



ANNUAL CONFERENCE  
October 22-24, 2017  
Springfield Sheraton Hotel  
Workshop Summaries

**Pre-Conference Sessions: Sunday, 9:00 A.M. - 11:30 A.M.**

**GIFT7 Kick-off**

**Laurie Herrick, Mentor and GIFT program Director, JCamp 180**

**Track: Fundraising**

A mandatory session for participants in GIFT7 to launch our year-long course. Getting to know peers, and orientation of expectations will be the key outcomes of this session.

**JTEC5 Final Presentations**

**Kevin Martone, Technology Program Manager and JTEC program Director, JCamp 180**

**Track: Technology**

Participants in JTEC (JCamp 180 Training in Effective Communications) share their final presentations. Required for participants in this past year's JTEC5 cohort.

**Enrollment**

**Aron Goldman, Mentor and Enrollment Program Director, JCamp 180**

**Track: Enrollment**

**\*Registration is limited to Enrollment cohort 2 participants**

The 2017-18 JCamp 180 professional development program *Increasing Enrollment* kicks off with a review of JCamp 180's updated program curriculum. This session will discuss our multi-format course structure, context, and topics and feature a discussion of your camp's recruitment and retention circumstances. With time dedicated to group dynamics, this morning session concludes with an in-depth review of marketing for camp enrollment. The program continues Tuesday morning in sessions F4 and G4 when the group reconvenes to cover the topics of Retention, Market and Enrollment data collection and analysis, and Staffing and Professional Development. The complete curriculum outline and program calendar can be found at [www.jcamp180.org/enrollment](http://www.jcamp180.org/enrollment).

**Session A: Affinity Sessions: Sunday, 2:15 PM to 3:30 PM**

\*Session A workshops will be assigned

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

### **B1: Fundraising Fundamentals: The Donor Giving Cycle**

**Julia Riseman, Mentor and Data2Donors program Director, JCamp 180**

#### **Track: Fundraising**

Understanding what your donors want – and what they don't – is critical to your camp's fundraising success. Join JCamp 180 Mentor Julia Riseman for this workshop to get inside the heads of your donors. Come explore how your work influences your donors' behavior at each stage of the Donor Giving Cycle and the Donor Giving Life-Cycle. You will leave this workshop with a deeper understanding of the plans and strategies you can use to boost giving, improve donor satisfaction/retention, and develop a lifetime of giving to your camp.

### **B2: Are We Ready for a Capital Campaign? Key Steps to Assessing Capital Campaign Readiness**

**Amy Schiffman, Principal & Judy Gadiel, Senior Consultant, Giving Tree Associates**

#### **Track: Fundraising**

Your camp may require substantial capital improvements or it may be nearing a milestone anniversary, but are you ready to launch a successful campaign? Join us as we explore the key factors determining campaign readiness, including budget development, leadership development, feasibility conversations, your case for support and gift tables. Camp directors, development directors and board leadership will find this session useful in preparing your team to responsibly consider a capital campaign.

### **B3: The Finance - Development Relationship: We can help each other...or not.**

**David Orlinoff, CFO, Facing History and Ourselves**

#### **Track: Governance**

At its best, the connection between the Finance function and its Development operation can be a significant contributor to a nonprofit's success. On the other hand, in many organizations the two groups engage in a contentious and mutually unhelpful relationship that can cost the organization time, money, and morale. In this session we will discuss how both good and bad relationships develop and learn the best ways to avoid or fix a bad one at your camp.

### **B4: Lessons from Reshet Ramah...and each other: How to keep your alumni engaged**

**Melissa Leifer, Reshet Ramah Alumni Relations Manager, National Ramah Commission**

#### **Track: Alumni Engagement**

Reshet Ramah has been connecting with alumni of Ramah camps for the past four years. What have they learned about alumni engagement over that time? What can YOUR camp learn from their experiences? In this interactive session, learn ideas you can implement to engage your own camp alumni from the experiences of both Reshet Ramah and your peers in the workshop. Let's learn together how to create a successful alumni network.

### **B5: Legacy & The Integrated Ask**

**Nanette Fridman, Founder, Fridman Strategies**

#### **Track: Legacy**

Who are the right people to ask for a legacy gift? How do you ask them for a legacy gift and an annual, capital or endowment gift at the same time? Learn how to have successful conversations with donors about investing in your camp in multiple ways. We'll discuss what it takes to get to yes! Bring your own cases or we will practice using scenarios provided in this interactive session.

