

Session G: Monday, 3:45 PM- 5:00 PM

<p>Fundraising G1: Let's Sprint: Crowdfunding and Giving Days</p> <p><i>Ashely Budd, Director of Digital Marketing for Alumni Affairs and Development, Cornell University</i></p> <p>The giving experience continues to evolve as digital strategies play a larger role in building relationships with donors. Explore how rich storytelling combines with a digital marketing strategy for a winning communication plan. This session will discuss the basics of nonprofit fundraising programs. We'll look at fundraising examples from small nonprofits. Plus, Ashley will give a broad overview of Cornell University's giving days and crowdfunding program.</p>	<p>Strategy, Planning, & Change G2: Standing Out in a Crowd- Leveraging Your Brand Position to Appeal to the Right People</p> <p><i>Melissa Russom, Communications Strategist, Melissa Russom Consulting</i></p> <p>You can't be everyone's cup of tea - and that's ok! If you're trying to appeal to everyone with a broad message, you're competing against every other summer activity in your region. But if you define and communicate what makes your camp unique, you'll stand out and attract campers who will most likely become lifelong fans. This interactive session will cover how you can develop insights into your audience, clarify what makes your camp unique, and develop messaging that communicates that uniqueness to the right audience.</p>	<p>Technology & Communications G3: Digital Tracking to Up Your Marketing Game</p> <p><i>Alli Thresher, Digital Content Lead at PJ Library, Harold Grinspoon Foundation, Christina Rizer, Web Production Coordinator, Harold Grinspoon Foundation</i></p> <p>Do you know who is visiting your website and why? What about your most popular social media posts? Join PJ Library's digital marketing and content team for tips and techniques that will make you look like a marketing and engagement genius. This session is best suited for attendees that have familiarity with google analytics and social media insights. Participants will leave this workshop with:</p> <ul style="list-style-type: none"> • Action plans for understanding their email open rates, website traffic, and social media engagement • Meaningful tips and tools to streamline and utilize their tracking data • Tangible ideas for improving email open rates, social media engagement, and website design. 	<p>Strategy, Planning, & Change G4: Designing Great Gatherings from Planning to Parting</p> <p><i>Molly Wernick, Community Engagement, Habonim Dror Camp Galil</i></p> <p>Yes, our summers are rich with purpose and camp magic, but how do we create that same energy when we're gathering our camp staff, board, and community outside of the summer months? Drawing on the lessons from Priya Parker's book <i>The Art of Gathering</i>, you will learn tools and tips about leveling up the design, facilitation, and closing of your next gathering that will leave your participants feeling inspired and ready to take the next step.</p>
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<p>Fundraising G5: In the Donors Mind: The Science of Giving</p> <p><i>Daniel Mansoor, President, GoodWorks Group</i></p> <p>What do behavioral economics and psychology teach us about donor motivation? Going beyond strategy, tactics, and anecdotes, academic research and studies take us inside the donor's mind, revealing the science of giving. With this data, fundraisers have better tools for motivating donors to give to their organization, give more, and give more regularly. Find out how to use this evidence-based research to implement new creative approaches to your work in cultivating, securing, and stewarding your donors and prospects.</p>	<p>Jewish Content G6: The Art of Leadership</p> <p><i>Rabbi Yafa Chase, Director, Western Massachusetts Programs, Harold Grinspoon Foundation</i></p> <p>In hevruta (pairs) and as a group, we will explore what Jewish texts can offer us about being leaders. As board members, funders, and staff we will look at questions such as:</p> <ul style="list-style-type: none"> •How does leadership play a role in the work that we do? •Can we call on different types of leadership for different situations? •Does power corrupt or are there ways to keep our integrity as leaders? •How can we empower one another to lead? 	<p>Fundraising G7: So, You Wanna Raise More Money From Individual Donors? Develop your personalized and practical action plan</p> <p><i>Alia McKee, Principal, SeaChange Strategies</i></p> <p>Have you ever said, "We should be raising more money from individual donors?" If the answer is yes, then this training is for you. In this session, Alia will review both internal and external considerations that should be evaluated as part of your individual fundraising efforts, how to prioritize strategies and tactics, the pitfalls and misconceptions to watch for, and key metrics to use for measuring success. Each participant will complete both an internal fundraising assessment and a strategy and tactical assessment and will leave with a prioritized action plan.</p>	<p>Strategy, Planning & Change G8: What Does a Culture of Philanthropy Actually Look Like?</p> <p><i>Mark Shapiro, President & CEO of Harry & Rose Samson Family Jewish Community Center, Elyse Cohn, Chief Development Officer Harry & Rose Samson Family Jewish Community Center, Toni Davison Levenberg, Director of Steve and Shari Sadek Family Camp Interlaken JCC, Lenny Kass, Director of Albert & Ann Deshur JCC Rainbow Day Camp</i></p> <p>Over the past year, the Harry & Rose Samson Family Jewish Community Center of Milwaukee has been developing a Culture of Philanthropy throughout both the JCC and its camps. This workshop will include a team presentation led by JCC President & CEO Mark Shapiro and including Chief Development Officer Elyse Cohn, Toni Davison Levenberg, Director of Steve and Shari Sadek Family Camp Interlaken JCC, and Lenny Kass, Director of Albert & Ann Deshur JCC Rainbow Day Camp. The team will discuss how they've engaged stakeholders from across the organization; their missteps and successes in changing the culture; and how they are making donors an integral part of their mission. They will also help you think about steps you can take to cultivate a Culture of Philanthropy at your camp.</p>
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Fundraising

G9: Creating Your Donor Stewardship Plan: How PJ Library Does It

Will Schneider, Director of Advancement, PJ Library, Jillian Farrell, Director of Advancement Communications, PJ Library

We all know the importance of cultivating our donors and prospects throughout the year with special touchpoints. But what kind of touches really work for which donors? And how do you decide which to use when during the year? Will Schneider, Director of Advancement, PJ Library, and Jillian Farrell, Director of Advancement Communications, PJ Library, will discuss their process for developing a donor stewardship plan for their donors. They will also leave time for participants to take part in a hands-on donor stewardship exercise.

Governance, Strategy, Planning & Change

G10: How Best to Secure Your Camp: A Review of Best Practices for Physical and Operational Security Procedures

Joshua Gleis, President, Gleis Security Consulting

Come learn and discuss from a true camp security expert what it takes to build realistic emergency and security procedures at your camp. This presentation will review the elements critical to improving the physical as well as operational security of your camp. It will review the most effective hardware to invest in, the different options out there (budget dependent), the role of security guards, the importance of security training, and what kind of training to focus on.