



*J*camp^{180.}
2022
CONFERENCE

Achieving Greater Abundance Throughout the Jewish Camp Field

OCTOBER 23-25, 2022 • PROVIDENCE, RI



Dear Friends:



WELCOME TO THE 2022 JCAMP 180 CONFERENCE!

We are so glad to be together in person in Providence. We are grateful that you and your peer camp professionals and lay leaders have made the commitment to come to learn — and celebrate — with us.

The pandemic period has been a moment of extraordinary fundraising for Jewish camps. The *All Together Now* campaigns in 2020 and 2021 inspired more than 36,000 generous donors to step up for camps, generating more than \$58 million, with more to come this year. And this astounding accomplishment represents only a portion of the total philanthropic support for overnight and day camps from individuals, foundations, federations, and other donors. Together, all of this remarkable support sustained our field during our most challenging time and has helped set the stage for future investment in your critical work.

Jewish camp is here for *Today, Tomorrow, and Forever.*

Over the next several days, we hope you will enjoy our highly experiential conference. Together, we will harvest the fundraising ideas, strategies, and methods that produced such success for camps in recent years and envision the pathway to still greater philanthropic investment in our overnight and day camps. To accomplish this, we ask that you be ready to think big, participate boldly, and allow yourself to be inspired by your colleagues. You will leave with great ideas and an action plan to bring back to your camp community. We hope that these ideas will inspire new giving and investment and help make Jewish camp endure.

In addition to this important work, we also encourage you to reconnect with your friends and peers. We have intentionally built into the schedule opportunities for networking and learning from each other. We hope you enjoy our time together and depart energized by our shared passion and enthusiasm to advance Jewish camp.

On behalf of the entire JCamp 180 team, thank you for joining us as we go *Forward Together*,

Winnie, Harold, and Sarah

Agenda | Sunday, Oct 23

12:00-5:30 PM Registration

4:00 PM Re(connection) Reception (*Marquis Ballroom*)

5:30 PM Welcome/Opening Remarks (*Grand Ballroom*)

Join your peers to kick off your conference learning with a welcome from JCamp 180 Director Sarah Eisinger.

5:45 PM Generative Thinking and Eureka Moments (*Grand Ballroom*)

When have you experienced eureka moments to solve a challenge or make a breakthrough? Participants will document and share examples with their peers in table discussions.

6:15 PM Today, Tomorrow, Forever: Achieving Greater Abundance (*Grand Ballroom*)

What is your camp's future fundraising state? Through guided activities, participants will visualize a positive future state for camp and its fundraising strategy. These activities will build on a conference-long process of documenting growth-oriented and sustainable fundraising practices to help your camp reach its goals.

7:15 PM Dinner Buffet & Networking (*Grand Ballroom*)

8:15 PM Dessert & Evening Program (*Marquis Ballroom*)

Engage with colleagues in the Power of Play

Agenda | Monday, Oct 24

6:30 AM Early Morning Health and Wellness

6:30 AM - 7:30 AM Morning Minyanim

All Denominations (*Defiance*) | Orthodox (*Reprisal*) | Ramah (*Republic*)

7:00 AM - 8:00 AM Breakfast & Networking (*M Club*)

8:15 AM Shifting our Mindset (*Grand Ballroom*)

Inspiring opening remarks from Rae Ringel will kick off a full day of learning and sharing. We all understand the incredible impact of Jewish camp and how it can resonate with 21st century donors. Participants will start the day by sharing big, bold ideas for their camps and the field.

8:45 AM Peer Spotlights (*Grand Ballroom*)

How can camps partner with donors to reach common goals? Participants will hear from camps who have engaged major donor prospects by aligning camp's strategic priorities with donor motivation.

9:25 AM World Café: Inspiring Greater Philanthropic Investment (*Grand Ballroom*)

In this highly interactive world café exercise, camps will answer a series of questions to strengthen their case for support including examining donor motivation and strategic fundraising practices beyond the pandemic.

10:45 AM Break

11:00 AM Breakout Sessions: Crafting Messages for Greater Philanthropic Investment (*check your nametag*)

How can your camp turn the case for support into tangible donor messages and conversations? Camps will meet in smaller groups to develop messaging to invite investment in camp.

