



ANNUAL CONFERENCE

November 4-6, 2018

Springfield Sheraton Hotel

Workshop Summaries

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

JTEC6 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 6th year JTEC participants.

Session A: Sunday, 2:15 PM to 3:30 PM

*Session A workshops will be assigned

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

B1: Harassment, Abuse, Misconduct & Boundaries: What Your Camp Needs to Know

Rahel Bayar, Esq., Senior Consultant, Sexual Misconduct Consulting & Investigations, T&M Protection Resources, LLC

Track: Governance; Strategy, Planning & Change

In this era of increased scrutiny surrounding sexual misconduct and workplace interactions, how can camp leaders effectively educate their staff about child abuse prevention and mandatory reporting and the need to create and implement boundary guidelines and work to prevent sexual harassment while still promoting a sense of camp community? This session offers a roadmap to help you understand the importance of these issues, implement policies and procedures that will empower your camp in cultivating healthy relationships and boundaries, and create a culture of accountability when it comes to the issues surrounding sexual misconduct. PLEASE NOTE: This session will run 90 minutes. ALL camps are strongly encouraged to have a representative attend.

B2: Ditch Minimum Gifts & Quit Quid Pro Quos: A Smarter Approach to Board Giving and Getting

Brian Saber, President, Asking Matters

Track: Governance; Fundraising

Board members hate quid pro quo fundraising, and who can blame them? Asking your camp's board to cough up their contacts so they can engage in a game of arm twisting, guilt inflicting, and you-rub-my-back-I'll-rub-yours does not make for smart, strategic, or sustainable fundraising. Brian Saber, fundraising expert and author of the new book *Asking Styles: Revolutionize Your Fundraising* will offer you a fresh perspective on what makes for successful board giving and asking. Come away with clear action steps you can take to shift your

approach to board giving and getting - and produce better bottom-line results for your camp's development efforts.

B3: Planning for Success(ion): What's Getting in the Way?

Dr. Hal M. Lewis, Principal Consultant, Leadership For Impact LLC; Chancellor, Spertus Institute For Jewish Learning & Leadership

Track: Governance; Strategy, Planning & Change

Planning for executive leadership succession is one of the most critical – and most neglected – responsibilities of nonprofit boards and senior professional leaders. Despite abundant evidence that large numbers of nonprofit executives plan to exit their jobs in the near future, many organizations (maybe your camp?) continue to avoid succession planning. Dr. Hal Lewis is here to help you understand why your board and senior professionals may be avoiding it and what you can do about it. With a new approach and useful tools, you will be able to prepare confidently for the next generation of leadership for your camp's future.

B4: Reclaiming Supervision – Hold On, Who Lost It?

David Phillips, Principal, Immersive1st Consulting

Track: Strategy, Planning & Change

Supervision is an art. Whether you are a professional or a senior level volunteer, effective supervision and evaluation of talent is critical to your camp's long-term success. As societal expectations and culture have shifted so has the way we manage, nurture, and develop talent. In this session you will explore the balance between a "get it done now" approach and using supervision and evaluation as a powerful tool for long-term talent development and retention. Be prepared for a lively peer discussion and (probably) debate about the limits and possibilities of different approaches to supervision at your camp.

B5: Infuse Your Camp With a Culture of Philanthropy

Laurie Herrick, Mentor, JCamp 180

Mark Shapiro, President & CEO, Harry & Rose Samson Family Jewish Community Center of Milwaukee

Track: ALL

So you've probably heard all the talk lately about a "culture of philanthropy." But what is it exactly, and how might such a culture change your camp for the better? This interactive workshop is designed to deepen your understanding of a Culture of Philanthropy and start you on your way to creating such a culture at your camp. Professionals and lay leaders from camps of all sizes will take away useful concepts and new tools to use at camp right away. Come hear from Laurie Herrick and Mark Shapiro about their shared enthusiasm for the Culture of Philanthropy mindset and why it is the focus of JCamp 180's new GIFT Leadership Institute.

B6: Strategic Planning for Your Day Camp: The Whys, Whats & Hows

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

Mitch Kupperman, Mentor, JCamp 180

Track: Day Camp; Strategy, Planning & Change

With the guidance of JCamp 180, many day camps have already discovered the value of a strategic planning process that charts a camp's future. Some other camps want to learn more about what is involved in this planning model. This session will help you understand – or be reminded of – the value of strategic planning for day camps; the steps involved in creating a plan; how to engage leadership in planning; and how to make your plan a living document that informs your work priorities and guides your decision-making.