## **B6: Beyond Thank You: Communications that Energize Your Donors**

**Niki Lamberg, Principal Consultant, Nicole Lamberg & Associates**

### **Track: Tech/Communications**

What communications tools should you have in hand to help your donors feel connected, cherished, and engaged? Donor stewardship is the practice of building long-term relationships for a comprehensive donor experience, and you'll need some tools to get the job done. The good news? They don't have to cost a lot, and your Board can lend a hand. Nonprofit communications consultant Niki Lamberg will help you discover how to build your toolbox, using best practices from throughout the nonprofit world: camps, other Jewish organizations, and beyond. You'll come away with ideas you can put into practice starting tomorrow, and a fresh understanding of how you can establish habits and a culture that brings out the best in your camp and your donors.

## **B7: Camp Safety & Security Check 2017: What Board Members Need to Know**

**Lenny Silberman, CEO, Henry Kaufmann Campgrounds**

### **Track: Strategy, Planning & Change**

Safety and security have always been a priority concern of Jewish organizations, especially those entrusted with serving kids and teens. Unfortunate events across the continent this year have given these issues even greater urgency. Boards - and board members - have a responsibility for camp safety and security. Board leadership can be the difference between a clear, proactive security strategy and an ad hoc scramble if something occurs. Join day and overnight camp veteran Lenny Silberman for a frank assessment and discussion of the board's role in creating the safest camp possible for your campers and staff, families, and communities.

## **B8: Facilities Planning for Overnight and Day Camps**

**Steve Engel, Executive Director, Tamarack Camps, Lenny Kass, Director, Rainbow Day Camp, Richard Parker, Division Principal-Camps and Retreats, Brandstetter Carroll INC, Wayne Reckard, Marketing Director, TKWA UrbanLab and Joseph Lash, Board Member, Tamarack Camps**

### **Track: Strategy, Planning & Change/ Day Camps**

Every camp should have a facilities master plan. Does yours? Learn how to evaluate your site's opportunities, and translate your camp's facilities so they support your mission, vision, and strategic plan. This interactive panel discussion includes commentary from camp directors and planners about the benefit of developing a sustainable design for your camp.

## **B9: Trends, Challenges & Opportunities for Boards: The State of Camp Today with the CEO of ACA**

**Tom Rosenberg, CEO, American Camp Association**

### **Track: Governance**

What should board members know about current trends and emerging challenges that are most likely to impact your camp's future? What resources are available to your board to ensure your camp is prepared for change in the field? Join Tom Rosenberg, CEO of the American Camp Association and longtime Jewish camp professional, for insight into the state of camping today and implications for your camp tomorrow. Camp lay leaders will benefit from the information and insights from the nation's preeminent camp organization.

## **B10: Board Members - and All Volunteers - in a "Totally Accountable" Culture**

**Diana Bloom, Productivity and Efficiency Coach, Mike Scott and Associates**

### **Track: Strategy, Planning & Change**

Serving as a board or committee volunteer for camp can be a highly fulfilling – or extremely frustrating – experience. Camp staff may have responsibility to work with volunteers but lack training and experience in volunteer management. Join productivity coach/camp professional Diana Bloom to learn the keys to creating a Totally Accountable culture for volunteers. Discover how clear roles and responsibilities, frequent communication and effective delegation can leave your volunteers and staff feeling satisfied and

successful. This session welcomes lay leaders and camp professionals who are looking for better ways to make the volunteer experience productive for camp and fulfilling for volunteers.

### **Session C: Monday – 9:30 AM to 10:45 AM**

#### **C1: Is Your Board Financially “Literate”?**

**Andy Kaplan, Board Member & Treasurer, Camp Havaya (formerly Camp JRF)**

##### **Track: Governance**

Your board’s most critical decisions rely on understanding the essentials of nonprofit camp finance. But many camp boards experience great variation in their members’ knowledge of and comfort with “the numbers.” Do you know which numbers matter most? Is your board measuring and tracking the right things? Join Camp Havaya’s Treasurer Andy Kaplan to learn how his board does it and yours can, too.

#### **C2: Major Gifts Portfolios: Focus on Major Donors to Radically Impact Your Camp’s Funding**

**GIFT Program: Current Participants & Graduates**

##### **Track: Fundraising**

Major Gift Officers are a staple in the realm of professional fundraisers. Colleges have them. Hospitals have them. Why can’t camps? A panel discussion with Development Directors in the GIFT program who have spent the last year establishing, qualifying, and creating individual plans for a portfolio of major donors, much like a Major Gifts Officer. Find out what the challenges are, what it takes to create and work a plan for each of your major donors, and what the payoff is!

#### **C3: Your Board's Role in the Capital Campaign**

**Amy Schiffman, Principal & Judy Gadiel, Senior Consultant, Giving Tree Associates**

##### **Track: Governance**

Making an assessment as to the feasibility of a successful capital campaign begins with your camp’s objective evaluation of a) how its mission and its case for fundraising is viewed by its lay leaders and b) whether quality leaders are available to help in the campaign. Leadership from the board and other key volunteers is the single most critical factor affecting the success of your campaign. During this session, board members, camp directors, and development professionals will review the responsibilities of board members in a campaign and learn there is more to fundraising than “the ask.”