12:15 PM Lunch & Networking (*Grand Ballroom*)

1:15 PM Afternoon Workshops: Strategies to Strengthen Your Fundraising

- Champions for Fundraising: “Enroll” Your Dream Team (*Laurie Herrick, Consultant, JCamp 180*) (*College, Canal, and Benevolent*)
- Digital Engagement That Fosters Fundraising Growth (*Jeff Rum, Consultant, nonprofit brand and messaging, campaign development, and digital fundraising*) (*Reprisal*)
- Middle Tier Donor Relationship Development (*Andrea Wasserman, President, ABW Partners & Brian Tarallo, Managing Director, Lizard Brain*) (*Defiance*)
- Endowment-Building: Strategies for Today and Tomorrow to Secure Your Camp's Forever (*Dan Kirsch, Consultant, JCamp 180; Arlene Schiff, Senior Advisor, Life & Legacy; Rachel Berezin, Director of Endowment, PJ Library; and Holly Guncheon, Advancement Director, Herzl Camp*) (*Britannia*)
- Year Round Stewardship (*Jennifer Weinstock, Senior Vice President of Philanthropy, CJP*) (*Republic*)

Monday, Oct 24 *(continued)*

2:30 PM Break

2:45 PM Afternoon Workshops

- Discovery and Building a Major Donor Program (*Laurie Herrick, Consultant, JCamp 180 (College, Canal, and Benevolent)*)
- Digital Engagement That Fosters Fundraising Growth (*Jeff Rum, Consultant, nonprofit brand and messaging, campaign development, and digital fundraising (Reprisal)*)
- Middle Tier Donor Relationship Development (*Andrea Wasserman, President, ABW Partners & Brian Tarallo, Managing Director, Lizard Brain (Defiance)*)
- Endowment-Building: Strategies for Today and Tomorrow to Secure Your Camp's Forever (*Dan Kirsch, Consultant, JCamp 180; Arlene Schiff, Senior Advisor, Life & Legacy; and Rachel Berezin, Director of Endowment, PJ Library; and Holly Guncheon, Advancement Director, Herzl Camp (Britannia)*)
- Year Round Stewardship (*Jennifer Weinstock, Senior Vice President of Philanthropy, CJP (Republic)*)

4:00 PM Break

4:45 PM Breakout Sessions: Strengthening Your Fundraising Strategy *(check your nametag)*

How can camps build specific practices to reach their future fundraising state? Building on the goals documented and practices and ideas considered throughout the conference, participants will explore challenges they may face and strategies to overcome them to reach their desired future fundraising state.

5:45 PM Reception & Networking (*Marquis Ballroom*)

6:30 PM Dinner & Networking (*Grand Ballroom*)

7:30 PM Bringing it All Together – Today, Tomorrow, Forever (*Grand Ballroom*)

What are we bringing back to our camps to reach for a bold future state of camp? Participants will share the big ideas and strategies they hope to develop at camp with their teams now and into the future. Ideas will be summarized into a vision for the future of the field of Jewish camp.

8:30 PM Evening Campfire and Song Session (*Outdoor Pool/Aqua*)

Conference program concludes

Agenda | Tuesday, Oct 25

6:30 AM Early Morning Health and Wellness

6:30 AM - 7:30 AM Morning Minyanim

All Denominations (*Defiance*) | Orthodox (*Reprisal*) | Ramah (*Republic*)

7:00 AM - 8:00 AM Breakfast & Networking (*Grand Ballroom*)

Meetings with your team or Relationship Manager (optional) until 11 AM

All Times Eastern. Schedule subject to change.

Eureka Moments & Generative Thinking

eureka •(yŋərikə) • EXCLAMATION • [humorous, old-fashioned]
Someone might say `eureka' when they suddenly find or realize something, or when they solve a problem: “Eureka! I’ve got it!”

Instructions:

1. Take a few deep breaths. Close your eyes.
2. Remember a time when you tapped into a creative and generative state that enabled you to suddenly realize something of great consequence and/or solve a challenging problem (at any life stage).
3. Now, please think about a time when you tapped into a creative and generative state that enabled you to realize something of great consequence and/or solve a challenging problem related to your current work.
4. Share your recollections and reflect on the following:
 - How do you feel when you are in your most creative and generative states?
 - What were you doing prior to your eureka moments that enabled you to be generative?
 - In these times, how often do you engage in these activities?
 - If you do not prioritize engaging in these activities, how might you take steps to do more of this?

