

Workshops for Session G: Tuesday, 11:00 AM – 12:15 PM

TECHNOLOGY	LEGACY	ENROLLMENT	FUNDRAISING/GIFT
<p>G1: JTEC Training – Continued <i>Kevin Martone, Technology Program Manager and JTEC Program Director, JCamp 180</i></p> <p>For JTEC7 Participants and their selected colleagues</p> <p>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).</p>	<p>G2: Camp Legacy Training- Continued <i>Mitch Kupperman, Mentor and Camp Legacy Program Director, JCamp 180</i></p> <p>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.</p>	<p>G3: Enrollment Program Training – Continued <i>Aron Goldman, Mentor and Enrollment Program Director, JCamp 180</i></p> <p>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.</p>	<p>G4: GIFT7 & GIFT Grads Completion</p> <p>This is a mandatory session for all active GIFT participants only. We’ve spent a year together working on our breakthrough projects, and moving the needle on building a culture of philanthropy. What is next? Meet with peers and create the future for your camp!</p>

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<p>G5: Peer to Peer Basics: From Bike Races to Bar/Bat Mitzvah <i>Tim Sarrantonio, Director of Business Development, Neon CRM</i></p> <p>One of the fastest growing segments of giving is the peer to peer fundraiser, but what exactly does that mean and how much work will it take to pull off? Get rid of the boring gala and move into the type of engagement that makes your donors the center of the story. Join Tim Sarrantonio of NeonCRM for an interactive session that will showcase real world examples of success from his own life as well as practical advice for setting up your own peer to peer model, be it a traditional sports-focused model or one that empowers donors to ask their friends and family to support camp at their bar/bat mitzvah, birthday, or wedding.</p>	<p>G6: It's Time to Reboot Your Legacy Program <i>Missy Stein, Director of Development, Camp Ramah in the Poconos</i></p> <p>Has your camp Legacy program gone dormant over the past few years? Getting your Legacy program back on track is easier than you might realize. And help is here. Together we will cover these important: four simple steps to reboot your Legacy program; tips for finding active volunteers for your Legacy Committee; what to say to reconnect with your current Legacy members you've not been in touch with for a while and; how to overcome objections with confidence. Your Legacy program has enormous potential to engage your most loyal supporters in creating camp's future. Now is the time to reboot!</p>	<p>G7: Building New Support Through Winning "Welcome/Welcome Back" Strategies <i>Julia Riseman, Mentor, JCamp 180</i></p> <p>Growing your base of support depends on how well you "welcome" new members and long-lost friends, invite them into the "Camp family," and express the reasons to give. Come learn the importance of those critical first communications with new alumni, first-time donors, and newly "found" alumni and families. The first impressions you make with these promising constituents can determine how long and deep their engagement with camp will be. Join JCamp 180 Mentor and Data2Donors Co-Director Julia Riseman to discover how a segmented and strategic welcome/welcome back communications plan can help you effectively expand your big, happy camp family of alumni, friends, and donors.</p>	<p>G8: Parent Communication: We Are Well Beyond Refresh, Refresh, Refresh <i>Allison Cohen, Principal, Orange Door Strategies</i></p> <p>Children experience the magic of your camp every summer. But do your campers share their stories with their parents, so that they understand the impact of camp on their child? In this session, we'll discuss how you can reinforce a parent's decision to invest in camp for their child, make them feel like you are their partner in raising their child for the summer, and help them get more information from their kids when they return from their magical summer.</p>

STRATEGY, PLANNING & CHANGE

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G9: Do More, Stress Less: Office Hours With Diana Bloom - Continued

*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!