

## Session C: Sunday, 4:45 PM – 5:15 PM

<p>Technology &amp; Communications <b>C1: How to Take Photos with Your Phone</b></p> <p><i>Christina Rizer, Web Production Coordinator, Harold Grinspoon Foundation</i></p> <p>Don't have a "real" camera within reach to capture those exciting camp moments? You probably have one in your pocket! Join this interaction session to learn some tips for elevating your phone photography, from setting up the shot to little-known phone tricks.</p>	<p>Enrollment <b>C2: PJ Goes to Camp: A Useful Tool to Boost First-time Camper Recruitment</b></p> <p><i>Mark Gold, Mentor, JCamp 180</i></p> <p>PJ Goes to Camp, a funding program of One Happy Camper (OHC), has provided incentive grants to 5,500 first-time campers at over 135 different camps. At this workshop you will discover how PJ Goes to Camp and One Happy Camper work - and how PJ Goes to Camp can supplement your local OHC program. You will also come away with effective strategies to promote PJ Goes to Camp and One Happy Camper that will improve the results of your first-time camper recruitment efforts.</p>	<p>Fundraising <b>C3: Honoring Donors On-Site</b></p> <p><i>Holly Guncheon, Development Director, Herzl Camp</i></p> <p>How do you honor donors on-site, so they are delighted and still let camp feel like camp? Herzl Camp provides outstanding donor recognition on-site by designing plaques, named buildings, and named program areas that feels like camp and is consistent throughout. For example, a capital campaign recognition gazebo doubles as a shady program space. A teaching kitchen dedication includes the honoree's kugel recipe. This slide show presentation will share what great design can do for you, how Herzl Camp implemented camp-style donor recognition, and what they learned along the way.</p>	<p>Enrollment <b>C4: It's Not Just About the Campers: Leveraging Staff Satisfaction Data to Improve the Overall Camp Environment and Staff Retention</b></p> <p><i>Marci Soifer, Director of Operations, Foundation for Jewish Camp and Daniel Shore, Camp Staff Researcher for Foundation for Jewish Camp, Principal Consultant, I'm Shore Research &amp; Consulting</i></p> <p>Staff Satisfaction Insights (SSI) is the premiere tool for measuring the staff experience at overnight camp. Foundation for Jewish Camp, Summation Research, and workplace researcher Daniel Shore have partnered on this study for nearly five years and are looking forward to discussing what drives overall staff satisfaction. They will present lessons learned from camps using SSI data to fuel staff retention.</p>
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### **C5: What's Next? Discuss the Future of JCamp 180 with Director Sarah Eisinger**

*Sarah Eisinger, Director, JCamp180*

JCamp 180 is continually considering services that will best meet our mission of enhancing the long-term effectiveness of nonprofit Jewish camps. After 15 years and with a new Director on board, JCamp 180 is especially focused on what's next. Join Director Sarah Eisinger in a group discussion about potential new opportunities for affiliated camps. Bring your own ideas and an open mind so we can work together on building stronger camps.

### **Technology & Communications C6: Instagram Stories Bootcamp: 30 Minutes to Understanding How to Use Instagram Stories Effectively to Support your Marketing & Recruitment**

*Allison Cohen, Principal, Orange Door Strategies*

The ever-changing Instagram algorithm is heavily focused on Stories and engagement. And, they are consistently rolling out new tools to help you do this. The options can be mind-boggling and time-consuming. Learn how Stories can help you grow your marketing and recruitment efforts. This session will walk you through the must-use tools to create engaging posts and support your marketing plans and existing activities. From creating your own gifs, to setting up the donate button and chat sticker – you'll be well poised to reach millennial parents and leverage your best recruiting tool – your campers!

### **Governance; Strategy, Planning, & Change C7: Hands-on Board/Camp Committee Orientation**

*Natasha Dresner, Mentor, JCamp 180*

This 30-minute workshop is for those of you – lay leaders and paid professionals – in charge of the new board/camp committee members' orientation. Failure to effectively orient your new board members is the number one reason behind lack of member engagement and performance as well as difficulty recruiting and retaining quality people. Roll up your sleeves and join us to experience and learn together how to ensure an effective orientation process for your board/camp committee.

### **Governance C8: Finding the Middle Ground**

*Matt Rosensweet, President, Board of Directors of Camp Livingston*

This workshop will share our camp's experience in navigating a strained relationship between the board and staff and how a new executive committee found the "middle way." Come hear about the changes we needed to make as a board and how we worked together to find balance to create a more supportive and thriving camp.



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Day Camp

**C9: Summer 2019 - What Was  
New and Hot at Day Camp**

*Aaron Greenberg, Senior  
Consultant for Day Camp  
Initiatives, JCCA of North America*

Come hear about some of the  
fresh new ideas experienced at  
Day Camp this summer and share  
your best with your colleagues.

