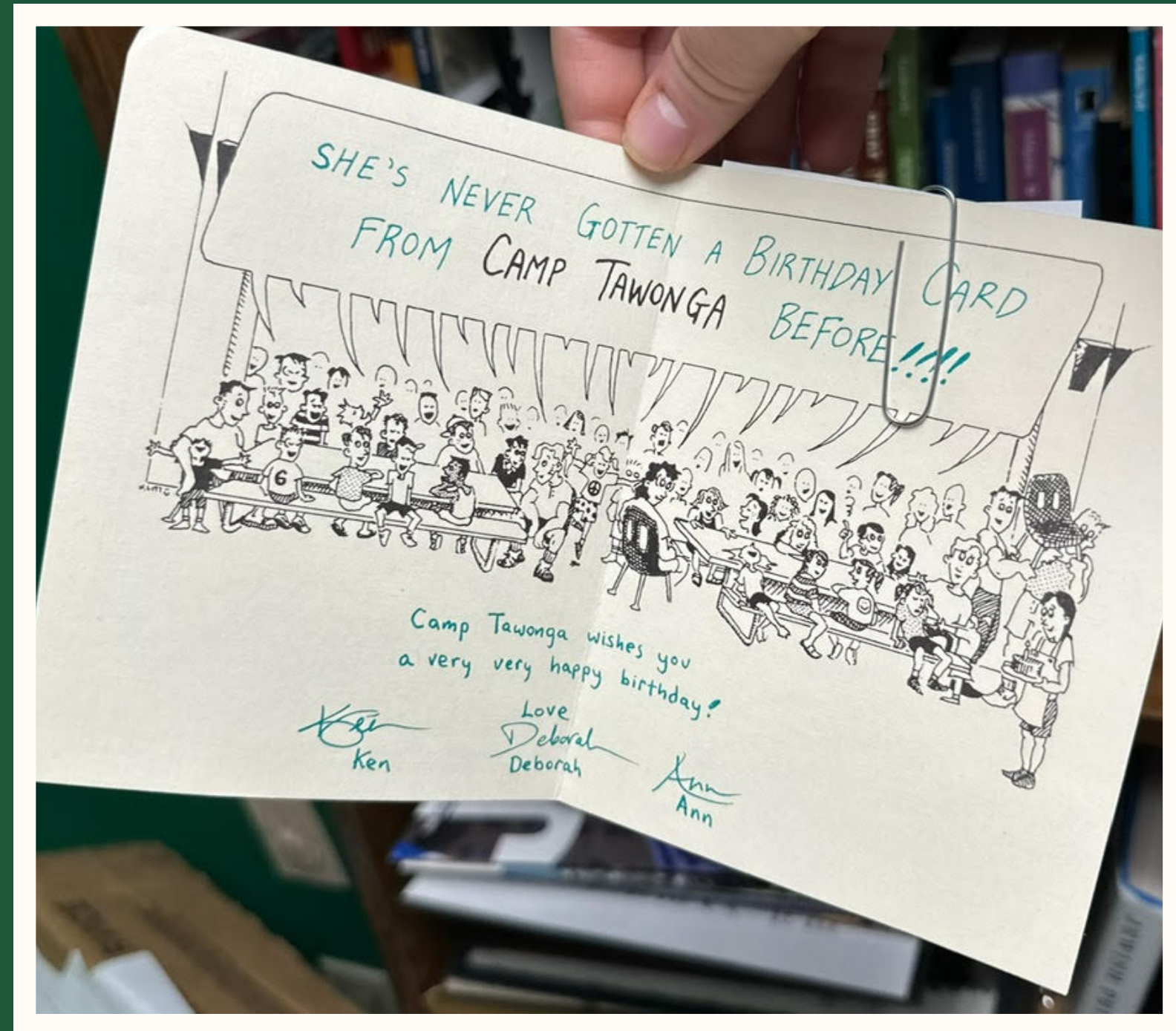
*Ken*  
Ken

Love  
*Deborah*  
Deborah

*Ann*  
Ann



# Camp Birthdays Year-round





# BIRTHDAY CARD

*Mailed to campers on their birthday month*

**Unexpected**

**Brings a  
beloved  