Fundraising Assessment

Our strategies are greatly enhanced when we engage in a critical review of what's working and what's not working. As we pursue growth-oriented and sustainable fundraising, we must also consider transcending the status quo by trying new activities that might be fruitful.

Instructions:

First consider each of the questions below on your own or in partnership with your colleagues from your camp, and then engage in a broader table conversation to share ideas and learn from your colleagues throughout the field.

1. Over the past several years, what were your camp's noteworthy fundraising successes?
 - *Please jot down ideas as well as "eureka moments" if any.*
2. What recent lessons did you learn that will strengthen your fundraising strategy?
 - *Please jot down ideas as well as "eureka moments" if any.*
3. Identify areas of your fundraising strategy that are most vulnerable and would benefit from an intervention (enhance existing strategy OR try something new).
 - *What efforts might lead to greater effectiveness?*

Build a Fundraising Enhancement Strategy

Throughout the conference, you will engage in a series of activities that will lead to generative thinking around ways to enhance your fundraising strategy. Let's begin with visual illustrations that represent the current state of your fundraising program juxtaposed with a vision for an even stronger future state.

Instructions:

1. Flip through the stack of cards and select one that has an image that best represents your current fundraising program.
2. Flip through the stack of cards once again. This time, please tap into generative thinking/visioning and select a card that has an image that best represents what you would like to see as the future state of your fundraising program. In this context, future means in one year from now.
3. Briefly share the images you selected with your tablemates and explain why the pictures capture the current and future states of your fundraising program.*
4. Please affix your current state and future images (or drawings) in the appropriate boxes.

*If you cannot find an image that captures your ideas, please feel free to draw or depict the current and future states in your own way.

Build a Fundraising Enhancement Strategy

Bold Vision for the Field

A bold vision defines the possibilities for the future. It paints a picture in your mind and makes a big idea tangible. It acknowledges where we are today and presents an idea of where to go next. Mission statements are timeless, but bold visions have conclusions. It's a moment in time when you rally and focus the field on one primary objective.



World Café

Characteristics of World Café Conversations

- Deeper insights, networking, and linking ideas differentiate World Café Conversations from other types of group dialogue.
- The whole idea is to pause, inquire, be curious, and make meaning.
- Participants learn from each other's experience and perspectives.
- We have new intelligence, a capacity to know together in this moment.

— *Musings from Frances Baldwin, World Cafe Elder, March 2021*



World Café

<p>1. How has the “Why” for giving to camp changed beyond the acute crisis of the pandemic era?</p>	<p>2. What might motivate existing donors to make camp an even higher priority for their giving?</p>
<p>3. How might we engage and inspire the next generation to make giving to camp cool?</p>	<p>4. How might we multiply our capacity by engaging more Board Members and other volunteers in fulfilling fundraising experiences?</p>
<p>5. What fundraising behaviors should we start, stop, or strengthen?</p>	<p>6. How might more camps be motivated to realize the benefits of endowment building?</p>

Harvesting Session

Messaging to Compel Greater Philanthropic Investment

In partnership with your colleagues, please consider the most resonant ideas that emerged from the World Café exercise to strengthen your camp’s respective Case for Philanthropic Investment and make it even more cogent—in these times, *in the absence of the urgency of the pandemic*.

<p>Reflecting on the collective wisdom from the World Café conversations, how might you strengthen your camp’s respective case for philanthropic investment in the upcoming year?</p>	<p>Are there specific communication strategies and tools that you will be enhancing in the upcoming year? If so, how so? Will you be trying anything new?</p>
<p>What areas of your Case for Philanthropic Investment are you struggling with? How can your colleagues in the room help?</p>	<p>Discuss concrete steps that you will take (or consider taking) to enhance this vital area of your fundraising strategy.</p>

Workshop I:

Digital Engagement That Fosters Fundraising Growth

1. What key points resonated the most?
2. What areas are you interested in exploring more deeply?
3. What steps will you take to enhance your fundraising strategy?



Workshop 2:

Champions for Fundraising: “Enroll” Your Dream Team

1. What key points resonated the most?

2. What areas are you interested in exploring more deeply?

3. What steps will you take to enhance your fundraising strategy?

Workshop 3:

Middle Tier Donor Relationship Development

1. What key points resonated the most?
2. What areas are you interested in exploring more deeply?
3. What steps will you take to enhance your fundraising strategy?

