

Workshops for Session E: Monday, 3:00 PM - 4:15 PM

STRATEGY, PLANNING & CHANGE

E1: The Power of Moments: Creating Extraordinary and Memorable Moments for Your Camp Audiences

Tara Acker, Mentor; Kevin Martone, Technology Program Manager, JCamp 180

You and your team create magical “moments” for campers every summer. But are you missing opportunities to create additional meaningful, memorable moments for campers, staff, board/camp committee members, volunteers, alumni, and donors throughout the year? In this session, we’ll explore the ideas from the Heath Brothers’ book *The Power of Moments* together, with ample time for you to develop ideas for moments of elevation, pride, insight, and connection for YOUR camp’s audiences.

TECH & COMMUNICATIONS

E2: Turn EVERY Member of Your Team Into a Communications Champion

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

We can’t communicate or fundraise alone. In fact, our staff, families, alumni, board members, and others already talk about our camps on a regular basis. With the right training and motivation, your entire camp team and community can share relevant, consistent messages with those who already know and trust them. In this session, Nancy Schwartz will help you learn how to grow your reach, enrollment, and fundraising by asking your people for help; training them to be competent messengers; and supporting and rewarding them to sustain participation and success.

FUNDRAISING

E3: Monthly Donor Programs 201: Take Your Camp to Amazing New Heights

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

So you’re convinced about the tremendous potential of monthly donors for your camp. You understand the positive impact of monthly giving on donor generosity, loyalty, legacy giving, etc. But how do you make the leap to the next level? Erica Waasdorp literally wrote the book on monthly giving (more than one book actually), and she will show you how your camp, no matter the size, can use existing strengths and established communications channels to boost your monthly donor program. Come to this interactive session and learn to cultivate monthly donors, keep them or bring them back, and move them to higher levels!

ALUMNI ENGAGEMENT

E4: What Do Your Alumni Want? Lessons in Effective Alumni Engagement

John Anz, Director of Development, Berkshire Hills Music Academy

Independent schools have been focused on alumni relations for generations. Camps are relative newcomers when it comes to strategically engaging alumni. But are there real differences between what camp and school alumni want? This session’s presenter, John Anz, offers a unique perspective based on more than 15 years of alumni relations experience in both the independent school and the camp worlds. John will share what he has learned about effective alumni engagement and how you can offer your alumni meaningful opportunities to deepen their connection and commitment to your camp.

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<p>E5: Camp as a Refuge From Smartphones: Why It Matters and How You Can Market It <i>Jodi Sperling, Senior Consultant on Overnight Camping, JCC Association</i></p> <p>In 2017, Screen Education conducted a "Smart Phone Deprivation Study" at Camp Livingston to examine the impact of being smartphone free at overnight camp. Prompted by these findings, JCC Association partnered with Screen Education this past summer to expand the research and discover new insights. In this session, Jodi Sperling will share some of the preliminary key findings and discuss how we can take advantage of the screen-free environment, both in the design of the camp experience and in how we sell it.</p>	<p>E6: Jewish Day Camp Is Having a Moment <i>Ramie Arian, Consultant, Ramie Arian Consulting</i> <i>Jenni ZefTel, Director of Day Camp and Strategic Programs, Foundation for Jewish Camp</i></p> <p>New research sponsored by the Foundation for Jewish Camp demonstrates that a new class of Jewish day camps is emerging—day camps that are clear, overt, and intentional about the Jewish nature of their mission and program. These day camps manifest their Jewishness in a wide variety of ways, each appropriate to the nature and identity of the respective camps. Contrary to common concerns, clarity about Jewish mission seems to enhance the camps' attractiveness in the marketplace, and to drive increased registration. Further, experience demonstrates that enhanced Jewish intentionality often attracts philanthropic support. This workshop, presented by the researcher and the sponsor of the work, will describe some of the findings of the new day camp study which point to a larger trend in the field across North America.</p>	<p>E7: Fundraising Is Easier Than You Think - Perfect Your Solicitation and Donor Stewardship Skills <i>Graham Hoffman, President & CEO, The Jewish Community Foundation of Southern Arizona</i></p> <p>Join this participatory workshop, designed to enable camp and development professionals as well as lay leaders to build and deepen quality donor relationships. Maximize the impact of conversations and interactions you have with donors and prospects, and solicit the critical resources your camp needs to achieve your greatest ambitions. Participants in this session will watch, critique, and participate in solicitation role-plays as well as discussion on the best-practices to ensure your fundraising success. Even those with no prior fundraising experience will leave this session feeling prepared to begin securing support for their camp's future.</p>	<p>E8: Board-to-Board Learning: Valuable Lessons From Visiting Other Camps <i>Jason Kunzman and Rachael Speck, JCC of Greater Pittsburgh/Emma Kaufmann Camp</i></p> <p>Come learn how Emma Kaufmann Camp staff and board are capitalizing on their summer 2018 experience with JCamp 180's new Board2Board Camp Exchange program. You will hear what lessons EKC learned regarding leadership, team make-up, staff experience and training, programming, and innovation, and how they plan to apply these lessons at their own camp. The B2B Exchange subsidizes face-to-face visits between board members of similar camps and will be offered again in 2019. Come find out why your board should participate in B2B next summer.</p>

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E9: Leading From the Middle

*Diana Bloom, Productivity Consultant;
Head Counselor, URJ Camp Coleman*

Middle management can be a funny place. Senior enough to make big decisions and lead teams, but not the power to make organizational change. In this session, Diana Bloom will address the challenges of “Leading From the Middle” and offer ideas and tools for middle managers to succeed. We will explore what “managing up” means and doesn’t, why managing up matters, and guidelines for managing up. Come to discuss strategies on how to proactively build productive relationships with supervisors in order to obtain the best possible results for your manager, their boss, and your organization.

ENROLLMENT

E10: No Campers No Camp: Developing a Comprehensive Enrollment Plan

Aron Goldman, Mentor and Enrollment Program Director, JCamp 180

Enrollment is the lifeblood of camp – your most important source of revenue and economic stability and the ultimate evaluation of your performance. In JCamp 180’s Enrollment Program, you have the opportunity to embark on a comprehensive planning approach to secure your camp’s future through enrollment. Join Enrollment Program Director Aron Goldman and camp peers who’ve completed the program to learn more about the value of a comprehensive enrollment plan and how camps are using their plans to grow their numbers. More information on the Enrollment Program can be found at www.jcamp180/enrollment. Please note: If you are already registered for the JCamp 180 2018-19 Enrollment Program, this session is not for you.

E11: 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.