#### **C4: DEEP DIVE- “Who Is Doing What?”: The Keys to Effective Task Management and Delegation**

**Diana Bloom, Productivity and Efficiency Coach, Mike Scott and Associates**

##### **Track: Strategy, Planning & Change**

**\*This is a double session please select session D4**

Do you fear checking your inbox? Do projects sit on your to-do list day after day without any progress? With parent phone calls, recruitment, marketing, communications, fundraising, hiring, contracts, and more, camp teams face a daunting array of task during both the summer and the off-season. Bring your camp teams and join productivity coach/camp professional Diana Bloom to learn practical solutions to achieve higher productivity and efficiency - with less stress - in all areas of your camp organization. Diana will help your team learn common language for task management and delegation - and how to prevent being surprised when things don’t get done. Diana will also show you how to translate electronic systems to our “unplugged” summer environment. Come with your colleagues and task list in mind (or in hand). .

**C5: DEEP DIVE- Building Resilience & Flexibility THROUGH LAUGHTER: Powerful Learning Through Improv Training**

**Pam Victor, President, Happier Valley Comedy**

**Track: Strategy, Planning & Change**

**\*This is a double session please select session D5**

Life seems to have an endless supply of curveballs up its sleeve, doesn't it? We arrive at work every day with a plan...and then the unexpected interrupts that plan. In this workshop, you'll learn how to meet change and challenges at work with greater flexibility, ease, and humor. You'll be given new tools that help to redefine and "reframe" challenges at work, so you can handle them more as judgment-free events rather than obstacles.

Building Resilience & Flexibility THROUGH LAUGHTER facilitates powerful learning experiences through easy-to-learn, non-performance improv training exercises specifically applied to the professional setting. All exercises are performed in a circle or pairs; participants are never "on stage." Pam Victor specializes in making sure all people along the introvert-extrovert spectrum feel successful, learn a lot, and have a blast with the THROUGH LAUGHTER workshop. *Note: Enrollment is limited to 25 participants.*

**C6: Singing Camp Songs For Life: Make Higher Ed Alumni Practices Work for Your Camp**

**Danielle T. Reddy, Director Student/Alumni Relations, MIT Alumni Association**

**Track: Alumni Engagement**

Lifelong engagement is the dream of all alumni relations programs. But can you really keep your camp's alumni connected, no matter where they land after their camp days are over? This session will provide insight into alumni relations best practices and programs used by MIT and other colleges and universities to provide meaningful engagement opportunities to all of their alumni. Join Danielle Reddy to learn more about creative and practical ways to keep your alumni/ae singing camp songs long after they leave the campfire!

**C7: Annual Campaign "Nut & Bolts" (Fundraising Fundamentals)**

**Presenter TBD**

**Track: Fundraising**

Does your annual campaign remind you of "Groundhog Day" - rolling out the same old plan and hoping to squeeze another year from the same old reliable donors? Or maybe you're finally getting serious about launching an annual giving program and want to be sure it's worth the effort. Check out this session for a primer on the building blocks of successful, vibrant annual campaigns. Explore the methods and messages that work. Learn the value of a leadership giving circle and how to balance traditional channels against the allure of the new shiny objects. Above all, you'll come away knowing how your program can leverage the unique advantages of Jewish camp to design an annual giving campaign that rocks.

**C8: Google Analytics: Why You Need It & How to Use It**

**Christina Rizer, Web Production Coordinator, Harold Grinspoon Foundation and Alli Thresher, Social Media Manager, PJ Library**

**Track: Tech/Communications**

Do you struggle to understand the many stats available from Google Analytics? Not sure what questions your analytics can help you answer? In this session, we'll review what Google Analytics is, how to get it set up, and the ways that it can help your camp drive enrollment, reach parents, blog, and even plan programming.

Christina Rizer and Alli Thresher from the PJ Library team will use PJ as a case study to showcase how we've used Google Analytics to revise our content strategy and drive website updates and engagement.

## **C9: Annual Campaigns, Legacy Giving, Donor Stewardship, & Donor Relations – Four Essential Components of Every Camp’s Success**

**Graham Hoffman, Deputy Director of Development, AIPAC & AIEF**

### **Tracks: Legacy/Fundraising**

Concerned you don’t have the ability to build, sustain, or advance your fundraising campaigns? We will help focus your efforts on activities that will have the greatest impact on your fundraising success. In this session you’ll learn: 1) ways to engage donors and alumni in annual and legacy giving; 2) the keys to securing and maintaining annual and legacy commitments; 3) the essential donor stewardship practices that yield results; and 4) donor relations best-practices that will set you on the path to fundraising success. You’ll emerge with the tools, ideas, and best-practices to take your results to the next level.