tradition home**

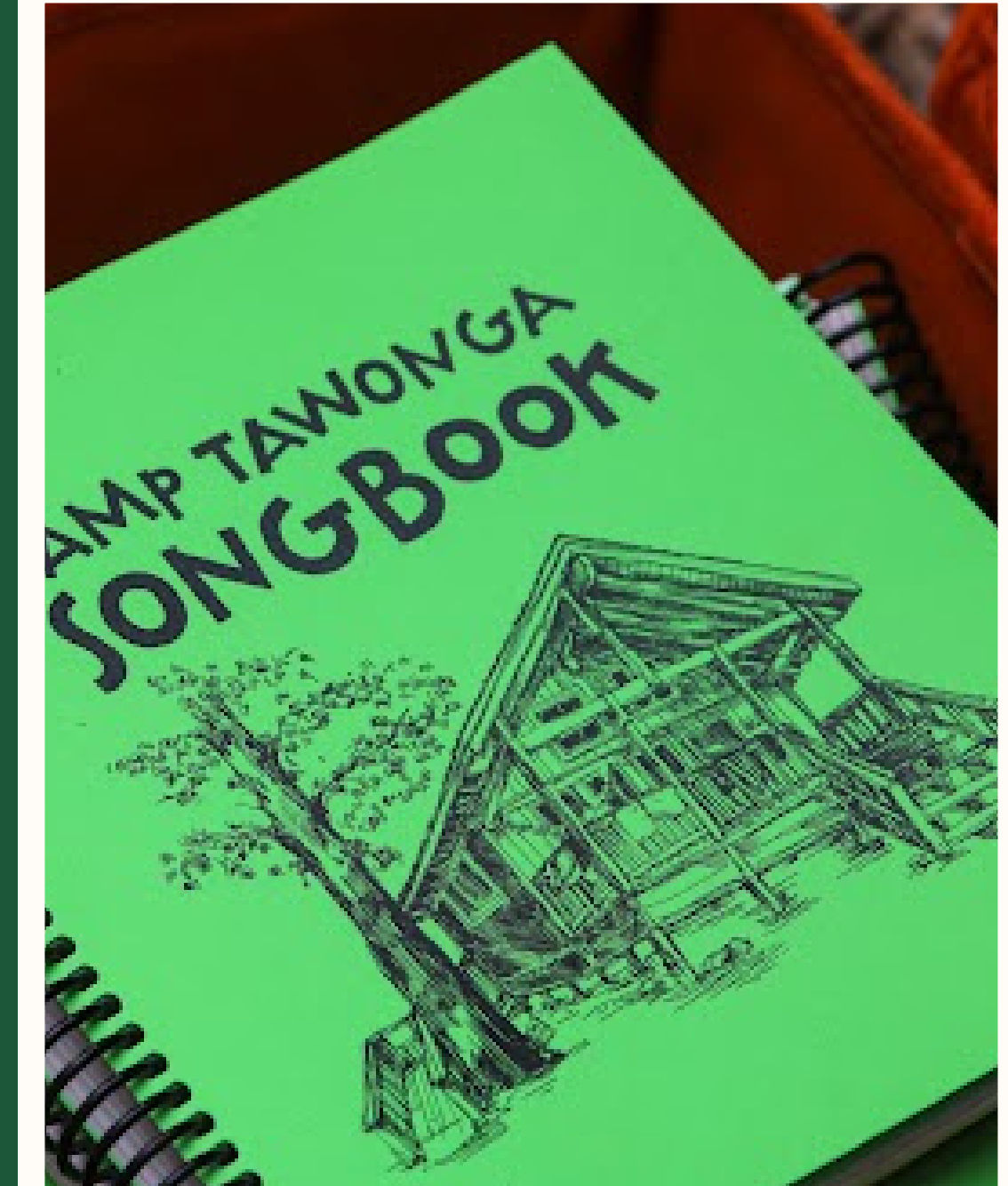
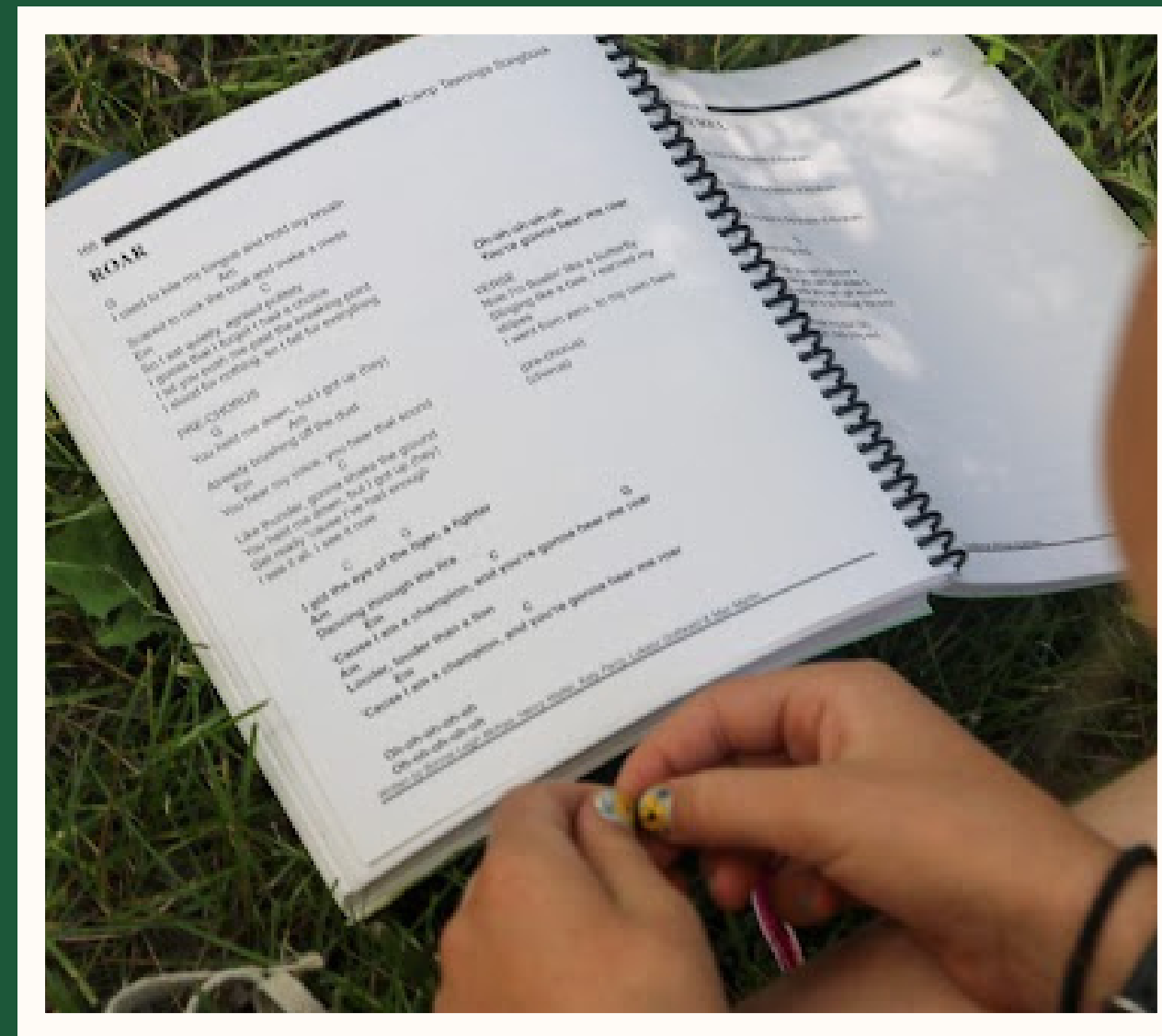
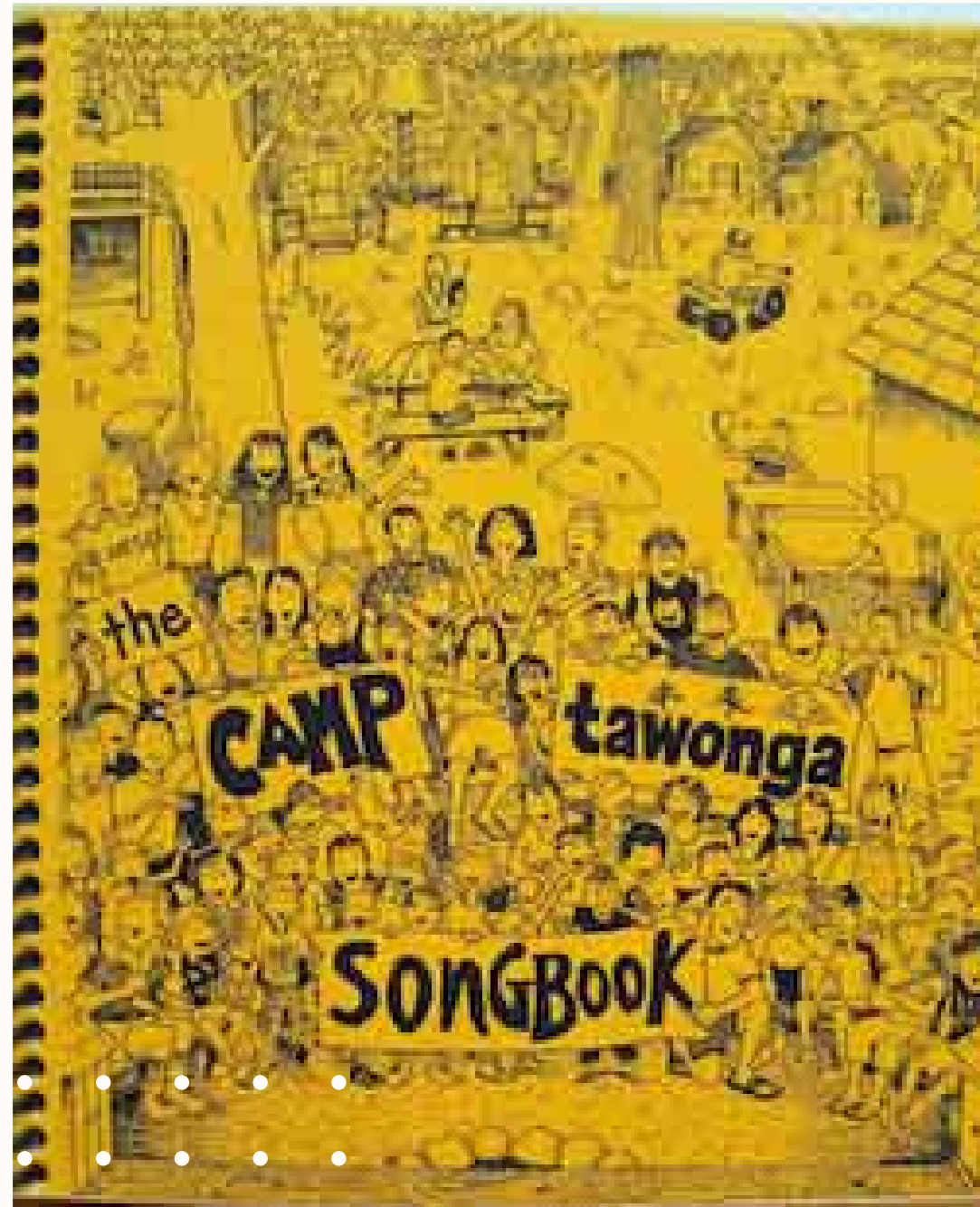
**Shows we're  
thinking about  
you & know  
who you are**