B7: Using New Social Media Tools to Communicate Effectively

Alli Thresher, Social Media Manager, PJ Library

Track: Tech & Communications

Curious about how to effectively use some of the most popular social media tools like Facebook Live and Instagram Stories to keep in touch with your camp audiences during the summer and the rest of the year? We'll go over tried and true techniques and innovative new ideas, and talk successes and learning experiences.

B8: Legacy Solicitation, Stewardship, Recognition, & Documentation for Camp's Future - A Participatory Role-Play Experience

Graham Hoffman, President & CEO, The Jewish Community Foundation of Southern Arizona

Track: Legacy

Are you and your camp leadership ready to practice and perfect your Legacy solicitation, stewardship, and recognition skills? Join us for this session designed to marry best practices with role-playing so you can learn, refine, and practice and enhance your Legacy fundraising and donor stewardship skills. This session is designed to benefit senior camp staff and development staff as well as lay leaders.

B9: Small Camps, Big Impact

Julia Riseman and Michael Miloff, Mentors, JCamp 180

Track: Strategy, Planning & Change

Small camps can face big challenges. But, like small businesses, they are also able to deploy competitive advantages of resourcefulness, nimbleness, and an intimate setting to be innovative and deeply connect to their customers. Small camps can develop strategies to capitalize on their small size for big impact despite challenges of limited resources.

This workshop will be run as a “clinic” requiring participants to identify your camp’s pressing challenges in advance of the conference. We will use this session to identify approaches that pull wisdom from the experiences of other participating small camps while also drawing upon the special advantages of being small. Lay Leaders attending this workshop will be required to attend with a camp staff member. **Space is limited to 12 participants.**

B10: Win-Win: PJ Library Partnerships with Day Camps

Nora Gorenstein, PJ Library

Track: PJ Library, Day Camp

Come to this session to learn how your day camp can follow the lead of others who have designed PJ Library programming that has proven popular with the families your camp is trying to reach.

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

C1: Activating a Culture of Well-Being from the Inside/Out: Leadership Session

Beth Kanter, Master Trainer, Speaker, Author

Track: Strategy, Planning & Change

Does your organization treat self-care and a culture of well-being as an organizational strategy and cultural norm? In this hands-on workshop, participants will learn to apply culture change frameworks and identify what they need to do as leaders to support and nurture a culture of well-being in their workplace. *The Happy, Healthy Nonprofit* author and Master Trainer Beth Kanter will help participants identify and design low-risk pilot projects to help shift the culture at their organizations and develop a simple action plan to get started.

C2: Asking Styles: Revolutionize Your Fundraising

Brian Saber, President, Asking Matters

Track: Fundraising

If you've ever told yourself "I'm just not a fundraiser," you need to attend this session. Brian Saber's breakthrough Asking Styles concept makes it possible for anyone to become a more effective fundraiser. Your Asking Style is based on your personality and unique set of strengths when asking for gifts. Once you understand your strengths—and challenges—you'll be more comfortable, confident and effective. The late major gifts *macher* Jerold Panas said of the Asking Styles approach, "It's the best antidote I've read on taking the fear out of asking. It will make you successful. If you already are, it will make you more so." Don't miss it – and bring a reluctant fundraiser from your camp with you!

C3: Value First: Effective Practices for Meaningful Alumni Engagement

Chris Marshall, President, Graduway North America

Track: Alumni Engagement

With enormous potential to transform your camp's future – through philanthropy, enrollment, and lay leadership – alumni represent your most promising stakeholders. Yet many camps struggle to find meaningful ways to engage alumni of all generations. In this session, alumni engagement expert Chris Marshall will share what the best alumni programs know and do that you can adopt to improve your camp's engagement efforts. Chris's company, Graduway, is an Israeli-founded firm providing software and thought leadership to help 600+ education and nonprofit institutions worldwide to engage their alumni more effectively.

C4: Monthly Donor Programs 101: All You Need to Know

Erica Waasdorp, President, A Direct Solution; Author, *Monthly Giving - The Sleeping Giant*

Track: Fundraising

Monthly Giving. Sustained Giving. Recurring Giving. Whatever you call it, you need to understand more about this increasingly popular giving option and its potential to energize your camp donors' loyalty, generosity, Legacy membership, and volunteerism. Erica Waasdorp literally wrote the book on monthly giving (more than one book actually), and she is here to teach you the basics, dispel the myths, and share some remarkable metrics on the power of monthly giving programs. Join Erica for this introduction to monthly giving and get your camp's program going – and growing! And to learn even more, be sure to check out Erica's *Monthly Donor Programs 201* session later in the conference.

