

FEMINIST CAMP



**AN IMMERSIVE  
FEMINIST  
EXPERIENCE  
IN NYC, SEATTLE, ZAMBIA  
AND BEYOND.**

Feminist Camp also hosts single-day & weekend camps around the globe.

Annually Feminist Camp engages 600 + alumni, from over 200 schools around the world through retreats, professional development opportunities, & other networking events.

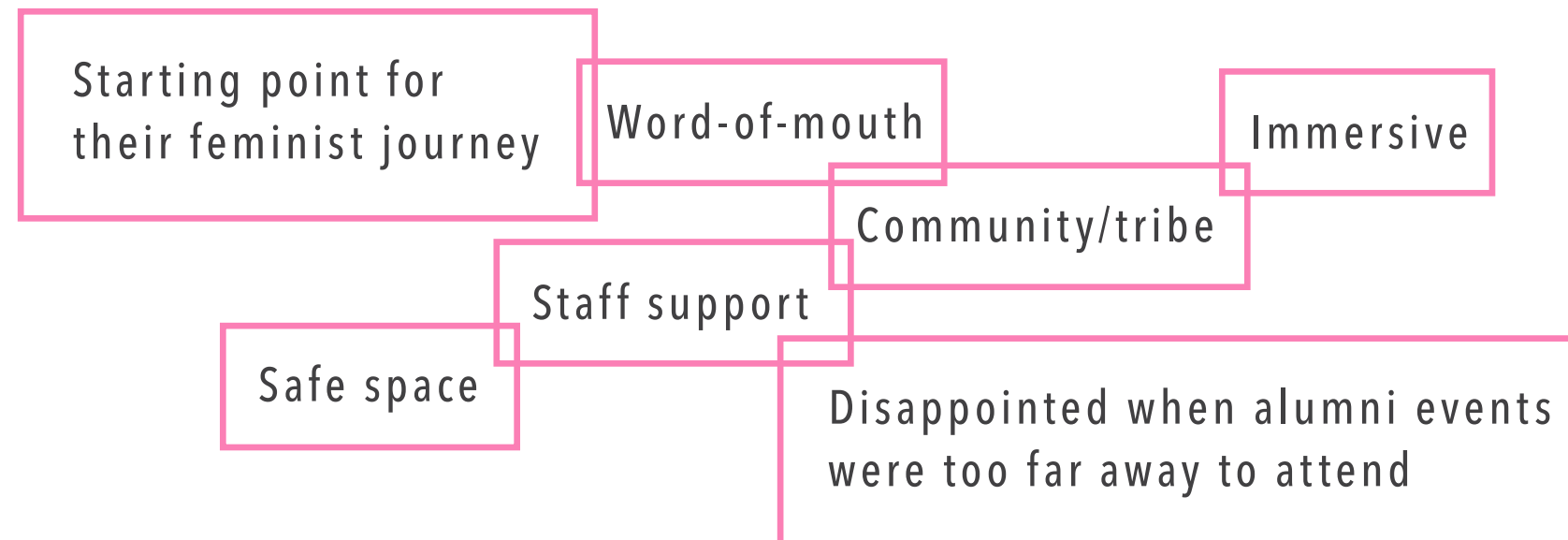
Founded in 2006 by Amy Richards & Jennifer Baumgardner, Feminist Camp has a track record for cultivating talented & diverse constituents & positioning them toward success.



Find a way to stay in better touch with alumni while exploring more personalized (and corporate) Feminist Camp experiences.



Personal interviews with alumni showed a few recurring thoughts:



Based on discussion with staff, online research and alumni interviews any solutions had to include:

Community building across both co-horts, and distance

Mostly self-sustaining with little burden to staff members

After research and ideation five options were presented.



## 1 COHORT SPECIFIC *T-SHIRT*

Create T-shirts with supportive or feminist quotes:

- must attend Feminist Camp to get one
- each cohort's tshirt is different

This could extend to other swag like enamel pins, jewelry, tote bags, etc.