## **C10: Roundtable: For Board Chairs/Presidents Only**

**Michael Miloff, Mentor, JCamp 180 & Natasha Dresner, Mentor, JCamp 180**

### **Track: Governance**

*\*This workshop is limited to 12 participants*

Leading a Board or Camp Committee requires significant leadership finesse in good times, and especially so in hard times. This session, facilitated by veteran JCamp 180 Mentors Michael Miloff and Natasha Dresner, will give an opportunity to focus on the most challenging issues facing your Board today. Join peers from camps across North America who will share the leadership skills, tips and techniques you need to advance your Board to the next level of performance. You’ll also have a chance to tell Michael and Natasha how JCamp 180 might design services to better meet your needs year-round.

## **Session D: Monday – 11:15 AM to 12:30 PM**

### **D1: The Jeffersonian Dinner - A Model for Meaningful Relationships**

**Larry Cohen, Board Member & Development Chair, Shalom Institute**

**Marsha Rothpan, Development & Community Engagement Director, Shalom Institute, GIFT GRAD**

#### **Track: Fundraising**

Their annual gala dinner was nice but it wasn't allowing Shalom Institute, home of Camp JCA Shalom in Malibu, to build the deeper, more meaningful relationships they sought with their donors, camp families and community. Looking for a better way to really connect led them to the Jeffersonian Dinner - “a dinner party with a twist.” If you're looking to accomplish a similar goal, come join the Shalom Institute team as they describe the model, what it takes to put together a successful Jeffersonian dinner, and the results they’ve seen from their efforts.

### **D2: GIFT Final Presentations: Session I**

**How to Create a Culture of Philanthropy at Your Camp**

**Lead by GIFT participants, open to the entire conference**

#### **Track: Fundraising/GIFT**

Each year GIFT participants create a *breakthrough project*; a project intended to create a positive and monumental shift in funding for their camps. In this workshop, we will hear GIFT graduates present their projects, share what worked and what didn’t and take questions from the audience. The ultimate goal of GIFT breakthrough projects is to begin to create a Culture of Philanthropy. Workshop participants can learn how this group of development professionals have made positive change happen. Session E2 will showcase the work of additional program participants and therefore different projects.

### **D3: Committees that Work!**

**Debra Pittorie Forand, DP Forand Nonprofit Management Consulting**

**Track: Governance**

The fortunate among us know the satisfaction of being a part of a productive, well-managed committee. Sadly, many more of us have had the deflating experience of enthusiastically signing up for a committee, only to feel like your time is wasted, committee recommendations are second-guessed, and nothing ever seems to get done. Led by a BoardSource Certified Governance Trainer, this session will focus on best practices for board committees, advisory groups and task forces. We'll use real world examples, group discussion and concrete recommendations to explore: what an effective committee structure looks like; how charters can empower committees; how to maintain energy and enthusiasm among members; when to create/disband committees; and what factors - tangible and intangible - make a committee "effective."

### **D4: DEEP DIVE- "Who Is Doing What?": The Keys to Effective Task Management and Delegation**

**Diana Bloom, Productivity and Efficiency Coach, Mike Scott and Associates**

**Track: Strategy, Planning & Change**

*\*Continuation of session C4*

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### **D5: DEEP DIVE- Building Resilience & Flexibility THROUGH LAUGHTER: Powerful Learning Through Improv Training**

**Pam Victor, President, Happier Valley Comedy**

**Track: Strategy, Planning & Change**

*\*Continuation of session C5*

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### **D6: Your Alumni DO Want to Hear from You: How to Cut Through the Noise**

**Nicole Morell, Social Media Manager, MIT Alumni Association**

**Track: Alumni Engagement/Tech**

What does MIT have to teach camps about using social media to attract your alumni's attention? Come find out as Nicole Morell shares lessons from higher education on cutting through the noise and using social media to engage alumni, build relationships, and steward your biggest fans. Learn how to make the most of your camp's social presence without taking all of your time or any of your budget. Please come to this session with your questions, challenges, and bring at least one story or photo from your camp.

**D7: Reboot, Re-energize and Rocket Your Legacy Program Forward****Arlene D. Schiff, National Director, LIFE & LEGACY, Harold Grinspoon Foundation****Tracks: Legacy/Fundraising***\*Please note this session is 60 Minutes*

It's common for any kind of fundraising initiative to initially be fueled by intensive energy and leadership commitment which may wane over time. Join Arlene D. Schiff, HGF's LIFE & LEGACY National Director, to discuss new ideas for moving your legacy program forward including the integrated/blended ask, effective stewardship and the secret of effective follow-up conversations with your donors to move their letters of intent to documented commitments. Arlene will share proven strategies being used by LIFE & LEGACY communities for securing new and documented Legacy gifts while strengthening your relationships with your donors. The discussion will be tailored to focus on the specific issues effecting camps attending the session.

