

# Utilizing Technology Effectively

## *Reaching Fundraising & Outreach Goals*

November 16, 2009

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# Agenda:

- GJJP Technology Program
- Technology Assessment
- Technology Plan
  - Who Does What?
  - Collect Clean Data
  - Put It To Work
  - Communicate
- Using Tools to Help
- Summary/Conclusion

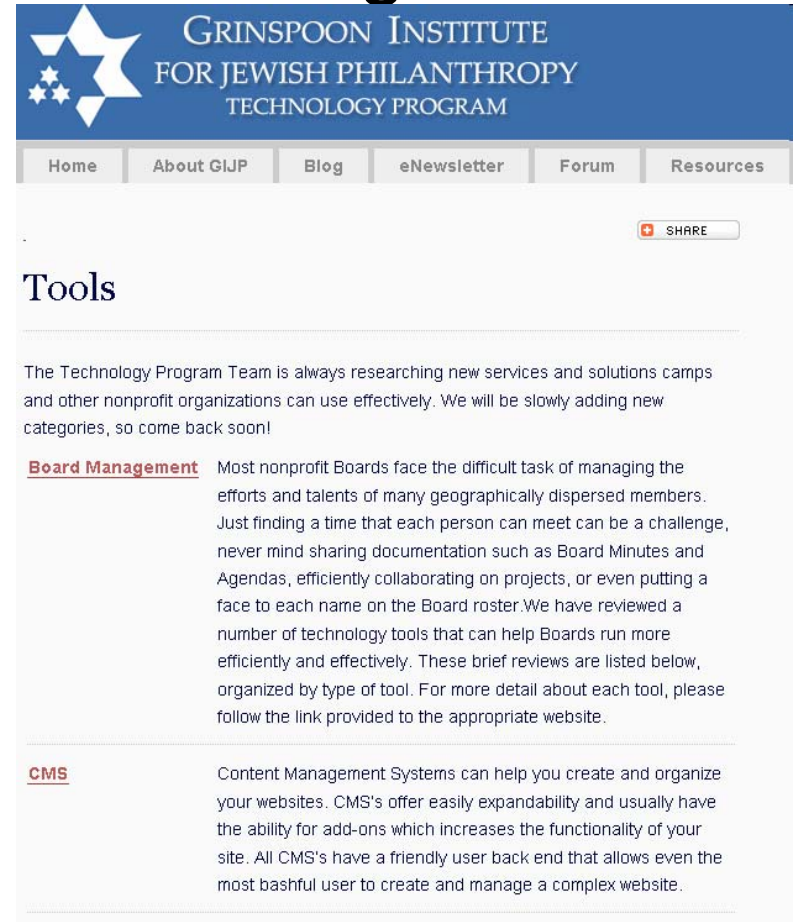
# GIJP Technology Program

- Help camps utilize technology to reach the goals set with their Mentor in Fundraising and Alumni Outreach
  - Data Management
  - Communications
  - Engagement/Fundraising

# GIJP Technology Program Offerings

## ■ Research/Analysis

- Donor Management Tools
- eNewsletter Tools
- Board Management Tools
- Facebook best practices
- Etc.



The screenshot shows the website header with the logo and navigation menu (Home, About GIJP, Blog, eNewsletter, Forum, Resources). Below the header is a 'SHARE' button. The main content area is titled 'Tools' and contains two sections: 'Board Management' and 'CMS'. The 'Board Management' section discusses the challenges of managing nonprofit boards and lists reviewed technology tools. The 'CMS' section discusses Content Management Systems and their benefits for nonprofit websites.

GRINSPOON INSTITUTE  
FOR JEWISH PHILANTHROPY  
TECHNOLOGY PROGRAM

Home About GIJP Blog eNewsletter Forum Resources

SHARE

### Tools

The Technology Program Team is always researching new services and solutions camps and other nonprofit organizations can use effectively. We will be slowly adding new categories, so come back soon!

