

Session F: Monday, 2:30 PM- 3:15 PM

Technology & Communications **F1: Turning Camp Fans into Ambassadors- Key Steps to an Effective Social Media Ambassador Program**

*Melissa Russom,
Communications Strategist,
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While 92% of people report trusting their friends' recommendations, only 50% trust messages on a company website or in company-generated emails. Ouch. But have no fear - this is more of an opportunity than a challenge. You have many fans (parents, staff, and alumni) who are happy to share your camp's messages. In this session, you'll learn 7 steps to creating an effective social media ambassador program that enables you to better engage with people through your supporters.

Strategy, Planning, & Change **F2: The Efficiency and Effectiveness of a One-Page Strategic Plan**

Liz Barnett, Board Chair, URJ Eisner and Crane Lake Camps, Julia Riseman, Mentor, JCamp 180

A one-page strategic plan ensures that everyone is on the same page about the camp board's highest priorities, upcoming action steps, and expected impact. This workshop shares URJ Eisner and Crane Lake Camps Advisory Board's journey to create a one-page plan and shares its impact, one year into the process. In this session you will learn how a board can build consensus and collectively develop a one-page plan, how it can be used to guide and measure board work, and why it makes a difference. We will also review how a process to create a one-page plan is both different from, and similar to, a traditional strategic planning process, highlighting the potential pros and cons of each approach. In addition, we will discuss how you might modify a comprehensive strategic plan down to a one-page tool to help a camp board or committee maintain focus during the implementation of a multi-year strategic plan.

Strategy, Planning, & Change **F3: Boldly Own Your Brand: A Proven Way to Increase Loyalty Only Being Offered Once- Not Repeated**

Jodi Sperling, Jerusalem-Based Consultant, Educator and Communal Strategist

This summer, at a Camp Tawonga supervisors' meeting, one director jokingly said, "We're nice and weird. That's kind of our business." Tawonga's success stems from their undeniable ownership of this brand. Campers, staff, alumni, donors – all speak this language because of the way it's embodied in everything they do and say. After two weeks this summer as an interim summer director, Jodi Sperling has some take-aways to share. Come prepared to think about what your camp brand stands for, and how to make sure people know it. By owning this narrative even more, you could be increasing the buy-in of your current, past and future community.

Governance; Strategy, Planning, & Change **F4: Rallying your Community Around a Common Purpose**

Solly Kane, Director, URJ Olin-Sang-Ruby Union Institute, Alex Argentar, Director of Development, URJ Olin-Sang-Ruby Institute

Come learn how a new camp director and new development director partnered together, developed a vision, and reached an ambitious capital campaign goal of over \$4M raised in one year.

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<p>Enrollment F5: Myths vs. Reality: What A Deeper Dive into CSI Data Reveals About Jewish Overnight Camps</p> <p><i>Marci Soifer, Director of Operations, Foundation for Jewish Camp, Mark Sass, Founder and President, Summation Research Group, Board Member, URJ Goldman Union Camp Institute</i></p> <p>Camper Satisfaction Insights (CSI) is the premiere tool for the evaluation of parent's satisfaction with their child's overnight camp experience. Foundation for Jewish Camp and Summation Research have partnered on this study for almost 19 years, and they are excited to present some particularly noteworthy sector trends revealed by recent camp data. They will also present some best practices regarding the use of the CSI tool, and show how CSI helps overnight camps make important course-corrections and boost enrollment.</p>	<p>Fundraising F6: 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 is behavioral economics and why it matters for fundraisers. Explore persuasion principles you can use to win the hearts and minds of your audiences. Leave with at least one idea they can apply to an upcoming campaign.</p>	<p>Enrollment F7: Are We Asking the Right Questions? How to Engage with Parents to Improve Both Your Programs and Marketing</p> <p><i>Michael Garcia, Camp Director, Camp Centerland</i></p> <p>Yes, we are providing magical experiences at camp every summer. But, as time goes by, we need to continue to refine and improve our programs and tell the world about it. First step? Listening to our customers. In this session, we'll talk about how to engage our parents and campers all year long and how those conversations impact our programs and marketing strategies. Ultimate goal? Continuing to provide our customers the magical experience THEY want out of camp each summer.</p>	<p>Governance F8: 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>
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Fundraising

F9: No Stone Left Unturned - Successful Camp Online Giving Campaign

Yakov Fleischmann, Director, Camp Stone

28 hours. 50 dedicated volunteers. 500+ fantastic donors. \$400K raised. This session explores how Camp Stone leveraged its first ever short, successful online fundraising campaign as part of a larger Sustain Your Match II campaign. If we can do it, so can you! This session will be interactive and will have plenty of time for Q&A.

Fundraising

F10: Finding Inspiration in Meaningful Tzedakah

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

Learn about an important and meaningful activity rooted in giving and expressed in pride. A generous gift from a local couple who attended Camp Wise decades ago allowed the Camp to restore a nearly 200-year old Torah from Germany. A skilled Sofer came on-site, allowing every camper and staff member 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 and tzedakah made it possible.