

Workshops for Session C: Monday, 9:30 AM- 10:45 AM

LEADERSHIP	FUNDRAISING	GOVERNANCE	LEADERSHIP
<p>C1: Let Me Out: Unleashing your Creative Potential <i>Peter Himmelman, Founder, Big Muse and Award-Winning Musician</i></p> <p>Award-winning musician turned communications expert Peter Himmelman's will lead this lively and creative workshop to open your mind and unite left AND right-brained thinking in order to take action through powerful yet deceptively simple exercises that will enable you to:</p> <ul style="list-style-type: none"> -Create more fearlessly, whether it's an fundraising appeal, a song, or a new Jewish camp -Communicate more effectively -Finish projects that have stayed in the "bits and pieces" phase forever -Make your ideas take shape in the real world 	<p>C2: Personalized Philanthropy: "Killer Apps" to Unleash Your Donors' Generosity <i>Steven Meyers, PhD, Vice President, the Center for Personalized Philanthropy, the American Committee for the Weizmann Institute of Science</i></p> <p>Isn't all philanthropy <i>personalized</i>? We'd like to think so, but most donors' experience tells a different story. Join special guest and Spark speaker Steven Meyers to learn how you can transform the way you "do development" at your camp by putting your donors' needs first. Using his Parable of the Four Donors, Steven will show you how a new, truly donor-focused approach can produce better campaign results. At the same time you will discover new levels of effectiveness, creativity, and – yes - even joy in your camp fundraising. Don't miss this chance to soak up valuable learning from a true innovator in the Jewish fundraising world.</p>	<p>C3: DEEP DIVE- With Great Power Comes Great Responsibility <i>Natasha Dresner, Mentor, JCamp 180</i></p> <p>Sadly, one of the most common reasons for nonprofit failure is lack of clarity between lay and professional leaders about their respective roles and responsibilities. Fortunately, JCamp 180 Mentor Natasha Dresner is here to help your camp avoid such a fate. Join Natasha and your camp peers for a Deep Dive into what good governance is all about - from board member recruitment, orientation and retention to creating engaging, productive board and committee meetings, to strengthening the all-important partnership between your board and executive or camp director. This double session is designed for board and governance committee leaders as well as camp directors and executive directors who know that better governance is critical to creating a more promising future for camp.</p>	<p>C4: DEEP DIVE- Adaptive Leadership: Making Change When Change is Difficult <i>Hugh O'Doherty, faculty member at Harvard University's John F. Kennedy School of Government and Consultant for Cambridge Leadership Associates and Tara Acker, Mentor, JCamp 180</i></p> <p>*Workshop limited to 40 people Tackling impossible challenges within your camp organization? Does it sometimes feel hopeless? Adaptive Leadership helps individuals and organizations exercise leadership in times of uncertainty - when there are no clear answers to problems because there isn't agreement on the nature of the problems to begin with! The adaptive theory proposes that there is no leadership position or role -<i>Leadership is an activity</i> that anyone can choose, with or without authority. In this extended "Deep Dive" workshop, you will learn from Harvard Professor Hugh O'Doherty how to explore, identify and tackle systemic change, manage productive tensions, orchestrate conflict in the interest of learning, and build new alliances to move to more productive action for your camp.</p>