C5: Relevance Rules! Learn to Craft Powerful Messages That Move People to Act Now

Nancy Schwartz, Nonprofit Marketing Problem Solver & Coach, GettingAttention.org

Track: Tech & Communications

Your camp's messages determine if you are heard and if people respond. But which messages best engage your prospects, campers, and supporters? And what do you say to get them to enroll or donate? The key? Relevance. Join Nancy Schwartz as she leads you through a series of doable, proven steps to defining relevant messages that engage the right people in the right ways to meet your camp's enrollment and fundraising goals. You'll leave the session with the first steps to relevant messages for your camp and the skills and confidence to connect more strongly with prospects and supporters.

C6: Small Camps, Big Gifts: Yes, You Can Raise Major Gifts!

Abbie von Schlegell, CFRE, a. von schlegell & co.

Track: Fundraising

Major gifts are an essential component of a thriving development program. But smaller camps often believe they don't have what it takes to attract and inspire major donors. Veteran fundraising consultant Abbie von Schlegell is here to dispel that myth. Abbie will guide you through the essential steps for putting in place a successful major gifts program from creating a plan to identify and engage major prospects through solicitation, closing, and stewarding gifts. You'll come away with the tools and knowledge you need to secure bigger gifts to sustain your camp's future.

C7: Partnering for Impact: Meaningful Relationships Between Lay and Professional Leaders

Dr. Hal M. Lewis, Principal Consultant, Leadership For Impact LLC; Chancellor, Spertus Institute For Jewish Learning & Leadership

Track: Governance; Strategy, Planning & Change

Nonprofit organizations like your camp can thrive when there is an effective partnership between lay leadership and executive management. Much like a marriage, this relationship can make magic happen when it's healthy, while a poor partnership can be disastrous. Join Dr. Hal Lewis for this valuable opportunity using case studies, peer learning, and interactive exchanges designed to help your camp's leadership – lay and professional – navigate the often-challenging waters of working together. You will come away with actionable ideas for building stronger lay-professional partnerships to generate greater impact in the Jewish world.

C8: The Board Member Experience: Finding Your Camp's Equilibrium

David Phillips, Principal, Immersive1st Consulting

Track: Governance

Identifying qualified lay leaders is an ongoing, mission-critical activity – heady stuff for any camp! A good board can provide spectacular guidance, counsel, and support. A weak one can be obstructive, detrimental, and a huge distraction. Join David Phillips to learn how to find equilibrium, draw lines in the sand when needed, appreciate peaks and troughs, and create a board culture and values that support success for volunteers, professionals, and your whole camp. You will also explore Lemmings, camp parents, and Komodo Dragons (really!) in this dynamic interactive and fun session.

C9: Infuse Your Camp With a Culture of Philanthropy

Laurie Herrick, Mentor, JCamp 180

Mark Shapiro, President & CEO, Harry & Rose Samson Family Jewish Community Center of Milwaukee

Track: ALL

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NOTE: This is a repeat of the session offered on Sunday afternoon.

C10: DEEP DIVE: FOR BOARD CHAIRS/VICE CHAIRS ONLY

How to Hold a Board Meeting in Half the Time with Twice the Results/LEAP

Natasha Dresner, Mentor, JCamp 180; BoardSource Certified Trainer

Track: Governance

Exclusively for board chairs and vice chairs, this double session offers you both immediate new skills and tools and the opportunity to think about your board's longer-term needs. First, JCamp 180's Natasha Dresner will help you rethink and redesign your camp board meetings to improve meeting efficiency and effectiveness – and improve the board member experience. You will also be offered a taste of JCamp 180's newest program, Leadership Engagement and Advancement Program (LEAP) – a skill and capacity-building training program designed for Jewish nonprofit camp board chairs and vice chairs. A lot has changed in the world of nonprofit governance so, whether you consider yourself a novice or an experienced chair (or somewhere in between), we encourage you to join Natasha for this session.

C11: MONDAY – ALL DAY

SPECIAL OPPORTUNITY: FOR “VETERAN” EXECES & DIRECTORS ONLY – LIMITED ENROLLMENT

We have heard from many of you that you want JCamp 180 to ramp up our offerings to the camp leaders who have been with us for the longest time. In response to your requests, we are offering a special day-long session exclusively for you executive directors and camp directors who have been with JCamp 180 for at least 10 years. This will be an intensive session to meet your needs as long-time camp leaders looking to the future of not just your own organizations but of the larger field of Jewish camping and our shared Jewish future. Prior to the conference, registrants will help to design the day with the guidance of a talented management consultant, Amy Case, managing director of Case Strategy (<https://casestrategy.com/about-amy-case>), who will also facilitate the day-long experience. Do not miss out on this rare opportunity to come together with peer leaders from all kinds of camps and devote substantial time and deep attention to Jewish camping’s most pressing challenges and promising opportunities.