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These create word-of-mouth and desire as they are attention grabbing and can only be gained by attending camp.



Inspired by Laura Meseguer



## 2 LONG DISTANCE *DAYCAMP*

Invite alumni to participate in day camps from their location:

- Video in as participant or live stream event
- Create a panel of alumni as agenda item for event
- Lead break out discussions

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Alumni events happen in NYC all the time but by including live streaming or panels allows the alumni outside of NYC to still participate and bolster their feminist confidence/toolbox even though they may not be nearby.



### 3 ONLINE *ENGAGEMENT TOOLKIT*

Create a toolkit of online posts and activities for staff to share with alumni (or pre-set post software) to:

- encourage online engagement with alumni
- promote Feminist Camp through social media
- create more conversations around Feminist Camp, feminism, intersectionality and support of women.

Feminist Fridays Hashtag project, alumni content of "face of a feminist", Feminist pen-pal project, Alumni reflections for #ThrowBackThursday and other social media/email prompts.

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Since many attendees learned about Feminist Camp through word-of-mouth the idea of this toolkit is to create word-of-mouth beyond the physical space and bolster the interest of more potential attendees and sponsors.

This allows people to see alumni and feminists beyond the stereotypical "bra burners" and "man haters" and have fun.





## 4 ALUMNI BOARD & LOCAL CHAPTERS

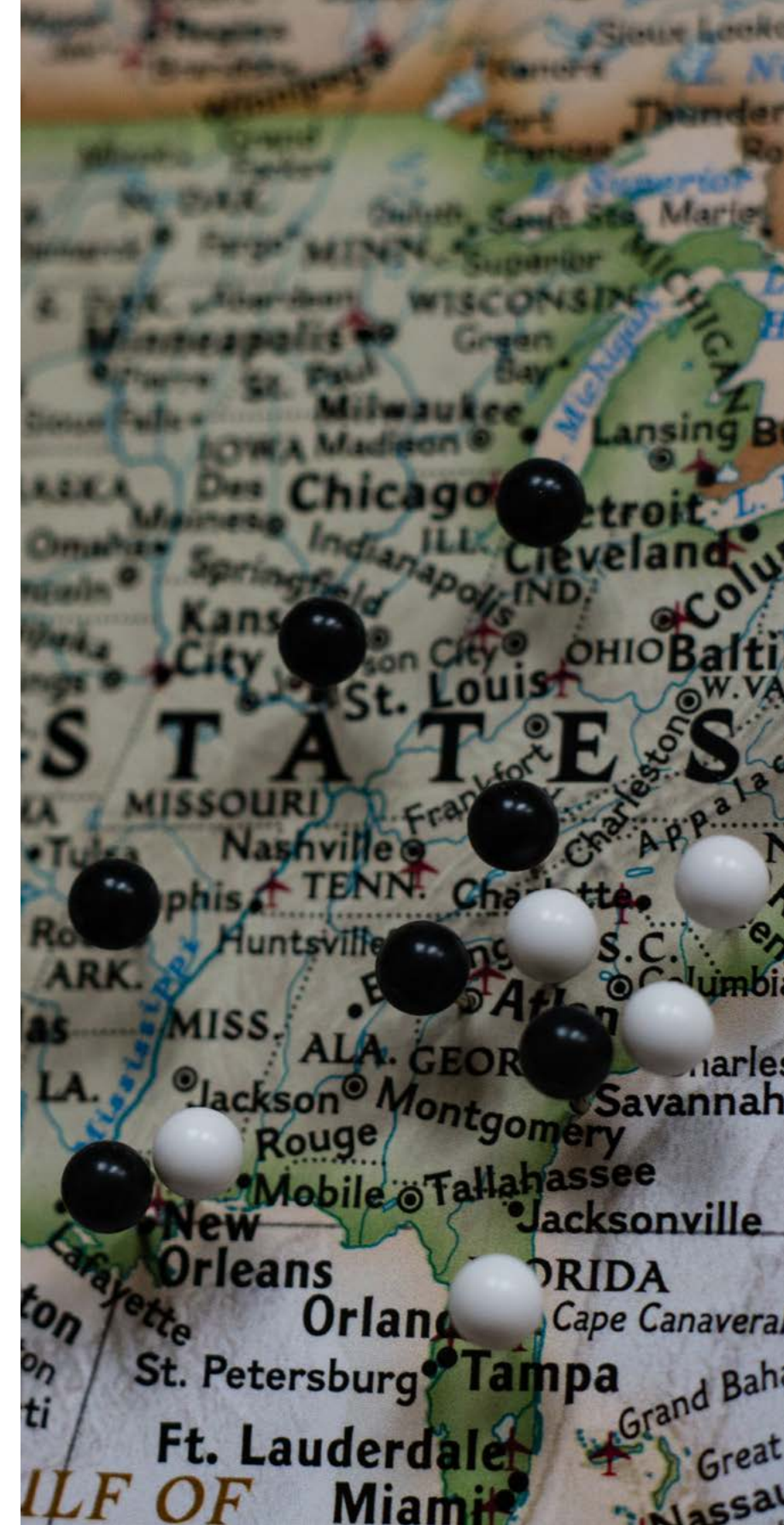
Create a volunteer alumni board of 3-5 enthusiastic members to oversee and support local chapters led by alumni in their hometown. Open to both alumni and other feminists who could then become a larger base to expand attendance of camps.

