

Workshops for Session F: Tuesday, 9:15 AM – 10:30 AM

TECHNOLOGY

F1: JTEC7 Training

Kevin Martone, Technology Program Manager and JTEC program Director, JCamp 180

For JTEC7 Participants and their selected colleagues

This session begins the 7th cohort of JTEC (JCamp 180 Training in Effective Communications) – our training specially designed for camp professionals responsible for outreach and communications. The year-long JTEC program will train selected professionals in implementing strategic communications efforts over online and offline channels. This program will teach participants skills that will allow them to effectively use technologies ranging from blogs to Facebook. Participants will learn to use various communications channels to meet enrollment, fundraising, and alumni outreach goals. A cohort of participants has already been identified to take part in JTEC this year. For more details, please contact Kevin Martone (kevin@hgf.org).

LEGACY

F2: Camp Legacy Training

Mitch Kupperman, Mentor and Camp Legacy Program Director, JCamp 180

By invitation, participation in this double workshop is restricted to the legacy team members of camps that are either beginning their legacy effort (Cohort 9) or have pre-arranged for this training to renew their work in the JCamp 180 legacy program. The highly participatory session will introduce the legacy program and guide participants as they develop their legacy case statement and begin the process of identifying their legacy program's prospects and marketing plan. The workshop content will also review stewardship fundamentals while stressing the need to develop a long-term stewardship plan.

ENROLLMENT

F3: Enrollment Program Training

Aron Goldman, Mentor and Enrollment Program Director, JCamp 180

***Registration is limited to Enrollment cohort 3 participants**

The 2018-19 JCamp 180 Enrollment Program kicks off on Tuesday morning with a systematic enrollment self assessment, followed by a group discussion of baselines and priorities. We will then review the curriculum and our final product: A customized enrollment plan for each camp. Finally, we'll hear one of our camps present their enrollment data dashboard, and give a taste of the JCamp 180 ROI Analysis Tool. There will also be an informal (but mandatory) reception on Monday at 12:30 PM (location TBD) for the new Enrollment Cohort for the group to get acquainted. And the complete program calendar and other details can be found at www.jcamp180.org/enrollment.

FUNDRAISING/GIFT

F4: GIFT 7 Final Presentations

GIFT Cohort 7 Participants

Each year GIFT participants create a breakthrough project, a project intended to create a positive and monumental shift in funding for their camps. In this workshop, we will hear GIFT graduates present their projects, share what worked and what didn't, and take questions from the audience. Come to support your camp peers and to learn how these development professionals have led positive change for philanthropy at their camps – and you can, too!

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FUNDRAISING

F5: Beyond Cash: Donor-Friendly Gift Options Your Camp Can Offer

Anne Vittoria, Director of Gift Planning, Mount Holyoke College

Did You Know? One of the most powerful drivers of growth in nonprofit fundraising is promoting and accepting non-cash gifts. Offering camp donors the flexibility to make non-cash gifts has the potential to lift your annual and major gifts performance – and your Legacy program – to new heights. And it doesn't require a ton of sophisticated financial knowledge. Join Anne Vittoria of Mount Holyoke College for this primer on the non-cash gift options donors find most popular. You will come away ready to confidently promote options for your donors to make larger gifts to camp.

STRATEGY, PLANNING & CHANGE

F6: Get the Data You Want: Tips on Creating an Effective Survey

Tina Cheplick, Senior Consultant, Informing Change

How can you receive reliable, actionable feedback from your campers, parents, donors, and other audiences? For those of you who currently (or plan to) design and administer your own surveys in-house, this conversation about online and paper surveys will highlight best practices for designing and administering successful surveys. Informing Change Senior Consultant Tina Cheplick will share tips learned across many years and many organizations, followed by ample time for discussion to cover any issues or questions YOU may have on how to engage your audience in the best possible way through quality survey design.

FUNDRAISING

F7: Digital Fundraising: Year End Superhero?

Tim Sarrantonio, Director of Business Development, Neon CRM

With 31% of donations typically coming in during the last month of the year, is your organization ready to soar past your goal or run into a wall of solicitation Kryptonite? Join Tim Sarrantonio of NeonCRM in an interactive session to tackle the villains in your end-of-year giving campaign and how to leverage digital fundraising to leap tall goals in a single bound. With great data comes great responsibility!

TECH & COMMUNICATIONS

F8: De-Mystifying Camper Recruitment & Parent Communication

Allison Cohen, Principal, Orange Door Strategies

Have you ever wondered how parents perceive your marketing? What happens when potential camp families call camp and you're not the one to answer the phone? Recruitment and customer service go hand-in-hand from the get-go. After "mystery shopping" at over 20 camps, we learned what can go right and what can go wrong in recruitment and communications. From every phone call to every package delivery, learn how to improve these processes so each experience leaves potential parents feeling well taken care of, even if you aren't the right fit for their family.

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STRATEGY, PLANNING & CHANGE

F9: Do More, Stress Less: Office Hours With Diana Bloom

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

Are you feeling the pressure of too many tasks and too little time? Could you use a refresher on a particular task management tool? Some expert advice on managing your calendar or tweaking your supervisory/staff meetings? Perhaps you're grappling with a challenge about delegation, management, prioritization, or your overflowing inbox. Diana Bloom understands productivity and Jewish camp – and she is here to help you get back on track. In these office hours Diana will be available for mini consultations to discuss questions and challenges in task, project and meeting management. Connect with Diana, increase your productivity and efficiency, and lower your stress!

STRATEGY, PLANNING & CHANGE

F10: Developing Sustainable Professional Staff Teams

Joel Bennett, Director of Human Resources, Beber and Perlman Camps

Building your perfect professional staff team for Camp is never ending. Your direct reports are a diverse mix of skill-set, experience, and temperament. How do you apply best practices to directly supervise so many people effectively – meeting each of their professional needs while also delivering for the organization? This interactive session will (1) explore appropriate structures for year-round and seasonal supervision at camp, (2) review types of evaluation tools you can utilize, and (3) suggest methods for setting and communicating clear goals and professional development paths for each of your employees.