**Board Management** Most nonprofit Boards face the difficult task of managing the efforts and talents of many geographically dispersed members. Just finding a time that each person can meet can be a challenge, never mind sharing documentation such as Board Minutes and Agendas, efficiently collaborating on projects, or even putting a face to each name on the Board roster. We have reviewed a number of technology tools that can help Boards run more efficiently and effectively. These brief reviews are listed below, organized by type of tool. For more detail about each tool, please follow the link provided to the appropriate website.

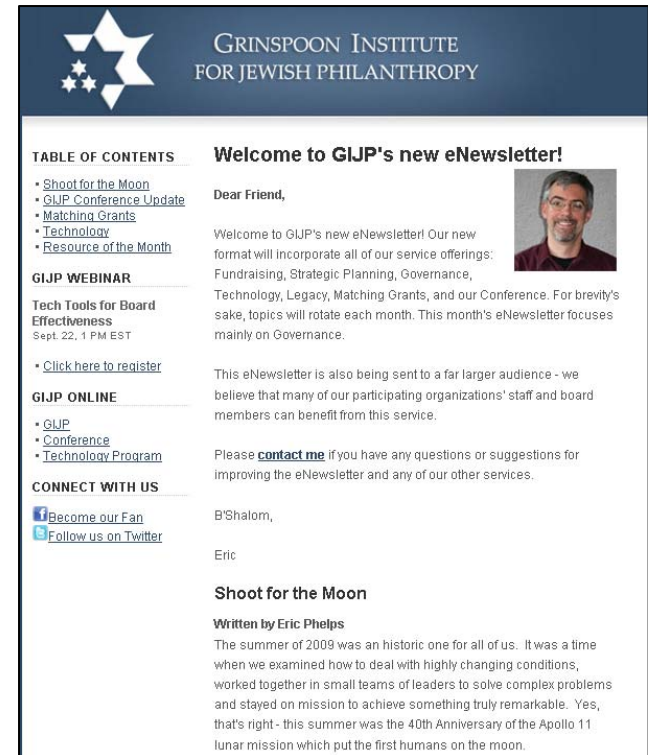
**CMS** Content Management Systems can help you create and organize your websites. CMS's offer easily expandability and usually have the ability for add-ons which increases the functionality of your site. All CMS's have a friendly user back end that allows even the most bashful user to create and manage a complex website.

## ■ Find our Research here:

[http://gijptech.org/?page\\_id=233](http://gijptech.org/?page_id=233)

# GIJP Technology Program Offerings (cont'd)

- Articles/links of interest
  - eNewsletter Archives/Signup
    - <http://eNewsletter.gijptech.org>
  - Blog
    - <http://blog.gijptech.org>
  - Facebook Page
    - [www.facebook.com/GrinspoonInstitute](http://www.facebook.com/GrinspoonInstitute)
  - Twitter Account
    - [www.twitter.com/gijp](http://www.twitter.com/gijp)



The screenshot shows the top portion of an eNewsletter. At the top left is the Grinspoon Institute logo. To its right is the text "GRINSPOON INSTITUTE FOR JEWISH PHILANTHROPY". Below this is a "TABLE OF CONTENTS" section with links to "Shoot for the Moon", "GIJP Conference Update", "Matching Grants", "Technology", and "Resource of the Month". There are sections for "GIJP WEBINAR" (Tech Tools for Board Effectiveness) and "GIJP ONLINE" (GIJP Conference, Technology Program). A "CONNECT WITH US" section includes links to Facebook and Twitter. The main body of the newsletter begins with "Welcome to GIJP's new eNewsletter!" followed by a "Dear Friend," and a welcome message. A small photo of a man is visible on the right side of the page.

# GIJP Technology Program Offerings (cont'd)

- Webinars on Topics of Interest
  - Creative Alumni Outreach Strategies
  - Facebook for Nonprofits
  - Tech Tools for Board Effectiveness
  - Stewarding Your Donors
  - Etc.

