

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

STRATEGY, PLANNING & CHANGE

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

Beth Kanter, Master Trainer, Speaker, Author

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.

FUNDRAISING

C2: Asking Styles: Revolutionize Your Fundraising

Brian Saber, President, Asking Matters

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!

ALUMNI ENGAGEMENT

C3: Value First: Effective Practices for Meaningful Alumni Engagement

Chris Marshall, President, Graduway North America

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.

FUNDRAISING

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

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

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.

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

TECH & COMMUNICATIONS

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

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

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.

FUNDRAISING

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

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

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.

GOVERNANCE; STRATEGY, PLANNING & CHANGE

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

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.

GOVERNANCE

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

David Phillips, Principal, Immersive1st Consulting

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.

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

ALL

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*

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

GOVERNANCE

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*

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" EXECS & 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.