

## Workshops for Session B: Sunday, 4:00 PM- 5:15 PM

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### FUNDRAISING

#### **B1: Making the Ask**

*Nanette Fridman, Founder, Fridman Strategies and President of the Board, Camp Yavneh*

The most popular guest presenter from last year's JCamp180 conference returns to help make you a skillful fundraiser for your camp. Are you comfortable asking prospects and donors to invest in your camp? If you're like many people, you have passion for camp and a desire to help but not necessarily the confidence to ask for gifts directly. This hands-on, interactive workshop will be led by Nanette Fridman, an experienced nonprofit consultant, author and "ask" trainer who is also an enthusiastic supporter of Jewish camp. Come learn the essentials of fundraising and making "the ask." You are guaranteed to have fun while improving your craft. Practice makes perfect!

### STRATEGY/PLANNING & CHANGE

#### **B2: Totally Accountable Meetings: More Productive, More Rewarding, Less Time**

*Diana Bloom, Head Counselor, URJ Camp Coleman/Productivity & Efficiency Coach, Mike Scott and Associates*

What if your camp's board, committee and staff meetings could actually take LESS time and be MORE productive? And what if those shorter, more productive meetings left your lay leaders and staff feeling more appreciated and motivated to actually do what they say they're going to do? Join productivity expert – and camp professional - Diana Bloom to learn how a "Totally Accountable" approach to meeting management can transform the experience for volunteers and staff. You'll take away skills to keep your meetings on track and on time while developing clear action steps that create greater accountability and concrete results for everyone.

### GOVERNANCE

#### **B3: We're Covered for That, Right?: Risk Management for Camps and their Boards**

*Michael Labadorf, CPCU and Executive Vice President, Sobel Affiliates, a Brown & Brown Company*

As a nonprofit camp board member, are you as aware as you need to be of the risks faced by your camp enterprise during camp session and year-round? At this session you just might be surprised to learn of some common risks that are misunderstood, uninsured or underinsured, or overlooked by camp leaders. And when you hear examples from other camps' claim experiences, you will be sure to sit up and take notice. Take advantage of the opportunity to ask questions of a leading camp insurance expert and be better prepared to return to your board with a deeper understanding of the risk management needs of your camp.

### FUNDRAISING

#### **B4: Top 10 Fundraising Goofs: What YOU Can Learn from MY Screw Ups**

*Dan Kirsch, Mentor, JCamp 180*

When you work in fundraising for three decades, you have LOTS of opportunity to fail. JCamp 180 Mentor Dan Kirsch couldn't possibly pack all of his fundraising goofs into an entire two-day conference, let alone a single 75-minute session. So he has culled his "Top Ten" list from his own experience plus some of the worst fundraising mistakes he still sees nonprofits – including Jewish camps – making all the time. You might even be inspired to confess your most embarrassing mistake. And you will definitely come away with tips and tools to help you avoid the worst fundraising pitfalls and produce stellar results for your camp.

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### GOVERNANCE

#### **B5: Advanced Board Leadership: For Board Chairs/Presidents Only (Enrollment Limited)**

*Michael Miloff, Mentor, JCamp 180*

Leading your Board or Camp Committee requires significant leadership finesse in good times, and especially so in hard times. This advanced session, facilitated by veteran JCamp 180 Mentor Michael Miloff, will provide a clinic-like setting to zero in on the most challenging issues facing your Board today - and the leadership skills, tips and techniques you need to advance your Board to the next level of performance. No problem is too big or messy for this session. *This workshop is limited to just 10 participants.*

### TECHNOLOGY

#### **B6: Matterness: Making Your Camp Community Feel Valued, Known, and Heard**

*Debra Askanase, Founder, CommunityOrganizer20.com*

Matterness is a way of working that makes our families, alumni and donors known, acknowledged and invested in their support of your organization. Families who feel like they Matter enthusiastically contribute their knowledge, networks and funds to your camp. When you create a culture of Matterness, your stakeholders become active, powerful agents on your behalf, and families renew and stay longer.

This participatory workshop will focus on understanding why Matterness is such a powerful way of working and thinking through how to change our culture to one of communicating the value of our stakeholders. We'll look at examples, and get to work developing implementable Matterness practices through digital communications, in-person recruitment, camp drop-off and pick-up, development...and more. You will leave with a new framework for communications, and concrete ideas to ensure your constituents know they "Matter" to camp.

### GOVERNANCE/DAY CAMPS

#### **B7: "But We're Not a 'Real Board!': Combating Camp Committee Inferiority Complex**

*Aron Goldman, Mentor, JCamp 180*

If you are an overnight or day camp with a parent organization governed by a "real board," reinventing your camp committee may be the highest impact change you can make. Across the entire nonprofit sector, the amazing potential of non-fiduciary boards has been a well-kept secret. Until now. Join JCamp 180 Mentor Aron Goldman to learn from real camp examples how camp committees like yours have overcome cultural and practical obstacles to achieve the sophistication and influence of "real boards."

### ALUMNI ENGAGEMENT/FUNDRAISING

#### **B8: Happy Anniversary! Planning Outstanding Camp Anniversary Events**

*Jill Paul, Mentor, JCamp 180 & Camps TBA*

Every Camp has them, but some Camps harness big anniversary events to great effect. Learn how you can use anniversary events to strengthen Alumni engagement, improves fundraising, and inspire generations of Campers to keep your camp in the center of their hearts without breaking the bank or burning out your staff. This panel discussion will present three camps that have executed outstanding anniversary events.

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### LEGACY/FUNDRAISING

#### **B9: It's All in the Follow Through: Conversations to Documentation**

*Arlene D. Schiff, National Director, LIFE & LEGACY, Harold Grinspoon Foundation*

The Letter of Intent is an entry-level commitment from your camp Legacy members. But can you deepen your relationship with Legacy donors to ensure they act on their intention and formalize their commitments to camp? What are the potential risks and rewards of inviting donors to document their gifts? Join Arlene D. Schiff, HGF's LIFE & LEGACY National Director, to learn the secret of effective follow-up conversations with your donors to move their LOI's to documented commitments. Arlene will share proven strategies for securing more documented Legacy gifts while strengthening your relationships with your donors.

### DAY CAMPS/ STRATEGY & PLANNING

#### **B10: Strategic Planning for Day Camps**

*Mitch Kupperman, Mentor, JCamp 180 and a panel of camps including: JCC Day Camps of Chicago, Rainbow Day Camp and Ramah Day Camp in Nyack*

This workshop will demonstrate WHY a strategic plan is important for a day camp, HOW to complete the strategic planning process and WHAT the unique characteristics are of a day camp strategic plan. Participants will hear from a panel of day camps currently formulating their strategies and achieving their goals by having a clear, mutually agreed upon mission, vision, and implementation plan.