THE CAMA TAWONGA  
SONGBOOK

THE  
SONGBOOK

# The Talmud of Tawonga







# SONG BOOK

*Sold at Canteen (camp store) at Tawonga and online*

**Brings the ruach  
and special sauce  
of Tawonga home**

**Iconic  
Staple in  
Tawongan  
living rooms**

**Strengthens  
culture and  
connects our  
community**

A group of children are running on a grassy field at a summer camp. The children are wearing various athletic gear, including t-shirts, shorts, and caps. The background shows a line of tall evergreen trees and some camp buildings. The overall scene is bright and active.

# NEW CAMPER WELCOME PACKET

A welcome packet for first-time  
summer campers and families



# Tawonga



## MAD LIB:

This summer, I will be going to \_\_\_\_\_ for the first time. !  
(NOUN) (EXCLAMATION)

I am feeling \_\_\_\_\_ about it. It is going to be so much fun to make new  
(ADJECTIVE)

friends, and do new activities like: \_\_\_\_\_, and \_\_\_\_\_  
(NOUN) (NOUN)

\_\_\_\_\_. I am most looking forward to \_\_\_\_\_ I can't wait  
(NOUN) (NOUN)

to be in a cabin with \_\_\_\_\_ other kids. I think my counselors' names will be  
(NUMBER)

\_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. Some of the most important items for me  
(NAME) (NAME)

to pack in my suitcase are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_  
(NOUN) (NOUN)

I can't wait to go to Camp Tawonga!