## Webinar Archive

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Past Grinspoon Institute Webinars will be available here to view. You can either download them to your computer or view them online!

Have any comments about past or future Webinars? Please discuss in our new [Discussion Forum](#).

### Tech Tools for Board Effectiveness – September 22nd, 2009

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<b>Presented by:</b>	<b>Kevin Martone</b> Technology Program Manager GIJP	<b>Julia Riseman</b> Mentor GIJP
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**Overview:** THERE MUST BE A BETTER WAY: Is your Board struggling to manage your board documentation? Having trouble finding times when everyone can meet? Keep losing people from long email discussions? Could your Board be run more effectively? On Tuesday, September 22 at 1 PM EST, GIJP Mentor Julia Riseman will present "Tech Tools for Board Effectiveness." She will share a few free or low-cost tools that can get your Board running more effectively – so it can focus on its most important tasks.

Please visit the "[Tech Tools for Board Effectiveness](#)" archive page to view the webinar and download the Presentation.

- Webinar archives/registration: <http://webinar.gijptech.org>
- Have had 150+ unique participants in our six Webinars to date

# GIJP Technology Program Offerings (cont'd)

## ■ Initial Technology Assessment

- All key members of camp team; Mentor; and Technology Program team
- Determine goals, obstacles, vision, and next steps regarding technology, data management
- Integrate with Strategic Plan
- See Camp Morasha case study for more information:
  - [www.bit.ly/InitialTech](http://www.bit.ly/InitialTech)

# What Are Your Goals?

- Before an organization can use tech effectively, it must determine its goals
  - Fundraising?
  - Outreach?
  - Other?
- Technology is *NOT* a goal in and of itself; it allows an organization to realize its key goals
- Use technology to be more effective and efficient...but first decide what to be more effective and efficient with!

# Four Steps to an Effective Tech Plan

- Four steps for effective, sustainable, and on-going alumni outreach and fundraising efforts:
  - Identify who does what
  - Collect clean data
  - Put your data to work
  - Communicate with your Alumni, supporters and donors
- Fully implementing each of these four steps will allow a camp (or other organization) to:
  - Effectively stay engaged with its alumni and donors
  - Improve communications with all constituents
  - More effectively fundraise to improve camp offerings, maintain low tuition fees, and proceed with capital improvements



<http://thegoldguys.blogspot.com/>

# Identify Who Does What

- Determine roles and responsibilities to effectively manage alumni outreach and fundraising activities
  - Determine roles
  - Communicate expectations clearly
  - Staff, board, and Committees (Fundraising, Alumni)
- Results:
  - Increased capacity – things get done!
  - Feeling of accomplishments (board/committee members, especially)
  - No confusion/hard feelings – everyone knows what has to be done

# Collect Clean Data

- Prepare consistent, up to date electronic alumni, donor, and gift data
  - Existing alumni, donor, event registration, and prospect spreadsheets should be merged and deduped.
  - Existing paper records of donors and campers should be located and entered electronically; prioritize for maximum impact.
  - **Ongoing processes** for gathering up to date alumni data should be implemented and utilized consistently. May include:
    - Contact Information Update Form on Alumni section of website
    - Social Media presence – engage and maintain
    - Regular alumni events: schedule and promote widely; systematically gather and track attendee contact information
    - Continual data collection: ensure event data and other contacts are collected and merged with existing constituent data.
  - Donor and gift data must be meticulously tracked and merged with alumni data for consistent data management.

# Put Your Data to Work

- Implement a donor management system to more effectively manage outreach and fundraising efforts.
  - Process acknowledgements and pledge reminders, and maintain all contact and donation history with key constituents in centralized place.
  - Plan for on-going training on donor management system.
- Continue to Collect (and Update) Clean Data!

