

Our mission & values

Herzl Camp is a welcoming, independent camp where young people become self-reliant, create lasting Jewish friendships, and develop commitment and love for Judaism and Israel.

Herzl Camp creates a vibrant Jewish community of future leaders.

- We make connections and nurture our Herzl family.
- We are pluralistic in our Judaism; we embrace the people, the land, the State, and the story of Israel.
- We provide tools, training and the opportunity to lead; transforming campers and staff into tomorrow's passionate Jewish leaders.
- We celebrate individuality and inclusion; encouraging everyone to be part of something bigger than themselves.
- We embrace ongoing and inter-generational shared experiences – from the ridiculous to the sublime – to foster lasting friendships, build identity, community and a sense of belonging throughout our lives.

Launching Leaders

Serving as camp staff creates a foundation for a successful personal and professional life and a launchpad for leaders in the Jewish and secular community. We will ensure that working at camp is a sought-after experience for today's college students. We will:

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1. Ensure that housing, compensation, and recognition reflects the importance of the staff's work and provides the tools for success.
2. Create a hospitality network to support national and international staff needs.
3. Implement a leadership development plan to improve supervision, communication, support, and evaluation of all staff.
4. Recruit and retain talented summer professional staff to maximize camp programming and camper care.

More Camp for More People

Only 20% of Jewish children experience the life-changing magic of Jewish camp. We will bring more Jewish camp to more people. We will:

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1. Orient all aspects of the organization to active outreach and promotion of Jewish camp, especially to the 80% of families not currently choosing Jewish camp.
2. Evaluate the costs and benefits of providing mission-based Herzl experiences for a broad spectrum of age groups throughout the year. Determine Herzl's path.
3. Expand and enhance young alumni engagement opportunities.

Maximize Camp's Impact

Recognizing that Herzl serves as a main portal to positive Jewish life for campers and staff, we will maximize the impact of the camp program. We will:

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1. Focus and deepen intentional integration of meaningful Jewish experiences and Israel into the camp program.
2. Strive for programmatic excellence in key investment areas, engaging camper/parent interests and integrating into Herzl's long-standing tradition of making mensches.
3. Establish objective measures and methods to evaluate camp's impact.

Advance Camp's Mission

To maximize opportunities to advance Herzl's mission, we will ensure that governance structures are effective and aligned with camp's strategic goals. We will:

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1. Align lay leader structures to fully support camp and camp's community including committees, boards, and legacy leader roles.
2. Set board and individual member goals and evaluate performance annually.
3. Create a robust and sustainable pipeline of board leadership.