- |                 |             |           |
|-----------------|-------------|-----------|
| CAMP            | FOREST      | ARCHERY   |
| TAWONGA         | DRAMA       | CANOE     |
| GROVELAND       | SPORTS      | UNIT      |
| ARTS AND CRAFTS | FRIENDSHIP  | COUNSELOR |
| SWIMMING        | CABIN       | SUNSHINE  |
| TUOLUMNE RIVER  | GAGA        | CHALLENGE |
| SUMMER          | FOOD        | ROPES     |
| HIKING          | DINING HALL | PIPELINE  |

## WORD SEARCH:

FIND THESE POPULAR TAWONGA WORDS!  
(across only)

M F C H A L L E N G E X I J F O O D S  
H  
K Z S I N G I N G J G R O V E L A N D  
T  
L A D Y B U G G C B A W U J S U M M  
E R  
C A M P P I P E L I N E F V I D N R N  
Q  
C A N O E Q Z B F R I E N D S H I P V  
P  
O J V C A B I N U J I U O J X N R M D  
Y  
L D R A M A K T U O L U M N E R I V E  
R  
A R C H E R Y B U N K M A T E L A K E  
F  
F P S U G A G A I U G Z C F O R E S T  
D



WE WELCOME YOU TO

# Camp Tawonga

*We're mighty glad you're here.*



A welcome packet for first-time summer campers and families



Reach us at [info@tawonga.org](mailto:info@tawonga.org) or 415.543.2267



# WELCOME TO THE Camp Tawonga Family!

We're thrilled you're joining us for a fun-filled session with new friends and adventures this summer! We hope you're excited, but also know you may be wondering what to expect. This packet should help familiarize you with what Tawonga is all about. In it, you'll find an introduction to some of the activities, traditions, songs and games you'll experience at Camp.

As your session approaches, you'll receive a roster, packing list, information on mail and communications during the summer, policy updates related to COVID-19 and much more. If you think of any questions in the coming months, please don't hesitate to call us at 415.543.2267 or email [info@tawonga.org](mailto:info@tawonga.org). We're here to help!



Visit [tawonga.org/programFAQs](http://tawonga.org/programFAQs) for 2023 Program FAQs

## A Bit of History

### Did you know Camp Tawonga has been around for almost 100 years?

The camp was founded in 1925, and, since then, tens of thousands of children have grown up at Tawonga. Camp was originally located near South Lake Tahoe and was an all-boys camp; the first session for girls was in the 1930's.

During World War II Tawonga had to close but reopened in 1964 as a co-ed summer camp at our current site on the Tuolumne River next to Yosemite National Park.

# Making New Friends



Coming to Camp without a friend? Don't worry, so are many other campers! When you get to Tawonga, you'll immediately meet your counselors and bunkmates and play some "get to know you games."



But before that ... (ahhh!) ... you'll have opportunities to meet other kids from your session before Camp even starts. You'll receive a roster at least a month before the start of your session. Your parents can help you set up playdates or meet-ups so you can get to know a couple kids before coming to Camp. Just remember, Camp is a great way to make new friends, and many campers come to Tawonga without knowing anyone else. You'll begin bonding with fellow campers the moment you arrive at Camp, and will return home with wonderful, lifelong friendships.



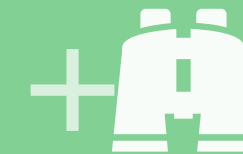
# Backpacking and Day Hikes



How amazing is it to be right at the doorstep of Yosemite National Park? You will have a chance to visit Yosemite, Stanislaus National Forest, or other surrounding beautiful areas with your bunkmates.

Campers in A Taste of Camp go on a day hike; campers attending Camp for two or more weeks go backpacking or camping and sleep under the stars for one or two nights.

You'll need to bring a good pair of athletic shoes or hiking boots and a sleeping bag. We'll provide all the other supplies you'll need!







# Daily Activities

There are tons of things to do at Tawonga, from swimming and sports to drama and arts and crafts! Most of your time at Camp will be spent with your bunk, participating in activities based on your cabin's schedule. No two schedules are exactly the same! This gives everyone an opportunity to participate in activities they know and love, and to try new activities that their bunkmates love too.

## A & C



That's short for Arts and Crafts. This is the place for pottery, watercolors, lanyards, tie-dye, shrinky dinks and more. You name it, A&C has what you need to get creative!

## Swimming



Our Olympic-sized pool is the perfect place to cool down! And, there are plenty of opportunities to swim in the Tuolumne River. Safety first - all campers take a swim assessment when they arrive, and lifeguards are always on duty when we swim.

## Farm & Garden



Tend to the vegetables and herbs growing in our beautiful garden, and make delicious treats with your bunkmates like smoothies, pizza and shakshuka, an Israeli egg dish! Our farm boasts chickens and goats too. With veggies from our garden and milk from our goats, you'll enjoy a "farm to table" feast!

## Performing



Get on stage and dance, sing or just get silly. There are plenty of opportunities for talent show acts, funny skits, wild outfits and much more. Feel free to bring your own costumes too!

## Sports



Get in the game! Basketball, softball and soccer are all favorites at Tawonga. Ever heard of Gaga? You'll love this Israeli game that's a lot like dodge ball and played in an octagonal court. Campers can also be found playing ultimate frisbee and capture the flag. But remember, it's not about winning and losing as we usually end in a "Tawonga Tie"!

## Boating



Take out a canoe, a kayak or a paddle boat, and take a lap around Turtle Island. While you're exploring, try to spot turtles, frogs and dragonflies!