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

D1: An Intentional Conversation: The Arc of the Ask

Brian Saber, President, Asking Matters

Track: Fundraising

Contrary to popular belief, the most effective gift solicitations aren’t about making a sales pitch to a prospect. Most successful asks happen in the context of real human conversations much like the ones you have every day. There is a bit of structure – and intention – behind the solicitation, and when you learn the components and the arc of the ask conversation, you will be more comfortable and confident in your ability to inspire people to give to your camp. Join Brian Saber, fundraising expert and author of the new book, *Asking Styles: Revolutionize Your Fundraising*, to discover a new approach to the solicitation and a chance to try out what you learn.

D2: Combatting Distraction and Enhancing Productivity: Technology Wellness for Camps

Beth Kanter, Master Trainer, Speaker, Author

Track: Strategy, Planning & Change

Get ready for an interactive session to break your bad tech habits with a personal tech reboot and increase team and organizational productivity using technology tools. *The Happy, Healthy Nonprofit* author and Master Trainer Beth Kanter will help you assess the good, bad and ugly changes rapid technology adoption has caused and how to protect yourself from technology burnout and collaborative technology tool overload.

D3: Day Camp Committees: You Can Create the One You Need

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

Aron Goldman, Mentor, JCamp 180

Track: Day Camp; Governance

Effective lay leadership has the potential to transform the future of your day camp. Imagine having a committed, well-trained and empowered camp committee that can turbocharge your efforts in planning, enrollment, fundraising, alumni engagement, and community partnerships. So what will it take to develop this model camp committee? At this session you will learn the challenges of the “non-fiduciary” camp committee, what has worked for other camps, some obstacles to anticipate, and how to get started toward creating the camp committee you need.

D4: Lessons From a Record-Setting Capital Campaign: Becket-Chimney Corners
Brenda Marsian, CFRE, Chief Development Officer, Becket-Chimney Corners YMCA
Track: Fundraising

How did a Y camp in Western Massachusetts produce the largest comprehensive (capital, endowment, annual fund) campaign in their 115 year history? What did the Becket-Chimney Corners campaign team learn from the experience and how can their experience better prepare your camp for a successful campaign? Join Brenda Marsian, CFRE, for a review of the award-winning campaign process she directed. Learn why Becket-Chimney Corners chose to do some things “by the book” and others outside the box - including their DIY approach to the traditional campaign feasibility study.

D5: Donor Retention: Keep Your Donors and Stop the “Churn”
Steve Shattuck, Chief Engagement Officer, Bloomerang
Track: Fundraising

Quick – what is your camp’s donor retention rate? If you don’t know – or don’t even understand the question – you are not alone, and this session is for you. All the hard work you do to get donors can be undone if you don’t understand how to keep them. And so the donor “churn” continues. Join Steve Shattuck of Bloomerang and the Fundraising Effectiveness Project to dive into the fundamentals of donor retention – donor expectations, the drivers of donor commitment, smarter stewardship, donor surveys, and more. You will take away an appreciation of the value of retention plus actionable ways to keep your donors and keep them happy.

D6: Sustaining Your Legacy Initiative
Arlene D. Schiff, National Director, LIFE & LEGACY, Harold Grinspoon Foundation
Track: Legacy

A legacy campaign definitely has a beginning, but it should never end. How can your camp set up its legacy initiative to be sustainable over the long-term and do your best to ensure that all legacy commitments come to fruition? Join Arlene D. Schiff, HGF’s LIFE & LEGACY national director, to discuss the steps to sustainability and how to have conversations with your committed legacy donors that guide them to action that includes the legal paperwork to formalize their gift. Arlene will share proven strategies used by LIFE & LEGACY partner organizations and tailor the discussion to focus on the specific issues effecting camps attending the session.

D7: 2018 Impact in Technology Award: The Power of Digital Communications
Allison Boaz, COO, In the City Camp
Track: Tech & Communications

What does it take to win the JCamp 180 Impact in Technology Award? Hear from this year’s winner, Atlanta’s In the City Camp (ITCC), about the ways their camp embraces the power of technology to enrich their camper, staff, and donor experiences. Allison Boaz, COO of ITCC and JTEC graduate, will share strategies, examples, and tools her team uses to engage stakeholders during the summer and the offseason. You will leave the session with actionable ideas and inspiration to up your camp’s digital engagement...and maybe win next year’s IT award.

