



**Business Office**  
301 City Avenue, Suite 110 | Bala Cynwyd, PA 19004  
Tel 610-668-0423

**Resident Camp & Retreat Center**  
575 Smith Road | Kunkletown, PA 18058  
Tel 570-629-1390

# Connecting You to Harlam

To share the unique experiences, programs, community, and leadership that exist at Harlam, we believe it is essential to meet with, speak with, and listen to families. Rather than limit our exposure to presentation of a video and the distribution of promotional materials during religious school, we have found greater success when we are able to more personally connect to the parents and children in your community who may have interest in a residential camp experience. Whether a congregation has a strong Harlam following or general Jewish camp-awareness or not, we know that families make decisions about summer camp programming for their kids based most often on word-of-mouth and personal connections.

## Ready to Talk About Visits or Ideas for Partnership?

Contact Camp Harlam's Director, Lisa David, at 610-668-0423, ext. 1043 or [LDavid@URJ.org](mailto:LDavid@URJ.org) or to request a visit go to [bit.ly/HarlamPresentation](http://bit.ly/HarlamPresentation)

**Families make decisions based on many factors when it comes to their children. When camp can be inserted into the community's dialogue about their children's development, we feel there is as a rich opportunity for education.** Even if families do not choose Camp Harlam, we value the opportunity to help inform their views of the options and the understandable barriers that may stand in their way of selecting a Jewish summer camp experience. **Questions of financial assistance and value, specialties or traditional programming, supervision and accommodations, and much more can be addressed if we are given the opportunity.**

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## Connecting to URJ Congregations

We are experts on Jewish camp and, more specifically, Harlam. However, we recognize that there are greater experts on a congregation and its members. To best support efforts to engage youth as well as promote our summer programs, we invite synagogue leaders to consider the following options:

### Parent Meetings, Camp Info Sessions, & Parlor Meetings

**Creating a more intimate gathering of parents (and their children, when appropriate) is always a great chance to address the real concerns and questions that families have about camp.** These meetings and information sessions can be catered to your specific needs and community; large groups



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are no problem (as we can utilize multiple staff, camp ambassadors, or other "camp experts") and a small gathering is still very much worth our time. We will help recruit, connect, promote, present, and follow up on these meetings, and can make recommendations on what types of sessions might work best for your congregational community. Harlam will be very flexible with scheduling to accommodate your specific needs and will provide needed materials and refreshments for all in attendance.

## Family Education/Discussion/Conversations About Our Kids

**Professionals at Harlam look forward to working with your congregation to create, promote, and facilitate special family educational programs and conversations.** Using our Professional Staff and organizational leadership, as well as the rich resources we utilize throughout the year with respect to child development, spirituality, leadership development, and other contemporary family issues, we can help congregations and community groups enhance their family and youth programming. As a camp that serves more than 950 children (3<sup>rd</sup> to 12<sup>th</sup> graders at our residential camp) and hundreds of college-aged staff each year, we have developed various platforms to discuss and provide assistance with issues including experiential Jewish education, bullying, youth skill development, leadership, service learning, problem solving, and much more.

## School Presentations & Camp Activities in Your Congregation

**The chance to be with the children of a congregation allows us to share the excitement of Harlam directly with those who are camp prospects.** While we believe more personal and parent-oriented programming is the key to helping a family to understand the real value of camp and to address the key factors in making decisions, we also know that giving kids a taste of what awaits them in the summer can assist in the process. Our staff will help to coordinate and lead visits with school classes or other groups to show promotional videos, enjoy camp music, talk about camp's programs and life at camp, answer questions, and distribute various materials. We are also able to run special activities to promote camp and give a more "real" sense of the sorts of fun programs, Jewish learning, singing, and other excitement that we enjoy in the summer. These activities can take various forms and may be customized to meet specific needs and/or initiatives.