## Challenge Course



A Challenge Course facilitator will lead your bunk through games and team building activities. It's challenge by choice!

## The Sky is the Limit!

Do you like to act? Want to jam on your guitar? Whatever your passion, you can make it happen at Tawonga!

# Your First Day at Camp

## 1 First



hit the road with your family or join other campers at the bus pick-up spot. Don't forget to pack your duffle bag, sleeping bag, lunch and a water bottle for the ride! *A Taste of Camp campers will head to Camp with family or in a carpool with another camper.*



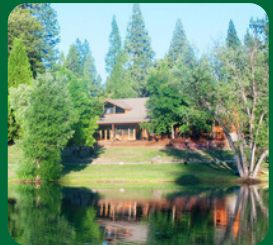
## You're closer!

Make a stop to eat lunch and stretch your legs along the way. Campers riding buses will make a stop in Oakdale.



## Welcome to Camp Tawonga!

You've arrived after a four-hour journey into the mountains. Our warm and friendly staff will welcome you with a smile and a song! Right away, you'll meet your bunkmates and counselors and move into your cabin.



## Your bunk will go on a "Havurah Hike"

which is a walking tour of Camp. "Havurah" means "circle of friends" in Hebrew, and this tour will help to familiarize you with the layout of Camp.



## After dinner is an opening campfire

This is a chance for the entire Camp to come together, welcome each other, meet the rest of the staff and start settling into Camp. Each bunk performs a short and fun skit to introduce themselves.



## Friends, Friends, Friends

Friends, friends, friends,  
We will always be.  
Whether in fair or in dark stormy weather  
It's Camp Tawonga to keep us together!  
Our love for you (cha cha cha), it will e'er be true,  
Love will pervade us though miles separate us,  
We're friend, friends, friends.

## Shalom Chaverim

Shalom chaverim,  
Shalom chaverim,  
Shalom, Shalom,  
L'hitra-ot, L'hitra-ot,  
Shalom, Shalom





# T A W O N G A

## Song Session

Music, singing, and dancing are favorites at Camp Tawonga. It's hard to imagine Camp without them! Song sessions follow every breakfast and dinner at Camp. They're a great time to sing, dance, and get silly with awesome live music from our song leaders. Don't worry if you don't know the words! They're all in the Camp songbook. Here are some of our favorites:

### Country Roads

Almost heaven, Camp Tawonga  
Sierra Mountains, Tuolumne River  
Life is old there, older than the  
trees,

Younger than the mountains,  
Blowin' like a breeze.

**Country roads, take me home,  
To the place, I belong,  
Camp Tawonga, California,  
Take me home, country roads.**

All my memories, gather 'round her,  
Miner's lady, stranger to blue water.  
Dark and dusty, painted on the sky,  
Misty taste of moonshine,  
Teardrops in my eyes.

(Chorus)

I hear her voice in the morning  
As she calls me,  
The radio reminds me  
Of my home far away.  
Driving down the road  
I get a feeling  
That I should have been home  
Yesterday, yesterday.

(Chorus)

### More Tawonga Tunes

You can listen to Tawonga tunes at home! Search for "Camp Tawonga" on Spotify, stream songs on our website at [tawonga.org/tawongatunes](http://tawonga.org/tawongatunes) or purchase the Tawonga CD through our online canteen at [tawonga.org/canteen](http://tawonga.org/canteen). Our songbook is also available through the canteen.

### B'tzelem Elohim

Yeah, yeah, yeah, yeah, yeah (4x)  
We all got a life to live,  
we all got a gift to give.

Just open your heart and let it out.

We all got a peace to bring,  
we all got a song to sing.

Just open your heart and let it out.

Yeah.

**When I reach out to you and you  
to me, we become b'tzelem Elohim.  
When we share our hopes and our  
dreams, Each one of us  
b'tzelem Elohim**

We all got a tale to tell.  
We all want to speak it well.  
Just open your heart and let it out.  
We all got a mountain to climb.  
We all got a truth to find.

Just open your heart and let it out.

(Chorus)

B'reishit ba-ra-E ---lo ---him, (4x)  
B'reishit bara Elohim,  
All our hopes, all our dreams,  
B'reishit bara Elohim, each one of  
us, B'tzelem Elohim. Yeah.

(Chorus 2x, last line 3x)

### 'Tall, Tall Trees'

Sitting in a quiet grove,  
Out among the tall,  
Tall trees in California,  
Northern California.

It's good to see a deep green forest,  
Remind me of the way life used to  
be. There's a lesson to be learned  
here, from the trees.

**They're so old, they're so wise**

**They're so wonderful to see**

**They're so strong,  
They just breathe life**

**They're so beautiful to me  
And there's no place else  
That I would rather be**

**Than here among the tall, tall trees  
(x2)**

They've been around a long long  
time. As the world goes drifting by  
They survive

And they do it in style.

Some try to cut them down  
Fire's been known to burn them  
To the ground.

There's a lesson to be learned here,  
For they still stand proud.

(Chorus)

BRIDGE:

Wake up in the morning  
Sit beside the fire, taking it all in.  
A little peace and quiet,  
That's what I desire,  
I'm thinking clear again.

'Cause I'm here among  
the tall, tall trees  
Oh here among the tall, tall trees

# Traditions

## Cheers

At Camp Tawonga, we love to chant and cheer. Some cheers are new and different each summer, invented by bunks or other groups of campers or staff to show their spirit. Some are long-standing traditions like "The Birthday Shtick" done on campers' birthdays.



