

## **THE EISNER AND CRANE LAKE AMBASSADOR PROGRAM**

At Eisner and Crane Lake Camps, we are proud of our family-oriented community, where campers develop an incredible sense of belonging, gain independence, learn social skills, and explore their personal interests and connection to Judaism.

We are always looking to welcome new members into our camp family. Our Eisner Crane Lake Ambassador Program is a major vehicle for our ongoing recruitment effort. We are pleased to re-launch it as this time and invite you to become an Ambassador or to renew your commitment.

### **WHAT IS THE AMBASSADOR PROGRAM?**

Ambassadors promote our camps by sharing their experience and love of Eisner and Crane Lake Camps with other children and families in their synagogue community.

The Ambassador Program is a partnership between Eisner and Crane Lake Camps, our synagogues and our camp families to actively recruit and engage new families to join us for future summers. Ambassadors augment the camps' recruitment efforts and create personal connections with current and potential camp families in their synagogues.

### **HOW DOES IT WORK? TWO SIGNIFICANT ROLES:**

Ambassadors serve as liaisons between Eisner and Crane Lake's professional staff, clergy and synagogue professionals and prospective camp families. They attend an annual presentation in their synagogue (or homes if appropriate) and help to create excitement about and participation in these camp presentations. While our full-time camp leadership assumes primary responsibility for setting up the presentation, it is the role of Ambassador to help ensure that we have an engaged turnout at presentations. The Ambassador often follows up with families who attended the presentation, answering any unanswered questions, or arranging for one of the Directors to follow up.

Through a collaborative effort with our full-time camp leadership, participating ambassadors will also work with synagogue professionals to identify potential families for recruitment.

The second role of the Ambassador is to function as the "face of camp" at their synagogue throughout the year. They can do this by making sure: posters are hung on the synagogue's bulletin boards, camp brochures are visible in the synagogue lobby, ads are in their synagogue bulletin, they accept our Camp Purim Package with everything needed to set up a camp table at their synagogue's Purim Carnival and that families know about our New and Prospective Camper Weekend each fall.

Some Ambassadors have set up a camp table with brochures and swag in the lobby on Sunday mornings, others have worked with their synagogue's clergy to schedule a "Camp Shabbat" and some have talked about camp at new member or "back to school" nights. The options are limitless!

### **AMBASSADOR INCENTIVES**

As an expression of gratitude, we are happy to "say" thank you to our Ambassadors with:

- Exclusive camp swag.
- Special welcome to attend Shabbat morning T'filah at Eisner or Crane Lake.
- Shabbat lunch with the Directors after Shabbat T'filah.