**D8: Show 'Em Why It Matters: Impact Reports for Every Scale****Niki Lamberg, Principal Consultant, Nicole Lamberg & Associates****Track: Tech/Communications**

What's the value of the work you do? How are you achieving your mission and changing lives, now and for decades to come? Your Impact Report can tell the story, helping current and prospective donors celebrate what they've supported - and get inspired for continued partnership in your success. Nonprofit communications consultant Niki Lamberg will help you understand the elements of a powerful Impact Report (Hint: the content is much more important than your production budget!). This hands-on workshop will get you brainstorming and on the right track!

**D9: Strategic Donor Stewardship for Camps****Anne Manner-McLarty, President & Lead Donor Recognition Strategist, Heurista, Co.****Track: Fundraising**

Are there days when you just can't see how to fit donor stewardship into your work schedule? There are so many ideas, so many expert recommendations, and so little time. Anne Manner-McLarty will lead this discussion-based session where we'll define donor relations basics, identify the tools you need to develop a sound plan, and consider what works best for various donor groups at your camp. We'll focus on creating a donor relations strategy that is effective because it reflects the special character and mission of your camp. You'll leave the conversation with useful tools and valuable input from your peers to help enhance your donor stewardship efforts.

**D10: Board Engagement: Everybody Talks About it but What Does it Look Like?****Kenny Weill, K. Weill Consulting****Track: Governance**

Every camp wants an "engaged" board, but what behaviors distinguish engaged boards and how can you promote them for your camp? Come discover what best practices and proven strategies can morph your board into a proactive team, highly-vested in your mission and sustainability. You will come away from this workshop with a better understanding of key ingredients of an engaged board including how to: set expectations and hold board members accountable; conduct more purposeful board meetings, empower members to serve as "ambassadors" and support fundraising and; recruit the next generation of engaged board members.



## **Session E: Monday- 3:00 PM to 4:15 PM**

### **E1: Major Gifts Fundraising Panel: Success Comes Step By Step**

**Gina Schmeling, Director of Development, Hazon; Alison Simpson, Development Associate, URJ Eisner and Crane Lake Camps; and Yoni Stadlin, Founding Director, Eden Village Camp**

#### **Track: Fundraising**

Working with donors to bring in large gifts takes time, planning, research, and teamwork. It's a lot. The cycle can be tamed with manageable steps. This panel of camp development professionals will look at simple, usable plans for major donor cultivation and solicitation. We'll take a holistic approach - starting with lists and stewards, and using data and systems to keep us on track. Overwhelmed and perplexed? We'll find ways to smooth out your plan, using tech for tracking and making your major donor efforts a success.

### **E2: GIFT Final Presentations: Session II**

#### **How to Create a Culture of Philanthropy at Your Camp**

**Lead by GIFT participants, open to the entire JCamp 180 conference**

#### **Track: Fundraising/GIFT**

Each year GIFT participants create a *breakthrough project*; a project intended to create a positive and monumental shift in funding for their camps. In this workshop, we will hear GIFT graduates present their projects, share what worked and what didn't and take questions from the audience. The ultimate goal of GIFT breakthrough projects is to begin to create a Culture of Philanthropy. Workshop participants can learn how this group of development professionals have made positive change happen. Session D2 will showcase the work of additional program participants and therefore different projects.

### **E3: Everything I Needed to Know To Raise \$70 Million I Learned When I Was 12**

**Lou Cove, Senior Advisor, Harold Grinspoon Foundation**

#### **Track: Fundraising**

The key to successful fundraising is storytelling. HGF senior advisor Lou Cove has raised \$70 million for Jewish cultural institutions. But how this fundraising maven developed some of his earliest skills is the most surprising story of all. Lou credits his experience running a campaign for Playgirl magazine's Mr. November, 1978 (when he was 12). That hilarious and unexpected tale is recounted in Lou's recent memoir, MAN OF THE YEAR. Join Lou as he shares the four fundraising secrets he learned - and helps make you a better fundraiser along the way.

### **E4: Pulling in the Same Direction: Align the Work of Your Board and Staff for Strategic Success**

**Stefan Teodosic, Executive Director, Beber Camp, Perlman Camp, and the Perlman Retreat Center at Beber Camp**

**Harrell Wittenstein, Board Member, Beber Camp, Perlman Camp, and the Perlman Retreat Center at Beber Camp**

#### **Track: Governance/Strategy, Planning & Change**

Once you've finished the hard work of creating your camp's strategic plan, the really hard work of implementation begins. What can you do to be sure that the camp board and professionals are engaged in the right work, aligned with your plan's strategic goals and tracked by key performance indicators? In this session, you'll learn from Beber Camp's experience how to keep board and staff pulling in the same direction to implement your current strategic goals.