Workshop 4:

Discovery & Building a Major Donor Program

1. What key points resonated the most?

2. What areas are you interested in exploring more deeply?

3. What steps will you take to enhance your fundraising strategy?

Workshop 6:

Year-Round Stewardship

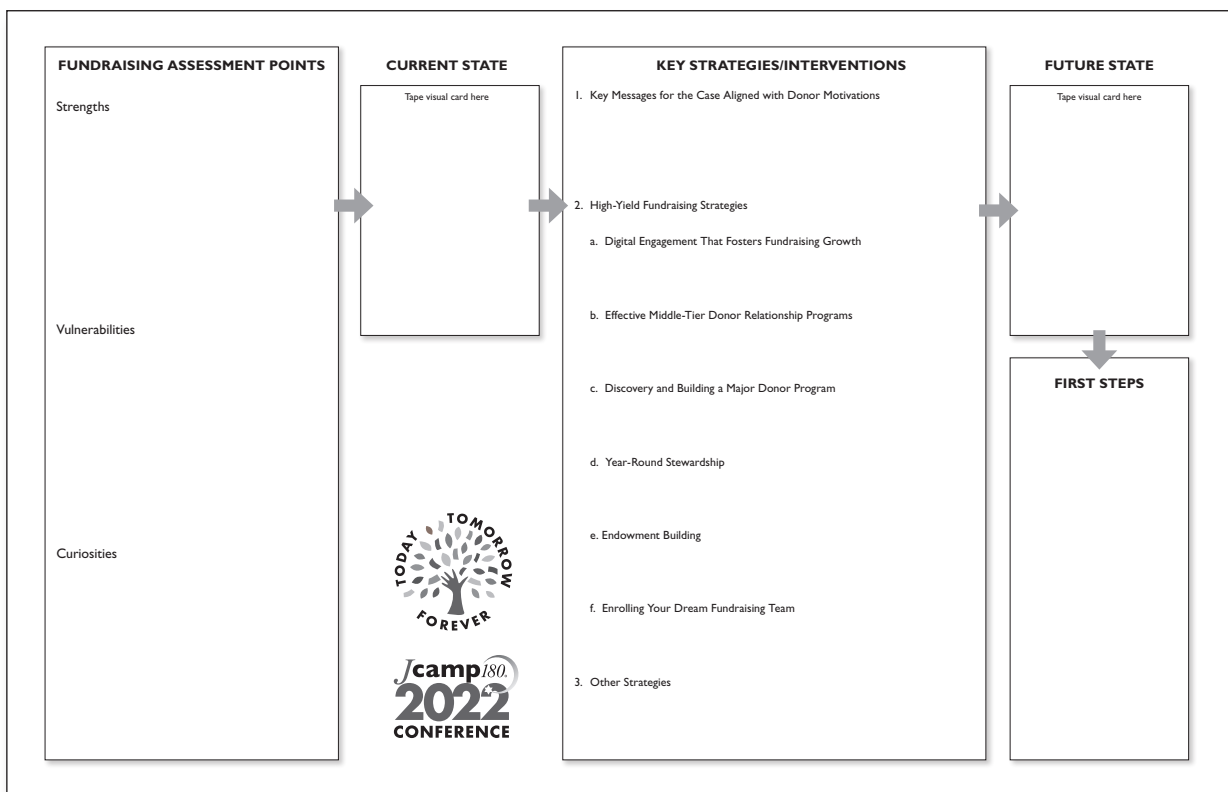
1. What key points resonated the most?
2. What areas are you interested in exploring more deeply?
3. What steps will you take to enhance your fundraising strategy?

Harvesting Session

Building Your Fundraising Enhancement Strategy

Instructions:

- Reflecting on your key takeaways and “eureka moments” from the conference, please work on your own or in partnership with your colleagues from your camp and fill out the Key Strategies / Interventions section from this previous worksheet and First Steps for each area you choose to enhance/add to your fundraising strategy.



- Then, using the worksheet, explore the following questions with your cohort:

- What areas are you grappling with? How will you try to resolve them?
- What enhancement strategies will you use in the upcoming year?

Harvesting Session

Building Your Fundraising Enhancement Strategy