D8: Master Site Planning: Why You Might Need One - What You Need to Know to Get One
Josh Levine, Executive Director, Camp Alonim – American Jewish University
Rabbi Joel Seltzer, Executive Director, Camp Ramah in the Poconos
Track: Strategy, Planning & Change; Governance

Two very different camps – one with a fiduciary board and one with a non-fiduciary advisory board – learned from each other on how to manage a successful master site planning process, and now they will share their learning with you. From the RFP and competitive bidding through the final selection process, Camp Alonim

and Camp Ramah in the Poconos will provide you with useful tips and planning tools to help you successfully manage your own camp's master site planning process. You will also discover how site planning helped their respective board members develop a coherent focus on the connection between their physical space and their strategic goals.

D9: Finding Your Audience Through Facebook Ads

David Billotti, Director of Marketing, URJ Youth

Track: Tech & Communications

Facebook offers a robust but complex array of tools, resources and options on their advertising platform. In this session, you'll get a basic understanding of how to leverage Facebook boosts and advertising to grow your audience without breaking the bank. Examples of your challenges and successes welcome as part of this collaborative learning workshop.

D10: DEEP DIVE: FOR BOARD CHAIRS/VICE CHAIRS ONLY- Continued

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Natasha Dresner, Mentor, JCamp 180; BoardSource Certified Trainer

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Exclusively for board chairs and vice chairs, this double session offers you both immediate new skills and tools and the opportunity to think about your board's longer-term needs. First, JCamp 180's Natasha Dresner will help you rethink and redesign your camp board meetings to improve meeting efficiency and effectiveness – and improve the board member experience. You will also be offered a taste of JCamp 180's newest program, Leadership Engagement and Advancement Program (LEAP) – a skill and capacity-building training program designed for Jewish nonprofit camp board chairs and vice chairs. A lot has changed in the world of nonprofit governance so, whether you consider yourself a novice or an experienced chair (or somewhere in between), we encourage you to join Natasha for this session.

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Lunch Grab and Gab: Monday – 12:30 PM to 2:30 PM

During Monday's lunch you'll have the chance to network at a discussion on one of a handful of current topics of interest to you and your camp. No pre-registration is required. Just grab your lunch from the ballroom and stop by the discussion that interests you. And feel free to move among multiple conversations. You can also use this time to do personal networking - or put together your own discussion group with some peers with a shared interest. Our goal is to give you more chances to connect and contribute to the conversations that matter to you at #JCampConf.

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

E1: The Power of Moments: Creating Extraordinary and Memorable Moments for Your Camp Audiences

Tara Acker, Mentor; Kevin Martone, Technology Program Manager, JCamp 180

Track: Strategy, Planning & Change

You and your team create magical “moments” for campers every summer. But are you missing opportunities to create additional meaningful, memorable moments for campers, staff, board/camp committee members, volunteers, alumni, and donors throughout the year? In this session, we’ll explore the ideas from the Heath Brothers’ book *The Power of Moments* together, with ample time for you to develop ideas for moments of elevation, pride, insight, and connection for YOUR camp’s audiences.

E2: Turn EVERY Member of Your Team Into a Communications Champion

Nancy Schwartz, Nonprofit Marketing Problem Solver & Coach, Getting Attention.org

Track: Tech & Communications

We can’t communicate or fundraise alone. In fact, our staff, families, alumni, board members, and others already talk about our camps on a regular basis. With the right training and motivation, your entire camp team and community can share relevant, consistent messages with those who already know and trust them. In this session, Nancy Schwartz will help you learn how grow your reach, enrollment, and fundraising by asking your people for help; training them to be competent messengers; and supporting and rewarding them to sustain participation and success.

E3: Monthly Donor Programs 201: Take Your Camp to Amazing New Heights

Erica Waasdorp, President, A Direct Solution; author, *Monthly Giving - The Sleeping Giant*

Track: Fundraising

So you’re convinced about the tremendous potential of monthly donors for your camp. You understand the positive impact of monthly giving on donor generosity, loyalty, legacy giving, etc. But how do you make the leap to the next level? Erica Waasdorp literally wrote the book on monthly giving (more than one book actually), and she will show you how your camp, no matter the size, can use existing strengths and established communications channels to boost your monthly donor program. Come to this interactive session and learn to cultivate monthly donors, keep them or bring them back, and move them to higher levels!

