

Session E: Monday, 11:00 AM- 11:45 AM

<p>Technology & Communications E1: Feed the Beast: Online Advertising & Advocacy</p> <p><i>Ashley Budd, Director of Digital Marketing for Alumni Affairs and Development, Cornell University</i></p> <p>When consuming media online you aren't searching for content, you're being spoon fed. Platforms like Facebook, Twitter, and Instagram are selecting news feed content for you. Google is selecting your search results. Sophisticated algorithms rank content based on user behaviors, post-performance, media types, and recency. Now more than ever before, brands are relying on clever marketing, advertising dollars, and online influencers to reach a broad base. Learn how to cut through the noise and meet your audiences where they are online.</p>	<p>Enrollment; Strategy, Planning, & Change E2: Building Community Partnerships</p> <p><i>Mark Shapiro, President & Chief Executive Officer Harry & Rose Samson Family Jewish Community Center, Gil Rubanenko, Vice President of Operations, Mandel Jewish Community Center of Cleveland</i></p> <p>Why do it alone? In this joint workshop from the JCC's of Cleveland and Milwaukee, we'll discuss not only how to build community partnerships that increase enrollment and enhance programs, but also how to use Lay Leadership and hidden gems you might not have considered that bring campers and excitement into your Day Camp. Participants will learn how to create a culture that expands opportunities and connections for campers by seeking help beyond their own organizations.</p>	<p>Alumni Engagement E3: Last Day of Camp: An Example of Successful Young Alumni Engagement</p> <p><i>Bette Amir-Brownstein, Associate Camp Director, B'nai B'rith Camp</i></p> <p>Engaging campers, staff-aged adults and parents is what we do best, but what about those in between years? In this workshop we will talk about ways you can utilize what you do best to reach your Young Alumni and Young Adult Community. We will go over some of the challenges people might face when trying to cater to their Young Alumni community and how we can use those to our advantage to continue camp involvement past staff age.</p>	<p>Governance E4: J.E.D.I – JCamp180's Executive Dashboard Initiative</p> <p><i>Herschel Singer, Project Lead, Harold Grinspoon Foundation</i></p> <p>Being a Jedi means having incredible powers and abilities – the Force – at your fingertips, while simultaneously knowing how to sacrifice emotions to remain impartial. It means wielding great responsibility and coupling it with the duty to use that power for the greatest possible benefit of others. It's basically the same thing as being a camp professional or board-member. JCamp180's newest offering – J.E.D.I – will enable you to use these Jedi-like abilities for your camp, to bring it soaring to new heights. Come learn about dashboards to that help to visually analyze data and set goals surrounding revenues, expenses, fundraising, governance and much more!</p>
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<p>Fundraising; Strategy, Planning, & Change</p> <p>E5: Homer Simpson Goes to Camp - A Guide to Behavioral Economics & Fundraising</p> <p><i>Alia McKee, Principal, SeaChange Strategies</i></p> <p>Pop quiz: The following messages have what in common? Frances Osborne's <i>The Bolter</i> is an Oprah Winfrey Book Club selection. Buy it now. 75% of guests who stay in this hotel reuse their towels. Join them and reuse your towel to help save the environment. Any money you donate will help Becca attend camp. The answer? They all use principles of behavioral economics to influence their audience's decisions. And you can too. Behavioral economics identifies social, cognitive and emotional factors that influence decisions. To put it simply, real people make decisions like Homer Simpson, not the rational-minded Spock. Come learn what behavioral economics is and why it matters for fundraisers; explore persuasion principles you can use to win the hearts and minds of your audiences; and leave with at least one idea you can apply to an upcoming campaign.</p>	<p>Governance</p> <p>E6: Bored to Brilliant</p> <p><i>Eric Phelps, Principal with Rainmaker Consulting</i></p> <p>There are more than 11 million meetings a year in the US and in one survey 91% of participants admitted to daydreaming during the meetings they participate in (36% admitted to dozing off!). On average, you will ask your volunteers to participate in more than 50 hours of meetings annually. And let's face it: we are bored by sessions that are un-engaging, poorly organized, and involve reading the reports we were sent at the last minute. There has got to be (and there is) a better way! In this workshop you will learn practical tools and tips for transforming your board meetings into highly engaging discussions that bring out the best in your senior leadership and support you in guiding the organization at a strategic level.</p>	<p>Governance</p> <p>E7: Board Relationships & Responsibilities: Tips for Board Chairs to Build Culture, Courage, and Increase Positive Results</p> <p><i>Jordana Levenick, President of the B'nai B'rith Camp Board</i></p> <p>Are you a current (or potential) board chair or vice chair? This workshop will provide tips and real-life examples of building board culture and courage through relationships and Radical Candor that will help you excel as a board leader. Jordana Levenick, Board President of B'nai B'rith Camp and a member of the JCamp 180 LEAP program will share her experience building trust on the board to help them be successful. The interactive workshop will include sharing best practices and working together to find ways to become a better leader and help our camps grow!</p>	<p>Fundraising</p> <p>E8: Finding Inspiration in Meaningful Tzedakah</p> <p><i>Loren Chylla, Trustee of The Mandel Jewish Community Center of Cleveland, Chair of the Camp Wise Oversight Committee, Rachel Felber, Director, Camp Wise, Abby Kaufman, Associate Director, Camp Wise</i></p> <p>Do you seek meaningful activities rooted in giving and expressed in pride at camp? Camp Wise received a generous gift from an alumni couple, which allowed the camp to restore a nearly 200-year old Torah from Germany with the help of a skilled Sofer on-site. Every camper and staff member were able to take part in the restoration mitzvah by writing letters on the parchment. This activity inspired campers, staff, volunteers and parents to learn what it means to honor and restore history. Come learn more about this inspirational activity and how tzedakah made it possible.</p>
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Strategy, Planning, & Change,
Legacy

E9: Re-Discover Legacy - Deep Dive

Note- This session continues from Session D

*Julia Riseman, JCamp 180 Mentor,
Dan Kirsch, JCamp 180 Mentor*

If you were offered a growing group of loyal, life-long donors who represent a valuable source of annual giving, energetic volunteers, goodwill ambassadors and, ultimately, generous additions to your camp's endowment, could you possibly refuse? Come re-discover the many reasons why a commitment to a thriving Legacy program is critical to your camp's future. Take a refresher on nuts-and-bolts tactics you can use to sustain (and grow!) your Legacy membership in a smart, playful way. And get a reality check on the value you can deliver for your organization in return for just a handful of well-focused hours of Legacy work each month. This deep dive will help you re-capture the original vision and energy for what your Legacy program can achieve – and give you the tools and inspiration you need to do it.

Camp Directors

E10: Directors-Only Peer Coaching - Deep Dive

**Note- This session continues from Session D, finishing at 1 PM
Limited to Camp Directors only**

*Deborah Grayson Riegel,
Coaches Training Institute,
Professional Certified Coach*

The job of Camp Director has had a seismic shift over the past decade. In addition to the full-time job of managing camp, Directors are now faced with new responsibilities: managing an increase in camper and staff mental health issues; supporting fundraising efforts; managing board relationships; and more. Who better to understand your challenges than the other Camp Directors in the field? This session was developed to help Camp Directors connect, engage, and support each other in taking on these important responsibilities. Led by experienced coach and facilitator Deborah Grayson Riegel, participants will practice peer coaching and receive coaching from your peer Camp Directors. 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.

Oct. 27-29, 2019

JCamp 180 Annual Conference

