

# Workshop Descriptions

## Session E

### E1: Strategic Blogging for Camps

**Track:** Technology

**Level:** Beginner to Intermediate

Does your camp have a blog, but you have trouble keeping it energized all year long? Do you think about blogging, but aren't sure what you should post (or who would do it)? In this beginner to intermediate-level workshop on blogging, Debra Askanase – who runs the award-winning blog [www.communityorganizer20.com](http://www.communityorganizer20.com) about nonprofit social media use – will discuss how to think strategically to find and create effective content for your camp's blog all year long.

**Presenter:** Debra Askanase, *CEO and Engagement Strategist, Community Organizer 2.0*

### E2: Leading the Board to Make Decisions

**Track:** Leadership, Fundraising

**Level:** Beginner to Intermediate

Each year camp boards make critical decisions, and sometimes difficult or painful decisions. That's when the Board looks to the Board President for guidance and direction. This workshop reflects on the specific leadership skills required of a Board President to help a diverse group to make meaningful decisions as a cohesive governing body. We'll cover such topics as: how to determine which factors should be considered by the camp staff, board committees, or the board as a whole; how sensitive information should be shared; and what you can do if board's conversation becomes confused, derailed, or worse. Come away with ideas, better practices, and deepen your facilitation skills to lead your board to make good decisions on the things that matter most.

**Presenter:** Julia Riseman, *Mentor, Grinspoon Institute*

### E3: Leading Kids to Camp

**Track:** Leadership

**Level:** All Levels

Finding innovative approaches and establishing community partnerships is a helpful tactic to new camper recruitment. In this workshop we will explore how camp and community professionals are leveraging One Happy Camper to recruit within existing Jewish membership programs and institutions. We will hear how these stakeholders are discovering new opportunities by tapping into their local PJ Library program and reimagining the synagogue-camp relationship, all to drive more kids to camp.

**Presenters:** Seth Cohen, *Program Director, Foundation for Jewish Camp*  
Adrian Bailey, *Director of Operations, the PJ Library*  
Rabbi Avi Orlow, *Jewish Education Specialist, Foundation for Jewish Camp*  
*Panel of camps and community professionals to be announced*

### E4: Fundraising Around the Campfire: It Does Not Have to be a Scary Story

**Track:** Fundraising

**Level:** Basic to Intermediate

Face-to-face solicitation is both a science and an art. Learn key approaches to solicitation and ways to field the common objections to giving. You will leave this workshop with specific techniques that bring the donor from the telephone to the table. No knowledge of scary ghost stories necessary!

**Presenter:** Doris R. Feinberg, CFRE, President, The Prospero Group, LLC

## Workshop Descriptions

### Session E *continued*

#### **E5: Policies for Camps and Boards so You Can Sleep at Night**

**Track:** Governance

**Level:** All Levels

No one loves paperwork or policies, but as a leader you have an obligation to ensure that your camp has all the policies required by law. Do you know what policies are required, if your camp is complying with them, and if your board members fully understand them? If not, would you like to know how to create and follow them? How to make them simple and useful? And whose responsibility it is to get this done? Join us for this interactive and hands-on workshop to ensure that you can rest easy this year.

**Presenter:** Natasha Dresner, *Mentor, Grinspoon Institute*

#### **E6: The Feasibility Study: Feasible for You?**

**Track:** Fundraising

**Level:** All Levels

A feasibility study allows an organization to test an ambitious fundraising goal to see if it is realistic before launching a big campaign. In this workshop we'll explore the pros and cons of using a feasibility study as part of planning your capital or endowment campaign or other major fundraising initiatives. Learn from the experiences of camp colleagues who've used feasibility studies for their campaigns and others who chose not to. You'll come away with a better understanding of the purpose, methods, and costs associated with doing a feasibility study, alternatives to a traditional study, and a foundation for deciding if a study makes sense for your camp.

**Presenter:** Dan Kirsch, *Mentor, Grinspoon Institute*

#### **E7: Direct Mail: Get More Sophisticated and Do It Right!**

**Track:** Fundraising

**Level:** Beginner to Intermediate

Every camp sends at least one snail-mail fundraising appeal letter. Are you just sending out a form letter bulk mail and hoping for a good response? Or do you utilize your donor database to segment your list and target certain categories of donors such as major donors, lapsed donors, alumni and parents? Direct mail is a science. Learn relatively simple things you can do to improve your response rate, upgrade your donors and make the most of your direct mailings to get the annual scholarship and operating funds that your camp needs.

**Presenter:** Teresa Utt, *Senior Account Executive, Andrew Associates*

#### **E8: Camp Wonderful's Underperforming Board: A Case Study**

**Track:** Leadership, Governance

**Level:** All Levels

Using the Case Study method, we will explore common tensions experienced among camp committees and boards – on the one hand, what to do with a “non-fundraising or ineffective board and committees” and on the other hand, “Failing to use the time, talent and resources of board members.” You will choose a topic and discover multiple solutions and perspectives in this interactive, thought-provoking workshop to help you understand and solve these two important issues.

**Presenter:** Jill Paul, *Mentor, Grinspoon Institute*

# Workshop Descriptions

## Session E *continued*

### **E9: JCCA Day Camps/Grinspoon Pilot Project: Reflecting on Year 1 and Planning Year 2**

**Track:** Strategic Planning

**Level:** All levels

This workshop is limited to participants of the JCCA/Grinspoon Day Camp pilot project. This facilitated round table discussion will allow you to reflect on the successes and challenges faced in the first year of consulting services through the Grinspoon Institute, with a focus on learning from one another. The second half of this workshop will involve sharing plans for year two, defining your expected outcomes, and building capacity for sustaining the momentum in the years ahead. Come prepared to share examples of your work and plans with your peers.

**Presenter:** Herb Tobin, *Mentor, Grinspoon Institute*

### **E10: Camp Directors' Round Table**

**Track:** Leadership

**Level:** All Levels

This round table discussion is for camp directors and camp executive directors, both new on the job and veterans in the field. What are you doing to nurture your own development as a leader or mentor others? This hour is your opportunity to bring up questions and concerns that only other camp directors can fully appreciate and address.

**Presenters:** Camp Directors to be announced