## Some helpful hints for cheering along:

- 1 Whenever someone says "But before that..." wave your hands in the air and scream "Aaah!"
- 2 If someone says the word "announcements" in front of a group of people...get ready for a long funny song that follows!
- 3 After a great song session, campers and staff alike might need to hear just one more song played, and they may chant "One more song!" or, in Hebrew, "Od Shir Echad!"
- 4 Without a doubt, you'll soon be learning old cheers and creating new ones of your own!



## Prayers

At Camp Tawonga we celebrate our Jewish community. You don't have to know all the prayers, belong to a synagogue at home, or be Jewish to be comfortable at Camp. It's all about learning and, best of all, it's fun!

One important Jewish tradition at Camp is to say a blessing before and after every meal. This helps us show our thanks for the delicious food we eat at Camp.

The blessing before each meal:

### Hamotzi

Hamotzi lechem min ha-aretz  
We give thanks to God for bread.  
Our voices join in happy chorus  
As our prayer is humbly said:

Baruch Atah Adonai Eloheinu  
Melech ha-olam Hamotzi lechem  
min ha-aretz. Amen.





# NEW CAMPER WELCOME PACKET

*Mailed to new campers in spring with welcome letter & bumper sticker*

**Builds excitement**

**Orients new  
campers to  
common traditions**

**Normalizes  
being new**

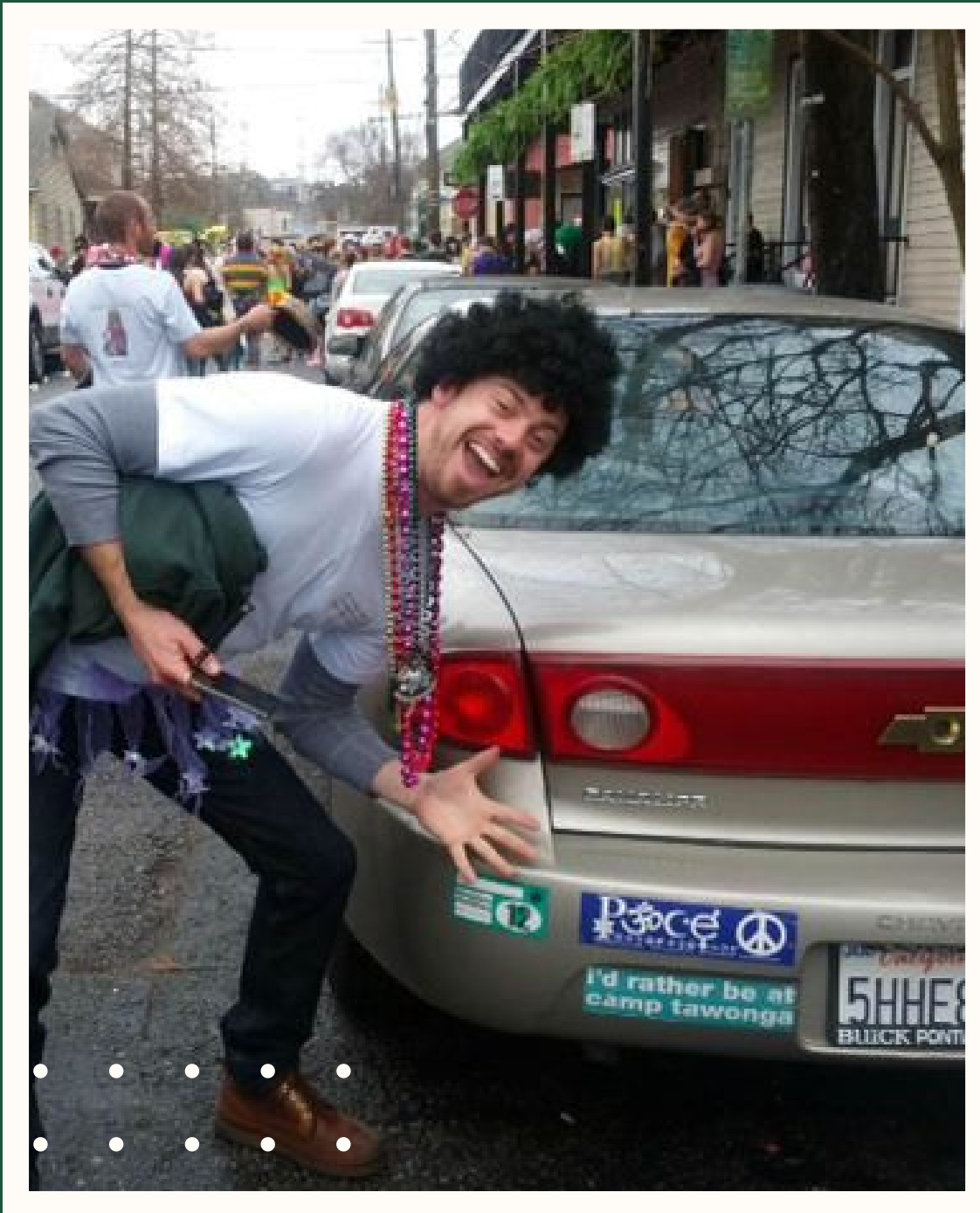


I'D RATHER BE AT  
CAMP TAWONGA  
BUMPER STICKER





# Tawonga Around the World



# BUMPER STICKER

*Markets for you, wherever it goes*

**Brand Gold**

**Pride in Repping  
Camp**

**Community  
Building**

CAMP TAWONGA

# Demystifying Financial Assistance

A GUIDE FOR FAMILIES

# FINANCIAL ASSISTANCE GUIDE

The background of the entire page is a photograph of three hikers walking away from the camera on a dirt trail through a dense forest. They are all wearing large, dark-colored backpacks. The hiker on the right has a bright green sleeping bag or gear bag attached to their pack. The scene is captured from a low angle, emphasizing the height of the trees and the scale of the backpacks.