### **E5: The Secret to a Successful Development Committee**

**Judy Gadiel, Senior Consultant, Giving Tree Associates**

#### **Track: Governance/Fundraising**

Engaging volunteers to lead camp fundraising efforts can be challenging. But you will not maximize your campaign success without a strong lay leadership team. We'll cover what you need to know: identifying

characteristics and structure of a powerful fundraising committee; training your leadership; and empowering them to become strong relationship managers for your camp. Camp directors, development directors and board leadership will leave this session armed with the tools they need to recruit, train, and engage a working development committee.

#### **E6: Disruptive Innovation in Jewish Camp**

**Eileen Price, Founder & Executive Director, In the City Camp**

**Allison Boaz, Managing Director, In the City Camp**

**Track: Strategy, Planning & Change/ Day Camps**

Companies like Amazon, Uber, and Airbnb all found massive success upon identifying a problem and solving it in a way that reshaped their entire industries. Think there's not room for this type of disruptive innovation in the Jewish camp world? Think again. Atlanta's fast-growing In the City Camp will share their compelling story of launching an entirely new model of camp and let you know what you can expect should you choose to shake up things in the Jewish camp industry or at your individual camp.

#### **E7: PJ Our Way at Camp: What an impactful summer reading program will do for your camp.**

**Jamie Light, PJ Our Way camp program coordinator, Harold Grinspoon Foundation**

**Track: PJ Library**

In this workshop, Jamie Light will review how the PJ Library program for 9-11 year olds has provided enhanced programming to participating camps. This workshop is designed for directors looking to introduce a new program into their camp, or for current participants looking to enhance the program's impact. Jamie's discussion will summarize how PJ Our Way at camp works and share examples of how camps successfully integrated the program.

#### **E8: Productivity Hacks Free-for-All**

**Kevin Martone, Technology Program Manager and JTEC Program Director, JCamp 180**

**Track: Misc./Strategy, Planning & Change**

Do you have processes or apps that help you or your team to be as productive as possible? Or are you in search of a "productivity hack" to make your life easier? In this interactive session, we will share a few tips and tools that we've found to be helpful in our own lives (or were at least recommended by the experts!), but this is NOT going to be a lecture. Do you have an app for task or time management? Or a process that helps you stay focused on your work? Bring both the tips and tools that work best for you and questions for your peers so we'll all leave the session with something new to try.

#### **E9: #GivingTuesday is a Gift: Use it to Raise \$200,000 in 24-Hours**

**Missy Stein, Development Director, Camp Ramah in the Poconos**

**Track: Fundraising**

Giving Tuesday is a 24-hour gift to every fundraiser. How will you be using it on November 28th? In this fun interactive session, Missy Stein will share the story of Camp Ramah in the Poconos' success last year and their strategies to raise half of their annual campaign on Giving Tuesday this year. You'll brainstorm together and break out into groups to come up with creative ways to utilize Giving Tuesday to raise \$200,000 for your camp in 24 hours. Just ask yourself, "If you had the chance to change your fate on Giving Tuesday, would you?"

## **E10: No Campers No Camp: Developing a Comprehensive Enrollment Plan**

**Aron Goldman, Mentor and Enrollment Program Director, JCamp 180**

### **Track: Enrollment**

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. Two participants from last year's pilot cohort will share their experience and results, and Program Director and JCamp 180 Mentor Aron Goldman will introduce the eight components of a comprehensive plan that are the basis of the curriculum: ROI, Data, Marketing, Retention, Customer Service, Budgeting and Fundraising, Staffing, and Professional Development. *Please note: If you are already registered for the JCamp 180 2017-2018 Enrollment Program, this session is not for you.*

### **Session F: Tuesday- 9:15 AM to 10:30 AM**

## **F1: Trends, Challenges & Opportunities for Professionals: The State of Camp Today with the CEO of ACA**

**Tom Rosenberg, CEO, American Camp Association**

### **Track: Miscellaneous**

Do you have time to stay current on the trends and emerging challenges that are most likely to impact your camp's future? What resources are available to you to ensure you're prepared to lead your camp in a time of change? Join Tom Rosenberg, CEO of the American Camp Association and longtime Jewish camp professional, for insight into the state of camping today and implications for your camp tomorrow. Camp professionals at every level will benefit from the information and insights from the nation's preeminent camp organization.

## **F2: The Donor Lifecycle Map: A Model for Obtaining and Retaining Donors and Increasing the Size of Their Gifts**

**Deborah Kaplan Polivy, Ph.D.**

### **Track: Fundraising**

Join Deborah Kaplan Polivy to discover the power and impact of her Donor Lifecycle Map. Deborah will show you how her model helps you bring your fundraising activities into harmony with your camp donors' philanthropic lifecycle. Deborah's model can help you acquire new donors, cultivate them, and not only retain them over time, but also increase the size of their gifts and position your camp to receive their legacy gifts as well. Deborah will also provide guidance for incorporating the model into your camp's development plan and fundraising strategies.