E4: What Do Your Alumni Want? Lessons in Effective Alumni Engagement

John Anz, Director of Development, Berkshire Hills Music Academy

Track: Alumni Engagement

Independent schools have been focused on alumni relations for generations. Camps are relative newcomers when it comes to strategically engaging alumni. But are there real differences between what camp and school alumni want? This session’s presenter, John Anz, offers a unique perspective based on more than 15 years of alumni relations experience in both the independent school and the camp worlds. John will share what he has learned about effective alumni engagement and how you can offer your alumni meaningful opportunities to deepen their connection and commitment to your camp.

E5: Camp as a Refuge From Smartphones: Why It Matters and How You Can Market It

Jodi Sperling, Senior Consultant on Overnight Camping, JCC Association

Track: Strategy, Planning & Change

In 2017, Screen Education conducted a "Smart Phone Deprivation Study" at Camp Livingston to examine the impact of being smartphone free at overnight camp. Prompted by these findings, JCC Association partnered

with Screen Education this past summer to expand the research and discover new insights. In this session, Jodi Sperling will share some of the preliminary key findings and discuss how we can take advantage of the screen-free environment, both in the design of the camp experience and in how we sell it.

E6: Jewish Day Camp Is Having a Moment

Ramie Arian, Consultant, Ramie Arian Consulting

Jenni ZefTel, Director of Day Camp and Strategic Programs, Foundation for Jewish Camp

Track: Day Camp; Strategy, Planning & Change

New research sponsored by the Foundation for Jewish Camp demonstrates that a new class of Jewish day camps is emerging—day camps that are clear, overt, and intentional about the Jewish nature of their mission and program. These day camps manifest their Jewishness in a wide variety of ways, each appropriate to the nature and identity of the respective camps. Contrary to common concerns, clarity about Jewish mission seems to enhance the camps' attractiveness in the marketplace, and to drive increased registration. Further, experience demonstrates that enhanced Jewish intentionality often attracts philanthropic support. This workshop, presented by the researcher and the sponsor of the work, will describe some of the findings of the new day camp study which point to a larger trend in the field across North America.

E7: Fundraising Is Easier Than You Think - Perfect Your Solicitation and Donor Stewardship Skills

Graham Hoffman, President & CEO, Jewish Community Foundation of Southern Arizona

Track: Fundraising

Join this participatory workshop, designed to enable camp and development professionals as well as lay leaders to build and deepen quality donor relationships. Maximize the impact of conversations and interactions you have with donors and prospects, and solicit the critical resources your camp needs to achieve your greatest ambitions. Participants in this session will watch, critique, and participate in solicitation role-plays as well as discussion on the best-practices to ensure your fundraising success. Even those with no prior fundraising experience will leave this session feeling prepared to begin securing support for their camp's future.

E8: Board-to-Board Learning: Valuable Lessons From Visiting Other Camps

Jason Kunzman and Rachael Speck, JCC of Greater Pittsburgh/Emma Kaufmann Camp

Track: Governance; Strategy, Planning & Change

Come learn how Emma Kaufmann Camp staff and board are capitalizing on their summer 2018 experience with JCamp 180's new Board2Board Camp Exchange program. You will hear what lessons EKC learned regarding leadership, team make-up, staff experience and training, programming, and innovation, and how they plan to apply these lessons at their own camp. The B2B Exchange subsidizes face-to-face visits between board members of similar camps and will be offered again in 2019. Come find out why your board should participate in B2B next summer.

E9: Leading From the Middle

Diana Bloom, Productivity Consultant; Head Counselor, URJ Camp Coleman

Track: Strategy, Planning & Change

Middle management can be a funny place. Senior enough to make big decisions and lead teams, but not the power to make organizational change. In this session, Diana Bloom will address the challenges of "Leading From the Middle" and offer ideas and tools for middle managers to succeed. We will explore what "managing up" means and doesn't, why managing up matters, and guidelines for managing up. Come to discuss strategies on how to proactively build productive relationships with supervisors in order to obtain the best possible results for your manager, their boss, and your organization.

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 – your most important source of revenue and economic stability and the ultimate evaluation of your performance. In JCamp 180's Enrollment Program, you have the opportunity to embark on a comprehensive planning approach to secure your camp's future through enrollment. Join Enrollment Program Director Aron Goldman and camp peers who've completed the program to learn more about the value of a comprehensive enrollment plan and how camps are using their plans to grow their numbers. More information on the Enrollment Program can be found at www.jcamp180/enrollment. *Please note: If you are already registered for the JCamp 180 2018-19 Enrollment Program, this session is not for you.*

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

F1: JTEC7 Training

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

For JTEC7 Participants and their selected colleagues

This session begins the 7th 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).