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STRATEGY/PLANNING & CHANGE	TECHNOLOGY	FUNDRAISING	GOVERNANCE
<p>C5: Totally Accountable CAMP: Keys to Effective Task Management and Delegation</p> <p><i>Diana Bloom, Head Counselor, URJ Camp Coleman/Productivity & Efficiency Coach, Mike Scott and Associates</i></p> <p>Managing people and projects for camp can present a unique mix of challenges for professionals during camp season and year round. Tight deadlines and multiple demands from staff, camper families, volunteers, donors and alumni can seriously stress your productivity. Fortunately, productivity expert – and camp professional - Diana Bloom is here to help. Diana will introduce the “Totally Accountable” approach to help you sharpen your delegation skills, improve project management, strengthen communication and reduce mistakes. You will develop a new understanding of what accountability really means and how it applies to the camp workplace. And you’ll take away real, actionable practices and systems to improve productivity by creating a culture of accountability throughout your camp.</p>	<p>C6: Social Media Secrets</p> <p><i>Alli Thresher, Social Media Manager, PJ Library</i></p> <p>Alli Thresher, Social Media Manager for PJ Library, will walk attendees through some key tips for reaching and engaging communities on social media. We’ll talk about writing copy for Facebook (words to avoid, that pesky algorithm), Twitter basics, getting started on Instagram, and online promotion in general. We’ll cover things like the benefits of maintaining a page versus a profile, the basics of Facebook advertising, and hashtags.</p>	<p>C7: Evaluating Executive Director Performance and Compensation</p> <p><i>Anne Yurasek, Principal, FIO Partners, Consultant and Trainer to Nonprofits</i></p> <p>In a 2011 study, 45% of nonprofit Executive Directors reported not having had a performance review in the previous year. Evaluating your Director’s performance is one of a board’s most critical responsibilities, yet too many boards continue to give little or no attention to the evaluation of their most important employee. In this workshop you will explore various approaches available to your board for executive evaluation and related compensation. You will also hear guidance on useful board-level policies, including addressing the requirements set out by the IRS Form 990. And you will get actionable ideas for how to implement the evaluation model that works best for your camp.</p>	<p>C8: Reinvigorating Your Strategic Plan</p> <p><i>Mitch Kupperman, Mentor, JCamp 180</i> <i>Rabbi David Soloff, Chief Executive Officer, Camp Ramah in Wisconsin</i> <i>Steve Engel, Executive Director, Tamarack Camps</i> <i>Michelle Bass, Board Member, Tamarack Camps</i> <i>Toni Levenberg, Camp Director, Camp Interlaken</i></p> <p>Revitalizing your strategic plan to reflect current priorities, and focusing your energies and resources to work towards common goals is critical to your camp’s success and sustainability. Workshop participants will learn how to revitalize their strategic plan from peers who have reset their camp goals. Participants will join in discussion groups to begin the strategic renewal process.</p>

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FUNDRAISING

C9: GIFT Grads Present: Development Breakthrough Insights from Your Peers

Laurie Herrick, Mentor/GIFT Program Director, JCamp 180, and Jewish Camp Development Professionals

10X turbo-charged peer learning from our GIFT program graduates. In this interactive and quick moving session you'll connect with 10 seasoned camp fundraising professionals who will share insights from their GIFT projects. You will hear how the GIFT focus on new ways of thinking about fundraising created breakthroughs for their camps' development programs and can do the same for your camp.

DAY CAMPS, STRATEGY, PLANNING & CHANGE

C10: Day Camp Roundtable: Exceeding Ever Changing Expectations – For Small/Midsized Communities

Aaron Greenberg, Senior Consultant for Day Camp Initiatives, JCC Association of North America

Shifting trends in Jewish day camping make it more challenging for us to meet our customers' expectations to say nothing of exceeding them. Demands for more specialties, shorter sessions, frequent communication and personal attention can tax even the most resourceful camp directors and staff. Here's your chance to brag on the ways your camp has committed to going above and beyond, why you committed to it and what the response has been. And you'll be able to learn from your peers and take away a bunch of ideas to put into action as you prepare for day camp season 2017.

TECHNOLOGY

C11: What's the Problem Here? Do You Need a Better Database...or Just Better Training?

Kevin Martone, Technology Program Director, JCamp 180

Are you and your staff in a constant struggle with your donor database? Are you frustrated just trying to get basic, accurate information for an appeal? Are you fed up and considering starting over with a new product? Transitioning to a new database requires a lot of time and effort (and money!). Before you give up on your current system, join JCamp 180 Technology Program Manager Kevin Martone to diagnose the real issues. Based on his experience with 100+ camps, Kevin will offer some alternative explanations for your frustration. Could it be a misunderstanding of the system's requirements? Insufficient or uneven training among users? Lack of clear standards for data entry? You will learn the right questions to ask to determine if your current database can actually meet your needs or if there's going to be an arduous database transition in your future.