## **F3: GIFT Session**

**Laurie Herrick, Mentor and GIFT program Director, JCamp 180**

### **For GIFT6, GIFT7 and all GIFT Graduates**

A mandatory session for all GIFT participants where we will develop Breakthrough Projects and begin to create a plan for the next year. Cross learning from different GIFT cohorts will be a key component of our time together.

## **F4: Enrollment**

**Aron Goldman, Mentor and Enrollment program Director, JCamp 180**

### **Track: Enrollment**

#### **\*Registration is limited to Enrollment cohort 2 participants**

This workshop is part of the JCamp 180 professional development program *Increasing Enrollment*. Participants have agreed to participate in additional webinars and workshops that continue through the upcoming year. The 2017-18 JCamp 180 program that began on Sunday morning continues in sessions F4 and G4. With the Sunday session having provided a view of the overall program and an in-depth discussion about marketing to improve

camp enrollment, this double session will share best practices and programs related to retention, market and enrollment data gathering and analysis, as well as staffing and professional development. The complete curriculum outline and program calendar can be found at [www.jcamp180.org/enrollment](http://www.jcamp180.org/enrollment).

#### **F5: JTEC6**

**Kevin Martone, Technology Program Manager and JTEC program Director, JCamp 180**

#### **For JTEC6 Participants and their selected colleagues**

This session begins the 6th cohort of JTEC (JCamp 180 Training in Effective Communications) - our training specially designed for camp professionals responsible for outreach and communications. The year-long JTEC program will train selected professionals in implementing strategic communications efforts over online and offline channels. This program will teach participants skills that will allow them to effectively use technologies ranging from Blogs to Facebook. Participants will learn to use various communications channels to meet enrollment, fundraising, and alumni outreach goals. A cohort of participants has already been identified to take part in JTEC this year. For more details, please contact Kevin Martone ([kevin@hgf.org](mailto:kevin@hgf.org)).

#### **F6: DEEP DIVE- *Switch*: How to Change Things When Change Is Hard**

**Eric Phelps, Principal, RAINMAKER Consulting**

#### **Track: Strategy, Planning & Change**

**\*This is a double session please select session G6**

In 2010, the Heath brothers published a little business book that became a *New York Times* bestseller. Since then *Switch* has proven its enduring value as a practical guide to successfully doing the hard work of making meaningful change in organizations, careers, and lives. Eric Phelps discovered *Switch* while heading up the program now known as JCamp 180 and immediately saw its value to our work, and the JCamp 180 GIFT program now uses it in its curriculum for camp fundraisers as well. Whether you've read *Switch* or not, this Deep Dive will allow you to explore its accessible lessons and actionable guidance to help you effect the change you want to make in your camp and/or your life.

#### **F7: Make Time for Prospect Research? Right!**

**Ruthie Giles, Senior Researcher for Prospect Management, Mount Holyoke College**

#### **Track: Fundraising**

We've all heard that fundraising success depends on knowing your "rights" - asking the right prospect for the right amount for the right purpose, at the right time. Prospect research can help you define what is right for your most important prospects. But devoting time to research can seem like a luxury for small development shops. Join prospect research maven – and Grinspoon Foundation alumna – Ruthie Giles to discover fundamental tools and sources of useful prospect information you can use to make your fundraising more effective.

#### **F8: Mastering Social Media Marketing**

**Jackie Vetrano, Social Media Coordinator, Skidmore College**

#### **Track: Tech/Communications**

Social media can be a powerful tool when it comes to marketing campaigns and assisting with content strategy. How can it be leveraged to effectively engage alumni, parents, campers, and other stakeholders? In this session, attendees can expect to learn how to use popular social media platforms to complement advertising initiatives, create social media advertisements with a small budget, develop and assess advertising goals, and use social media as a part of overall content strategy.

### **F9: Camp Case Study: PJ Library Family Camp**

**Rabbi Bill Kaplan, Executive Director, Shalom Institute, Shalom Institute Camp and Conference Center**  
**Marsha Rothpan, Development & Community Engagement Director, Shalom Institute Camp and Conference Center**

**Track: PJ Library**

With PJ Library - and PJ Our Way and PJ Goes to Camp - the Harold Grinspoon Foundation has created one of the 21<sup>st</sup> century's most successful Jewish family engagement programs. But are you aware of how your camp might benefit from the success and name recognition of the PJ Library program to draw new families to camp? This session will highlight Shalom Institute/Camp JCA Shalom Malibu's experience with co-branding its family camp with PJ Library. Come discover how your camp can leverage PJ Library's strengths with the families you're trying to reach.

