

Workshops for Session D: Monday, 11:15 AM – 12:30 PM

FUNDRAISING

D1: An Intentional Conversation: The Arc of the Ask

Brian Saber, President, Asking Matters

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.

STRATEGY, PLANING & CHANGE

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

Beth Kanter, Master Trainer, Speaker, Author

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.

DAY CAMP; GOVERNANCE

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*

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.

FUNDRAISING

D4: Lessons From a Record-Setting Capital Campaign: Becket-Chimney Corners

Brenda Marsian, CFRE, Chief Development Officer, Becket-Chimney Corners YMCA

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.

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D5: Donor Retention: Keep Your Donors and Stop the “Churn”

Steve Shattuck, Chief Engagement Officer, Bloomerang

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.

LEGACY

D6: Sustaining Your Legacy Initiative

Arlene D. Schiff, National Director, LIFE & LEGACY, Harold Grinspoon Foundation

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.

TECH & COMMUNICATIONS

D7: 2018 Impact in Technology Award: The Power of Digital Communications

Allison Boaz, COO, In the City Camp

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.

STRATEGY, PLANING & CHANGE; GOVERNANCE

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*

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.

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TECH & COMMUNICATIONS

D9: Finding Your Audience Through Facebook Ads

David Billotti, Director of Marketing, URJ Youth

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.

GOVERNANCE

D10: DEEP DIVE: For Board Chairs/Vice Chairs Only - Continued

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.

D11: 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.