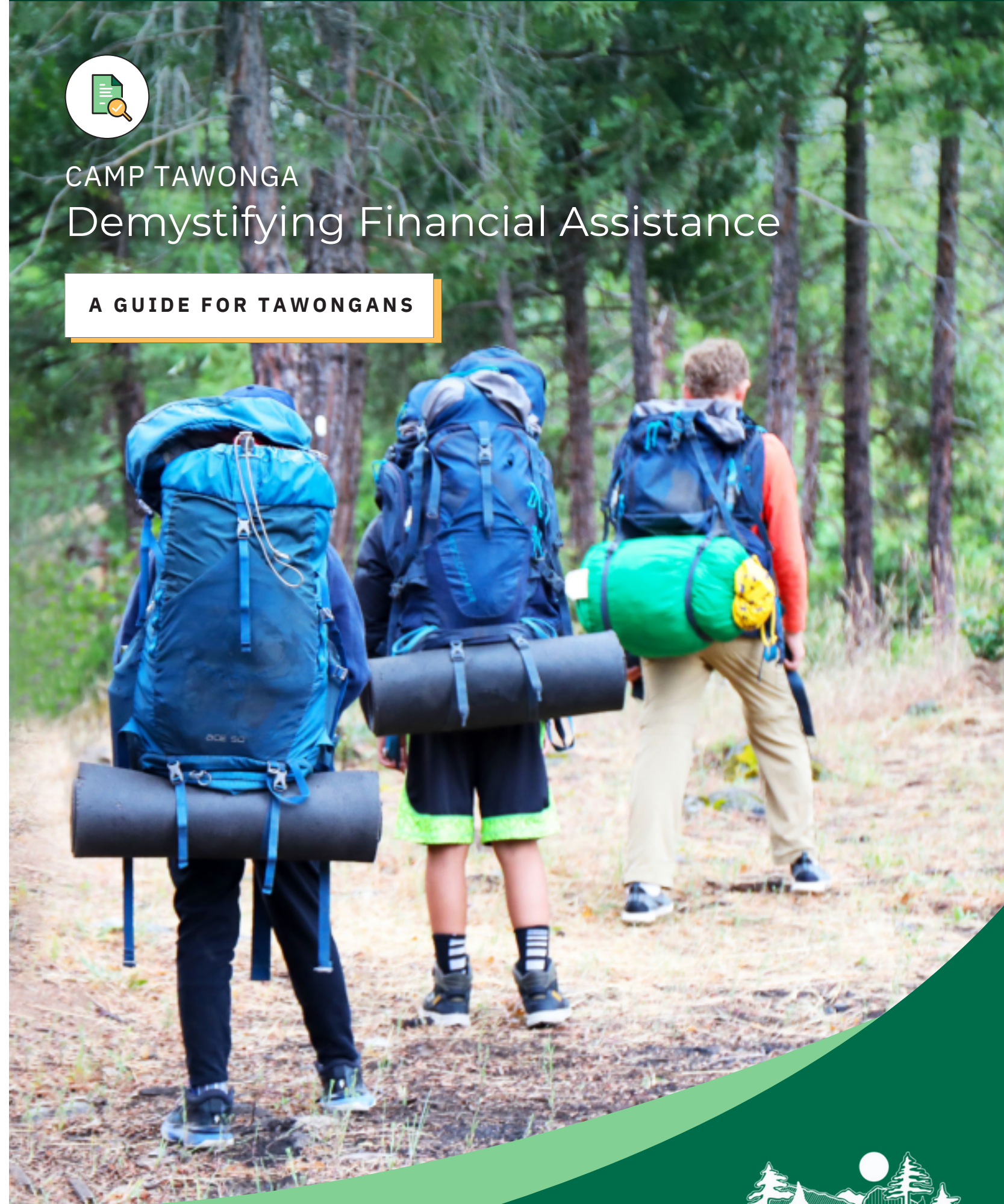




CAMP TAWONGA

# Demystifying Financial Assistance

A GUIDE FOR TAWONGANS









# 2022 Assistance Awarded by Household Income\*



RANGE	% ALL Awards	AVERAGE \$ Awarded
\$140,000 and below	56%	\$2,298
\$140,001 - \$245,000	28%	\$1,543
\$245,001 and above	16%	\$900

\*Note - these figures are not a guarantee of future awards but do give a good sense of how different incomes receive assistance


# 2022 Case Studies



The following case studies are taken from real 2022 families who were awarded financial assistance. These case studies should be helpful in better understanding how different income levels and other factors result in financial assistance awards. Please note that these case studies do not guarantee that future awards will be the same, though we do expect them to be similar.


### Case Study #1

A family with an income of **\$134k**, **\$10k in medical expenses**, and **\$1,700 in annual student debt payments** sent one kid to the SCIT program (three weeks of Camp). **They were awarded a total of \$2,000, representing 36% of their total Camp fees.**




### Case Study #2

A family with an income of **\$55k with \$2,500 in annual student debt payments** sent two kids to Session 3 (total of six weeks of Camp). **They were awarded a total of \$10,600, representing 96% of their total Camp fees.**



### Case Study #3

A family with an income of **\$175k** signed their child up for the Bar, Bat & B'nai Mitzvah Program. **They were awarded a total of \$1,500, representing 41% of their total Bar, Bat & B'nai Mitzvah Program fees.**



## 2022 Financial Assistance Stats



**Total Financial Assistance Budget:**  
**\$775,000**

Average Grant:



