



## 11 Ways to Promote URJ Camps & Youth Programs in Your Congregation

By promoting URJ Camps & Youth Programs in your congregation, you'll help us engage more youth in Jewish life, which will in turn create more passionate youth and families connected to your congregation.

Request brochures & find ready-to-use marketing materials including sample blurbs, social media graphics, flyers, videos, photos & more in our camp & program marketing toolkits at [urjyouth.org/marketing](http://urjyouth.org/marketing)



### 1. Share the magic

- Do you have clergy or staff who have spent time at a URJ camp or youth program? Have them speak about it on the *bima*, write a blog post, or record a short video about their experience. Then, share it on your blog, in your weekly email, and on your social media!
- Do you have clergy or staff who are just making a visit to a URJ camp or program this summer? Share photos of them with campers from your congregation on your social media and in your weekly email.



### 2. Host a camp-themed Shabbat at your congregation! Some ideas:

- Invite campers to share why they love camp on the *bima*!
- Have campers lead services and use camp-style prayers, melodies & songs.
- Serve camp-themed treats and give out camp swag.

### 3. Promote specialty camps & teen programs through themed Shabbats or events

- Doing a social justice-themed Shabbat? Weave Mitzvah Corps into the programming!
- Celebrating *Yom Ha'atzmaut* or doing an Israel program? Invite URJ Heller High & NFTY in Israel staff, and weave the two teen programs into the programming.
- Weave NFTY into Hebrew high school programming & youth group events.
- Our 6 Points specialty camps – Sports, Sci-Tech & Creative Arts Academies – can help you to plan and present programming for any related events.



### 4. Request marketing materials at [urjyouth.org/request](http://urjyouth.org/request)

- Display camp/program brochures around the synagogue!
- Post camp/program event flyers to youth lounge walls.
- Include camp/program postcards & brochures in your service handouts.
- Display a pop-up banner in your lobby.
- Mail camp/program brochures & postcards to families with children & teens.



### 5. Write about URJ Youth programs in your congregation's bulletin or email newsletters. Some ideas:

- Have your clergy write about their excitement to go to camp in their letter
- Share upcoming NFTY regional events & camp year-round events
- Promote summer registration & early bird deadlines
- Send a dedicated email about your regional camp & other URJ Youth programs

### 6. Include a URJ Youth Programs page on your website

- Provide information about your regional camps, NFTY region, URJ specialty camps & teen programs.
- Include testimonials from alumni families!
- Include news about upcoming events & registration dates.





**7. Utilize your URJ Youth alumni! Peer-to-peer engagement is one of the best ways to connect young people to your congregation**

- a. Invite them to speak on the *bima*, to a Hebrew School class or a group of parents about their incredible experience at camp, in Israel, around the world or in NFTY!
- b. Feature them in your congregation's bulletin, sharing their story.
- c. Ask them to write a blog post for your website, and share it on social media.
- d. Host a meet & greet for congregants to meet alumni and ask questions, and invite URJ Youth staff members to join.
- e. Leverage the skills they've learned at URJ teen programs to help you plan programming or events around Israel, social justice, and more.



**8. Invite staff & congregants to share their experiences**

- a. Share a message from a congregation parent, or better yet, a member of the clergy or professional staff, about how they send their own children to URJ Youth programs, and that impact it has had on them.
- b. Have clergy talk about URJ Youth Programs or connect them to the weekly parsha in a Shabbat sermon or weekly video message.
- c. Invite a camper at your congregation to give a *D'var Torah* that relates to camp!



**9. Schedule a visit from one of our camp/program professionals**

- a. Our staff will visit your congregation to meet with prospective participants and their families!
- b. Our staff can also meet with your lay leaders, clergy, and staff to share information and strategize about how we can partner together to provide incredible immersive Jewish experiences for your congregants, and how children & teens attending URJ Youth programs can benefit your congregation.
  - i. It's also important for you to meet with your lay leaders, clergy & staff to educate them and share the importance & benefits of congregants attending URJ Youth programs.



**10. Bring your congregants to camp!**

- a. Host a weekend retreat at camp for families!
- b. Organize a camp tour for your congregants.
- c. Or bring camp to your congregation! Transform Religious School into camp for one day. Invite a camp professional to join to answer questions and give more information.



**11. Give scholarships to families in your congregation**

- a. Hold a fundraiser to raise money for children & teens to attend URJ Youth Programs.
- b. Ask older alumni in your congregation to support the next generation of participants.
- c. Make it a priority to include scholarship money in your youth engagement budget.
- d. *One Happy Camper*: The Foundation for Jewish Camp (FJC), in partnership with organizations across North America, offers incentive grants of up to \$1,000 to first-time overnight Jewish Campers.

