



TWENTY QUESTIONS

Engaging and enrolling people in the life of camp is profoundly satisfying and interesting. Through regular, simple questions, you can get an understanding of what is important to and what motivates people. By showing an interest in their life and their ideas you can help form strong relationships for the camp. (and for yourself)

People remember more of what *they* say than what *you* say. People believe what *they* say more than what *we* say. People enjoy conversations in which they speak the most. Therefore, asking people about their beliefs and how they relate to camp experiences can help people link more profoundly to our own goals and mission. We want them to tell US whatever we want them to REMEMBER. We want them to connect to camp.

LISTENING is what it is really about. Here are some questions to help you get started. Enjoy your journey of discovery as you build relationships for camp.

1. Did you go to camp as a child? What camp(s)?
2. What did you love about camp most? Is there a story in that?
3. What did you learn from those experiences?
4. Is there anything you do today (in your life's work) that came from those experiences?
5. What do you think is important about Jewish camps today?
6. What do you know about our camp's mission, vision and work?
7. How well do you know our programs? Which ones? How did that come about?
8. What do you love to do on a day off?
9. What is important to you in raising children today?
10. What do you believe are the perceptions of our camp (nationally, in the community, region, state)?
11. What are the ages, names of your children? Grandchildren? Where do they live? Did they go or do they go to camp?
12. How have you been involved with other organizations? What was that experience like?
13. As you think about the most satisfying volunteer experience you've had, what was key?
14. How can we get you more involved with us?
15. How and why have you settled on your life's work?
16. What's the best business decision you've ever made? How so?
17. What's the best personal decision you've ever made? How so?
18. To what extent does our mission (vision, work) dovetail with your beliefs? How so?
19. If you could pass along a lesson to (your grandchildren) (other organizations like us) what would that be?
20. What do you expect from the charitable organizations in which you are involved?

Follow-up Questions

1. How so?
2. Can you clarify that?
3. Can you give me an example of what you mean?
4. Can you say more about that?
5. How did that come about?
6. What did that mean to you and your family?
7. How strongly do you feel about that?
8. What do you think about that?
9. What is most important to you?

The above questions are presented with much appreciation from The Osborne Group (www.theosbornegroup.com)

If they already are involved in camp:

1. What does camp do better than anyone else?
2. How can camp have the greatest impact in the future?
3. Anything else you'd like to say about our future?
4. What are we doing right?
5. What are our strengths?
6. To what do we aspire?