This would also open the door to do Corporate Daycamps in cities nationally, or even globally.

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With staff already wearing so many hats and trying to build reach, these would allow them to spread both nationally and globally with minimal extra strain on their time.

These would allow alumni to be involved and bolster their feminist confidence/toolbox even though they may not be nearby while including local feminists that may not have heard of Feminist Camp and provide a new base of attendees.



## 4 ALUMNI BOARD *IMPLEMENTATION*

### Step 1:

Create guideline/ toolkit for board use in heading chapters

### Step 2:

Create chapter guidelines and a starter kit with applications, promo material, social media posts, guidelines, etc.

### Step 3:

Gather alumni board and coordinate staff to which they report.

### Step 4:

Promote to alumni, gather chapter applications.

## POSSIBLE ACTIVITIES

- Monthly gatherings both social & focused
  - happy hour
  - volunteering
  - maker events, workshops, etc.
- Studio tours of companies that empower women and promote feminism and intersectionality
- Locally hosted watch parties of Feminist (Day)Camps/ events
- Support chapter through a small membership fee, sponsor a camper or act as a volunteer alumni mentor.



## 5 FEM **JAM**

Create a yearly remote weekend event in which groups around the world (both alumni and other feminist supporters) use their unique talents to promote a more equal world, starting in the community where they live.

- Begin with prompt given online
- Hosted locally by anyone who wants to participate
- End with video chat for all to share results

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Annual meetups would allow alumni to meet other people in their area and implement projects in local communities. They would also include other local feminists that may not have heard of Feminist Camp and provide more attendees.



While interested in many of the ideas the immediate need was to engage new and old alumni after the 2019 Feminist Camp Meetups so they chose to create a summer–

### 3 ONLINE *ENGAGEMENT TOOLKIT*

During the summer their online presence is not as strong as there are no events to be advertised again until the fall day camps and conferences start up.



### Step 1:

Include important Feminist Camp dates and find other related summer dates that make sense to capitalize on.

### Step 2:

Write posts based around those dates and create hashtags that promote Feminist Camp. Feminist Camp is requesting this summer period as a trial so focused on two themes of interest:

- #FemCampFridays that bring interactions around feminism
- #FemCampWCW that focuses on encouraging and recognizing strong women/feminists.

### Step 3:

Setup Hootsuite (social media management software) to take posting schedule off of the tasks for staff.

### Step 4:

Create imagery to support posts.

