

Workshops for Session D: Monday, 11:15 AM – 12:30 PM

STRATEGY/ PLANNING AND CHANGE

D1: New Ideas: Tools for Discovery & Implementation

Anne Yurasek, Principal, Fio Partners, Consultant and Trainer to Nonprofits

Where do new ideas come from? How do you make your camp a place where new ideas are welcomed and explored? How do you implement new ideas in the face of resistance to change? Drawing from research in innovation, creativity and change management, as well as her firm's transformative work with nonprofits, Anne Yurasek will lead this engaging, interactive session. Anne will offer you practical tools and strategies to discover and implement new ideas for your camp. You will come away with a clear definition of innovation, strategies for encouraging new ideas, and resources to support innovation at your camp. The world is changing faster than ever, are you ready to adapt and to try something new?

LEADERSHIP

D2: Supervising Millennials: Using the 80/20 Model of Supervision

Jamie Simon, Incoming Executive Director, Camp Tawonga

Millennials crave feedback, trust, independence and most of all purpose in their work at Camp. Camp Tawonga in California trains all staff, not just Millennials, to use the 80/20 model of supervision, which includes observation, feedback and evaluation. The 80/20 supervision model helps staff feel empowered and supported while doing great work! When we treat staff like adult professionals they rise to the occasion and do excellent work. In this workshop we will share training materials and case studies that include tips and success stories of millennials thriving in their work at camp.

GOVERNANCE

D3: DEEP DIVE- Continuation of C3: With Great Power Comes Great Responsibility

Natasha Dresner, Mentor, JCamp 180

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.

LEADERSHIP

D4: DEEP DIVE- Continuation of C4: Adaptive Leadership: Making Change When Change is Difficult

Hugh O'Doherty, faculty member at Harvard University's John F. Kennedy School of Government and Consultant for Cambridge Leadership Associates and Teara Acker, Mentor, JCamp 180

***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 - *Leadership is an activity* 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.

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FUNDRAISING

D5: No Campers No Camp: Developing a Comprehensive Enrollment Plan

Aron Goldman, Mentor, JCamp 180

Enrollment is the lifeblood of camp. It is the ultimate evaluation of your performance. And it is your most important source of revenue and economic stability. Now, with the launch of JCamp 180's Enrollment Program, you have the opportunity to embark on a comprehensive planning approach to secure your camp's future through enrollment. Together with Program Director and JCamp 180 Mentor Aron Goldman, you will learn about the eight components of a comprehensive plan: ROI, Data, Marketing, Retention, Customer Service, Budgeting and Fundraising, Staffing and Professional Development. After this session, you will have the chance to delve more deeply into the planning process by continuing with any or all of our program sessions, which will continue through May 2017.

TECHNOLOGY

D6: Basics of Blogging

Alli Thresher, Social Media Manager, PJ Library

Does your camp have a public blog on your website? Do you wonder if it's worth the effort? Are you worried about finding good content to share all year? The content on your blog can be a major asset when driving traffic to your website and building your social media channels. Alli Thresher, Social Media Manager for PJ Library, will discuss the importance of having a regularly updated public blog on your website and how this blog content can be a major asset for driving traffic to your website and building your social channels. She'll also cover how to make it as easy as possible to manage a blog's content and comments.

DAY CAMPS, STRATEGY, PLANNING & CHANGE

D7: Day Camp Roundtable: Exceeding Ever Changing Expectations – For Large 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.

FUNDRAISING

D8: GIFT Grads Present: Creating a Culture of Philanthropy One Camp at a Time: A Panel of Peers

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

You've heard a lot about the concept, now hear from your peers who are actually creating a "culture of philanthropy" at their camps – and how you can do it, too. Hear from five Jewish camp development professionals as they discuss the breakthrough projects they designed in the JCamp180 GIFT program. You will take away the lessons of their experience, including the obstacles they've overcome. This session will be highly interactive and you will have the opportunity to both share some of your best practices and borrow from the many good ideas in the room.

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FUNDRAISING

D9: In a Flash: Lessons from One Camp's 24-Hour Online Fundraising Campaign

Rabbi David Shenker, Director, Camp Nageela, NY

How much money could your camp raise in one day? And how much preparation would it take to make that single day a success? Camp Nageela NY Director, Rabbi David Shenker will share the story of his camp's successful "flash" online campaign in 2016. Come learn how Camp Nageela decided to take on a flash campaign, what worked well (and didn't), and how they handled all the logistics from technology to communications to donor recognition. Bring your questions and hear firsthand about this out-of-the-box fundraising initiative and how it might work for your camp.

LEGACY/FUNDRAISING

D10: Recipes for Legacy Success: Camps Tell How They Do It

*Mitch Kupperman, Mentor, JCamp 180
Sam Caplan, Chief Development Officer & Linda Hoffenberg, Director of Institutional Advancement, Camp Ramah in Wisconsin
Michelle Bass, Board Member, Tamarack Camps
Tracey Klapow, Development Director, URJ Camp Newman*

Do you think you just can't make room for Legacy along with your camp's annual, capital and scholarship campaigns? Here's a valuable peer learning opportunity that will make you think again. Come hear from a group of camps who have sustained their commitment to a Legacy program for the long term. You will learn how they've overcome obstacles and inertia to make Legacy a vibrant, integral part of their overall fundraising programs. And you'll learn how you can do the same for your camp.