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## Camp *Shabbat*

We know that there is something special about a *Shabbat* experience at Camp Harlam. With 800 people dressed in white walking together to Chapel on the Hill on Friday night as the sun sets in the Mahoning Valley – or the same community coming together on Saturday morning to share an extraordinarily spiritual space at Chapel in the Woods for a Torah service – there is a unique sense of joy and awe during the cornerstone to our week at camp. While in many ways this cannot be duplicated in a non-camp setting, there is a great deal of ritual and context that can be replicated in our home congregations. The chance to build on the already-present connections between a URJ congregation's music and prayer and that of our own at Harlam is one that has proven to be powerful throughout our region over the years. Creating your own "Camp *Shabbat*" focusing on camp more broadly or – whenever appropriate – more specifically on Harlam may be the ideal means of translating the special camp feeling to your synagogue community. Our camp leaders, summer staff members, song leaders, and campers can help to bring camp home at key times throughout the year.



## Congregational Programs

There are many incredible programs taking place already in our partner institutions and within the network of families and members that support URJ congregations. To that end, we would relish the opportunity to be counted on to help create, facilitate, and/or promote events when possible. Whether a family-focused gathering, a special event, a program to support the raising of camp scholarship funds, a holiday celebration, or any other type of activity, we would be happy to support these efforts.

## Retreats & Camp Visits

As many congregations are already aware, our camp operates as a year-round Retreat Center from roughly October 1<sup>st</sup> to May 1<sup>st</sup> each year (with limited availability during the other times of the year). If a congregation has a family *Shabbaton*, a youth group program, or a special event, they can consider Camp Harlam as an option. Our service to URJ congregations offers discounted rates, full food service and group coordination, and priority bookings throughout the year. For more information, please contact our Operations Director, Jon Schulman, at 610-668-0423, ext. 1038 or [JSchulman@URJ.org](mailto:JSchulman@URJ.org).

If you have an event, program, engagement opportunity, or specific date in mind that you would like partner with us to plan and implement this year, please complete [our online form at bit.ly/HarlamRetreat](https://bit.ly/HarlamRetreat). Jon will be in touch to discuss and confirm the details.



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## Scholarship & Financial Assistance

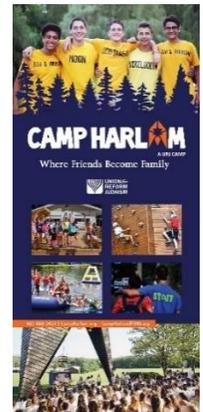
Our professional and lay leaders at Harlam are committed to making a URJ camp experience affordable for any family, regardless of the real financial barriers that may exist from year to year. Through our operational budget and funds, we dedicate approximately \$300,000 annually to assisting with camp enrollment through an anonymous, needs-based process. These funds are available to families and are not based on a finite scale; we encourage all families to consider contacting us for more information whenever they feel we could help. There is basic information on Harlam’s assistance programs at [bit.ly/HarlamScholarship](http://bit.ly/HarlamScholarship).

While we continue to strive to help families in any way that we can, we acknowledge the extraordinary help that our congregational and community partners provide through their own scholarship programs, discretionary funds, and other means. Our professionals work cooperatively to ensure that our efforts are as strategic, informed, and efficient as possible to maximize our combined outreach and investment. For more information regarding Harlam scholarship funds, please contact Cori Miller, our Camper Care & Enrollment Manager, at 610-668-0423, ext. 1033 or [CMiller@URJ.org](mailto:CMiller@URJ.org).

## Promotional Materials

We encourage stakeholders, prospective and current families, and others to use the Marketing Toolkit on our comprehensive website ([Harlam.org/about/congregational-information](http://Harlam.org/about/congregational-information)) to access important information including videos, resource materials, schedules of events, session details, and much more.

We are constantly developing the Harlam brand and materials to help "spread the word." We would like to provide you with the appropriate materials that will be useful to your constituency and best utilized throughout the year. Please complete [our online form at bit.ly/HarlamPromotion](http://bit.ly/HarlamPromotion) to request fliers, brochures, banner stands, posters, and other camp gear to help to create a Harlam presence in your synagogue.



## Additional Congregational Resources

In an effort to deepen and enhance the ways in which we partner with congregations, we have made a variety of camp resources for Jewish Life and Learning available, including our service prayer cards, our musical primer, the outline of our Jewish Life and Learning curriculum, and materials on our *Tikkun Middot* (character building) program. We hope these will be another way in which to connect your congregation to Harlam and strengthen the ways in which we help children and families to grow.