### **F10: Turning Your Data Into Donors (D2D)**

**Julia Riseman, Mentor and Data2Donors Director, JCamp 180**

**Track: Fundraising**

How effectively are you using your camp's data for fundraising? Good data practices will help sustain your camp for years to come. Based on JCamp 180's Data2Donors program, this workshop will be an overview of the roadmap you need to increase the total number of accurate alumni records in your donor database, and then run your data through wealth screening programs to help you identify prospective major donors from among your camp's community. The focus is to increase your camp's capacity to turn your database into dedicated donors.

## **Session G: Tuesday- 11:00 AM to 12:15 PM**

### **G1: The Benefits of Affiliation: Lessons from AIJC & JCC Association**

**Jonah Geller, CEO, Capital Camp and Retreat Center**

**Harrell Wittenstein, Co-founder/Executive Director, Association of Independent Jewish Camps**

**Jodi Sperling, Senior Consultant, JCC Association**

**Stefan Teodosic, Co-founder/Board Member, Association of Independent Jewish Camps**

**Track: Strategy, Planning & Change**

What is the value of independent Jewish camps joining an association? How has the Association of Independent Jewish Camp (AIJC) and the Jewish Community Center Association (JCCA) worked to fill an important role for previously unaffiliated camps? Join the Executive Director of the AIJC and the JCCA's Senior Consultant for overnight camping as they discuss the benefits of belonging to an association.

### **G2: If Only I Had the Time: Re-Thinking the Camp Director's Role in Development**

**Amy Schiffman, Principal, Giving Tree Associates**

**Track: Fundraising**

Developing a culture of philanthropy requires all camp stakeholders be a part of the fundraising team, but what is the camp director's responsibility? How much time should you be spending on development? What is the best use of that time? How do you motivate your board to be a willing and active partner in financial resource development? This session for camp directors will address the roles, responsibilities, and management challenges of building and managing a robust development team.

### **G3: GIFT Session**

**Laurie Herrick, Mentor and GIFT program Director, JCamp 180**

*For GIFT6, GIFT7 and all GIFT Graduates*

A mandatory session for all GIFT participants where we will develop Breakthrough Projects and begin to create a plan for the next year. Cross learning from different GIFT cohorts will be a key component of our time together.

### **G4: Enrollment**

**Aron Goldman, Mentor and Enrollment program Director, JCamp 180**

**Track: Enrollment**

\*Registration is limited to Enrollment cohort 2 participants

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### **G5: JTEC6**

**Kevin Martone, Technology Program Manager and JTEC program Director, JCamp 180**

*For JTEC6 Participants and their selected colleagues*

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### **G6: DEEP DIVE- *Switch*: How to Change Things When Change Is Hard**

**Eric Phelps, Principal, RAINMAKER Consulting**

**Track: Strategy, Planning & Change**

*\*Continuation of session F6*

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### **G7: Managing Volunteers in the D2D Program**

**Julia Riseman, Mentor and Data2Donors program Director, JCamp 180**

**Track: Technology/Alumni Outreach**

*This workshop is restricted to only those camps enrolled in the 2018 D2D program*

This working session is for camps already enrolled in the Data2Donors program. This workshop will focus on creating detailed plans to recruit volunteers to (1) locate lost Alumni, (2) plan for re-engaging and welcoming back your lost Alumni, and (3) identify and solicit top major donor prospects from among your Alumni.

**G8: Day Camp Specialty Camps: The Wave of the Future or the Ruin of Camp as We Know It?**

**Aaron Greenberg, Senior Consultant for Day Camp Initiatives, JCC Association**

**Track: Day Camps**

For years, specialty camps were all the rage. We heard parents saying they wanted short-term, high-skill-building programs for their kids. And fearing that our “traditional” camps were endangered, many of us shifted toward more of a specialty camp model. Some camps have succeeded while others have discovered that the reality did not match their expectations. So where are we now? Come learn about what specialty models have worked for your day camp peers. Discover what options are worth considering for your camp and what it will take to implement them successfully.

**G9: Make the Right Hire: Your Camp’s Next – or First – Development Director**

**Dan Kirsch, Mentor, JCamp 180**

**Track: Fundraising**

Have you had a hard time finding a development professional for your camp? Perhaps you’re haunted by the memory of a bad experience with a fundraising hire in the past. Disillusionment, disappointment and resentment can get in the way of finding the right person to lead the development program your camp needs. What can you do to improve your chances for success in hiring your next – or your first – development director for camp? We’ll explore the most common mistakes that lead to poor hires and how defining expectations, shared goals, and responsibilities across your camp organization can set up your new hire and your whole fundraising operation to achieve new levels of success.