## Schedule

NVC - 6/3 - 7  
Seattle - 6/10 - 6/14  
NVC - 6/17 - 21

ATX Daycamp - 9/21

NWSA San Fran 11/11 - 17

6/21 Summer begins  
6/21 Intl day of yoga  
6/29 Natl Cam Day  
6/30 Social Media Day

July

7/30 Day of Friendship

August

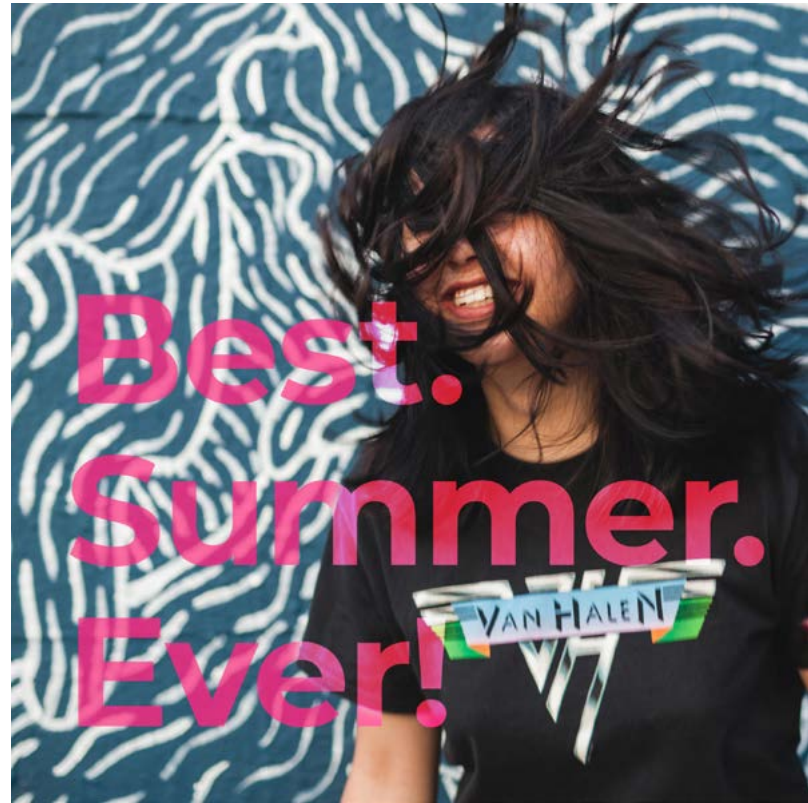
8/1 Natl Girlfriends day

8/9 Book Lovers day

8/26 Natl Dog Day

8/26 Womens Equality Day





5/27

Feminist Camp starts NEXT WEEK!  
What are you most excited about?



6/2 or 3

Feminist Camp is all over NYC  
6/3-7. Watch for more about all  
the companies and places hosting  
this week! #FeministCamp





6/28

Let's end the week with inspiring feminists... YOU! Our new Friday Hashtag Project, #FemCampFridays, will put out a challenge each Friday and feature the winning post with a surprise from Feminist Camp! Show us what feminism looks like to you.



7/12

With every step we gain momentum! This #FemCampFriday show us the steppin' shoes of a feminist!



8/23

National Dog Day is Monday so let's kick off the weekend seeing the squishy faces of all the feminist pups out there!



5/29  
We're loving Gloria Steinem stylin' Feminist Camp's new Bird + Stone bracelet. What feminist icon inspires you?! #FemCampWCW



6/26  
Our woman crush this Wednesday? Feminist Camp alumni! Share about the alumni that inspires you! #FemCampWCW



7/31  
This Friendship Day show us the team of feminists that make your dream... work! #FemCampWCW





# Equality @ work

Feminist Camp + YOU!

Other work also included creating presentation templates for the second annual Equality @ Work event and future pitches.



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\$15,000

Be a Panelist, Branding Opportunity, Talent Acquisition with Diverse Demographic, Support Feminist Camp Scholarship Fund

**Tier THREE**

Internal Afternoon Feminist Camp Experience for Your Employees



I learned that there are people out there working hard to ensure that diversity, inclusion, and equity are taken seriously at the work space; that this is not a myth. *It gives me hope.*

—Paridhi Rana // Attendee



THANK  *YOU*