**\$2,156**



**\$166,675** Median Annual Income  
of Families Receiving Financial Assistance



Max Grants Cover  
**99% of Session Fees**

**2023**  
**Total Financial Assistance Budget:**  
**\$837,500**

 **29%** of Families Received Assistance

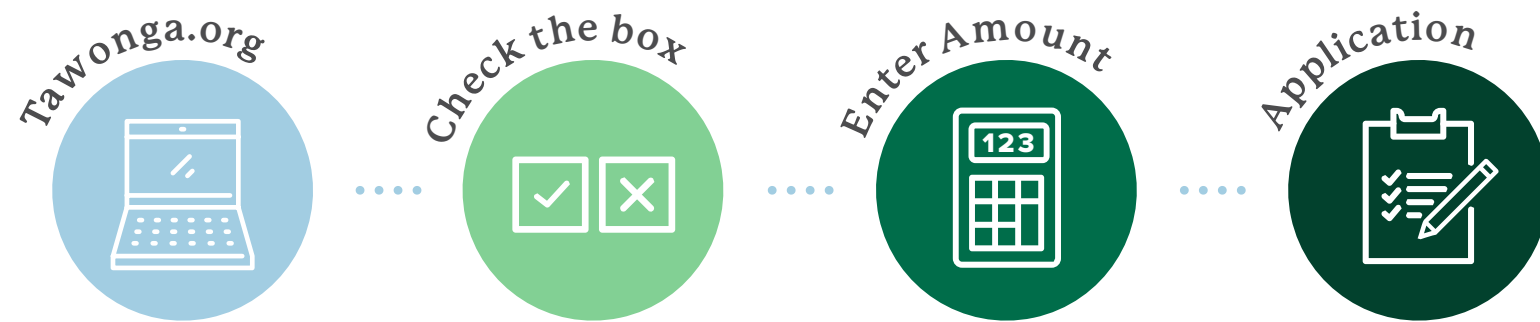


# How to Apply for Financial Assistance

To apply for Tawonga Financial Assistance, first, **register for a Tawonga program and indicate your interest in financial assistance by checking the “Financial Options” box**, and then record **your intended assistance - application amount.**

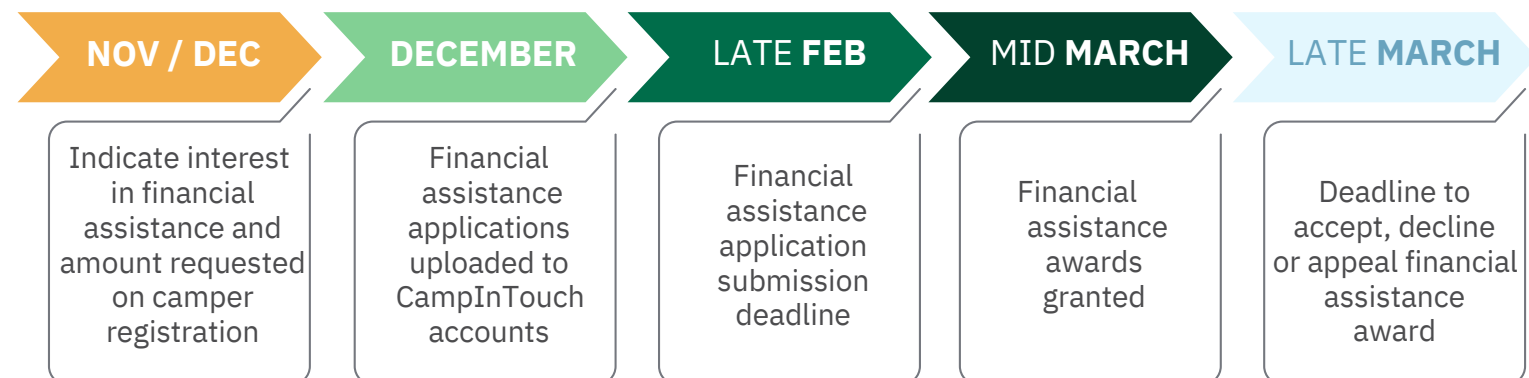
Within two weeks of registering for a program, your financial assistance **application will be available to fill out in your CampInTouch account.** Please note that your application includes an online form, as well as submission of tax returns.

*You can choose to submit your most recent tax returns for the previous year, or (if unavailable at the time of application) you can submit the previous year’s tax returns and current year’s W-2s.*



## FINANCIAL ASSISTANCE Timeline & Process

Applications are accepted on a rolling basis throughout the program season after bulk awards are given.



### TESTIMONIALS

## Tawonga Families About the Financial Assistance Process

“Almost too good to be true. We are so grateful for the financial support, but also the kindness and care in the process.”

“You have created a very easy and uncomplicated process. We appreciated the reminders about submission dates and the availability of staff to answer any questions.”

“Simple and easy communication and wonderful support from staff with any questions I had along the way. Thank you so much.”

## Questions?

We hope that this guide has helped explain how Tawonga’s Financial Assistance process works. If you have additional questions, please contact our Registration and Financial Assistance Manager Ben Simrin, at [ben@tawonga.org](mailto:ben@tawonga.org) or 415.852.4217.

**You can also visit [tawonga.org/financialassistance](https://www.tawonga.org/financialassistance) for more information.**



CAMP TAWONGA

Demystifying Financial Assistance

# FINANCIAL

# ASSISTANCE GUIDE

A GUIDE FOR FAMILIES

## *Destigmatizing Financial Assistance*

Expanding enrollment  
opportunity to  
more families

Building a more  
socioeconomically  
diverse community

Seeding a culture  
of philanthropy



# QUESTIONS & THANK YOU

**Casey Cohen & Ryley Katz**

✉ [casey@tawonga.org](mailto:casey@tawonga.org)

✉ [riley@tawonga.org](mailto:riley@tawonga.org)

🌐 [www.tawonga.org](http://www.tawonga.org)