F2: Camp Legacy Training

Mitch Kupperman, Mentor and Camp Legacy Program Director, JCamp 180

Track: Legacy

By invitation, participation in this double workshop is restricted to the legacy team members of camps that are either beginning their legacy effort (Cohort 9) or have pre-arranged for this training to renew their work in the JCamp 180 legacy program. The highly participatory session will introduce the legacy program and guide participants as they develop their legacy case statement and begin the process of identifying their legacy program's prospects and marketing plan. The workshop content will also review stewardship fundamentals while stressing the need to develop a long-term stewardship plan.

F3: Enrollment Program Training

Aron Goldman, Mentor and Enrollment Program Director, JCamp 180

Track: Enrollment

**Registration is limited to Enrollment cohort 3 participants*

The 2018-19 JCamp 180 Enrollment Program kicks off on Tuesday morning with a systematic enrollment self assessment, followed by a group discussion of baselines and priorities. We will then review the curriculum and our final product: A customized enrollment plan for each camp. Finally, we'll hear one of our camps present their enrollment data dashboard, and give a taste of the JCamp 180 ROI Analysis Tool. There will also be an informal (but mandatory) reception on Monday at 12:30 PM (location TBD) for the new Enrollment Cohort for the group to get acquainted. And the complete program calendar and other details can be found at www.jcamp180.org/enrollment.

F4: GIFT 7 Final Presentations

GIFT Cohort 7 Participants

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. Come to support your camp peers and to learn how these development professionals have led positive change for philanthropy at their camps – and you can, too!

F5: Beyond Cash: Donor-Friendly Gift Options Your Camp Can Offer

Anne Vittoria, Director of Gift Planning, Mount Holyoke College

Track: Fundraising

Did You Know? One of the most powerful drivers of growth in nonprofit fundraising is promoting and accepting non-cash gifts. Offering camp donors the flexibility to make non-cash gifts has the potential to lift your annual and major gifts performance – and your Legacy program – to new heights. And it doesn't require a ton of sophisticated financial knowledge. Join Anne Vittoria of Mount Holyoke College for this primer on the non-cash gift options donors find most popular. You will come away ready to confidently promote options for your donors to make larger gifts to camp.

F6: Get the Data You Want: Tips on Creating an Effective Survey

Tina Cheplick, Senior Consultant, Informing Change

Track: Strategy, Planning & Change

How can you receive reliable, actionable feedback from your campers, parents, donors, and other audiences? For those of you who currently (or plan to) design and administer your own surveys in-house, this conversation about online and paper surveys will highlight best practices for designing and administering successful surveys. Informing Change Senior Consultant Tina Cheplick will share tips learned across many years and many organizations, followed by ample time for discussion to cover any issues or questions YOU may have on how to engage your audience in the best possible way through quality survey design.

F7: Digital Fundraising: Year End Superhero?

Tim Sarrantonio, Director of Business Development, Neon CRM

Track: Fundraising

With 31% of donations typically coming in during the last month of the year, is your organization ready to soar past your goal or run into a wall of solicitation Kryptonite? Join Tim Sarrantonio of NeonCRM in an interactive

session to tackle the villains in your end-of-year giving campaign and how to leverage digital fundraising to leap tall goals in a single bound. With great data comes great responsibility!

F8: De-Mystifying Camper Recruitment & Parent Communication

Allison Cohen, Principal, Orange Door Strategies

Track: Tech & Communications

Have you ever wondered how parents perceive your marketing? What happens when potential camp families call camp and you're not the one to answer the phone? Recruitment and customer service go hand-in-hand from the get-go. After "mystery shopping" at over 20 camps, we learned what can go right and what can go wrong in recruitment and communications. From every phone call to every package delivery, learn how to improve these processes so each experience leaves potential parents feeling well taken care of, even if you aren't the right fit for their family.

F9: Do More, Stress Less: Office Hours With Diana Bloom

Diana Bloom, Productivity Consultant; Head Counselor, URJ Camp Coleman

Track: Strategy, Planning & Change

Are you feeling the pressure of too many tasks and too little time? Could you use a refresher on a particular task management tool? Some expert advice on managing your calendar or tweaking your supervisory/staff meetings? Perhaps you're grappling with a challenge about delegation, management, prioritization, or your overflowing inbox. Diana Bloom understands productivity and Jewish camp – and she is here to help you get back on track. In these office hours Diana will be available for mini consultations to discuss questions and challenges in task, project, and meeting management. Connect with Diana, increase your productivity and efficiency, and lower your stress!

F10: Developing Sustainable Professional Staff Teams

Joel Bennett, Director of Human Resources, Beber and Perlman Camps

Track: Strategy, Planning & Change

Building your perfect professional staff team for Camp is never ending. Your direct reports are a diverse mix of skill-set, experience, and temperament. How do you apply best practices to directly supervise so many people effectively – meeting each of their professional needs while also delivering for the organization? This interactive session will (1) explore appropriate structures for year-round and seasonal supervision at camp, (2) review types of evaluation tools you can utilize, and (3) suggest methods for setting and communicating clear goals and professional development paths for each of your employees.

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

G1: JTEC Training – Continued

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

For JTEC7 Participants and their selected colleagues

This session begins the 7th 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).

G2: Camp Legacy Training- Continued

Mitch Kupperman, Mentor and Camp Legacy Program Director, JCamp 180

Track: Legacy

By invitation, participation in this double workshop is restricted to the legacy team members of camps that are either beginning their legacy effort (Cohort 9) or have pre-arranged for this training to renew their work in the JCamp 180 legacy program. The highly participatory session will introduce the legacy program and guide participants as they develop their legacy case statement and begin the process of identifying their legacy program's prospects and marketing plan. The workshop content will also review stewardship fundamentals while stressing the need to develop a long-term stewardship plan.

G3: Enrollment Program Training – Continued

Aron Goldman, Mentor and Enrollment Program Director, JCamp 180

Track: Enrollment

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G4: GIFT7 & GIFT Grads Completion

Track: Fundraising/GIFT

This is a mandatory session for all active GIFT participants only. We've spent a year together working on our breakthrough projects, and moving the needle on building a culture of philanthropy. What is next? Meet with peers and create the future for your camp!

G5: Peer to Peer Basics: From Bike Races to Bar/Bat Mitzvah

Tim Sarrantonio, Director of Business Development, Neon CRM

Track: Fundraising

One of the fastest growing segments of giving is the peer to peer fundraiser, but what exactly does that mean and how much work will it take to pull off? Get rid of the boring gala and move into the type of engagement that makes your donors the center of the story. Join Tim Sarrantonio of NeonCRM for an interactive session that will showcase real world examples of success from his own life as well as practical advice for setting up your own peer to peer model, be it a traditional sports-focused model or one that empowers donors to ask their friends and family to support camp at their bar/bat mitzvah, birthday, or wedding.

G6: It's Time to Reboot Your Legacy Program

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

Track: Legacy

Has your camp Legacy program gone dormant over the past few years? Getting your Legacy program back on track is easier than you might realize. And help is here. Together we will cover these important: four simple steps to reboot your Legacy program; tips for finding active volunteers for your Legacy Committee; what to say to reconnect with your current Legacy members you've not been in touch with for a while and; how to overcome objections with confidence. Your Legacy program has enormous potential to engage your most loyal supporters in creating camp's future. Now is the time to reboot!

G7: Building New Support Through Winning “Welcome/Welcome Back” Strategies

Julia Riseman, Mentor, JCamp 180

Track: Alumni Engagement; Fundraising

Growing your base of support depends on how well you “welcome” new members and long-lost friends, invite them into the “Camp family,” and express the reasons to give. Come learn the importance of those critical first communications with new alumni, first-time donors, and newly “found” alumni and families. The first impressions you make with these promising constituents can determine how long and deep their engagement with camp will be. Join JCamp 180 Mentor and Data2Donors Co-Director Julia Riseman to discover how a segmented and strategic welcome/welcome back communications plan can help you effectively expand your big, happy camp family of alumni, friends, and donors.

G8: Parent Communication: We Are Well Beyond Refresh, Refresh, Refresh

Allison Cohen, Principal, Orange Door Strategies

Track: Tech & Communications

Children experience the magic of your camp every summer. But do your campers share their stories with their parents, so that they understand the impact of camp on their child? In this session, we’ll discuss how you can reinforce a parent’s decision to invest in camp for their child, make them feel like you are their partner in raising their child for the summer, and help them get more information from their kids when they return from their magical summer.

G9: Do More, Stress Less: Office Hours With Diana Bloom - Continued

Diana Bloom, Productivity Consultant; Head Counselor, URJ Camp Coleman

Track: Strategy, Planning & Change

Are you feeling the pressure of too many tasks and too little time? Could you use a refresher on a particular task management tool? Some expert advice on managing your calendar or tweaking your supervisory/staff meetings? Perhaps you’re grappling with a challenge about delegation, management, prioritization, or your overflowing inbox. Diana Bloom understands productivity and Jewish camp – and she is here to help you get back on track. In these office hours Diana will be available for mini consultations to discuss questions and challenges in task, project and meeting management. Connect with Diana, increase your productivity and efficiency, and lower your stress!