# Communicate

- Communicate with your Alumni, Supporters, and Donors
- Build community and connectedness with Alumni and other constituents
- Use personal stories wherever possible
- Tools
  - eNewsletters/Newsletters
  - Social Media
  - Events
  - Volunteer Opportunities/Camp Visits

# Personal Stories

## ■ UJA Federation of Toronto

### □ Personal Stories

- Campaign
- Website Content
- Video



- DONATION OPTIONS 20
- UNITED JEWISH APPEAL CAMPAIGN 2010
- ABOUT UJA FEDERATION 20
- DOING JEWISH 20
- INTERNATIONAL NEWS 20
- TOMORROW CAMPAIGN 20
- JEWISH FOUNDATION 20
- FRAGMIT CANADA
- MEDIA 20
- CONTACT US

 Want to stay in the loop? Join the UJA Federation Facebook fan page.

 Follow us on Twitter.



#### Sam is not alone

 When his wife died six years ago, he was understandably despondent. He found it hard to get out of bed many days, and, as a result, his social life suffered. He tried to keep up with friends and family but his wife was always the one to make arrangements and stay connected. Weeks would often go by without Sam even leaving his apartment.


[Continue Reading...](#)  
Posted by: shaddah (August 24, 2009 at 3:47 PM) | [Comments](#) | [Email](#)

#### Jewish summer camp changed his life

 Raghi Masli was 15 when he came to Toronto from his native Bombay in December, 2004, and like anybody starting a new life in a new country, he yearned to fit in, and make friends his own age.

[Continue Reading...](#)  
Posted by: shaddah (August 24, 2009 at 3:45 PM) | [Comments](#) | [Email](#)

#### They found Israel and each other

 Jordan, 25, always knew that he was Jewish, but it was during a December 2005 Canada Israel Experience (CIE) (Brightlight Israel trip, that his life as a Jew changed forever.

[Continue Reading...](#)  
Posted by: shaddah (August 24, 2009 at 3:44 PM) | [Comments](#) | [Email](#)

**Tell us Your Story**

**VOLUNTEER OPPORTUNITIES**  
CLICK HERE FOR MORE OPPORTUNITIES ONLINE/IN PERSON  
**GET INVOLVED**

**CLICK HERE & DONATE TO UJA**  
WHICH TAX RECEIPT?

#### Campaign 2010

- Campaign 2010 Home
- Calendar
- News and Events
- Tribute Cards

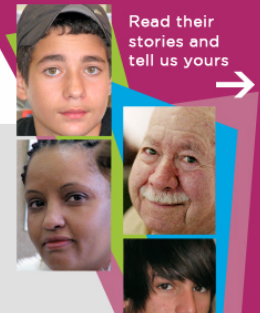


**Campaign total \$16,370,772**

**DONATE NOW**

**VOLUNTEER**

Many Lives. One UJA.




Toronto's Jewish community is one of the most vibrant, flourishing and compassionate Jewish communities anywhere in the Diaspora. We are proud of what this community has built and will continue to build, especially



# eNewsletters/Newsletters

- Prepare regular communications to keep Alumni, Donors, and Prospects up to date with camp news



**JACOBS LEDDER** URJ Henry S. JACOBS CAMP UNION FOR REFORM JUDAISM

May 2009 / Iyar 5769 [Comments](#) | [Subscribe](#) | [Visit Our Website](#)

[JC on JC \(Jonathan Cohen on Jacobs Camp!\)](#)  
Napoleon Bonaparte coined the phrase "an army marches on its stomach." For years, I have believed that a camp marches on its stomach" as well, which is why a smooth & efficient food service operation has always been a high priority of mine.

But given how much time I spent thinking about and going into bathrooms over the last two years, I am now beginning to think that a camp runs on its toilets. [Please read more...](#)

[Who Says You Can't Come Home? Come Home to HSJ!](#)  
This year is a very special year. (How special is it?)

It is so special that it's Jacobs Camp's Fortieth Birthday! [Please read more...](#)

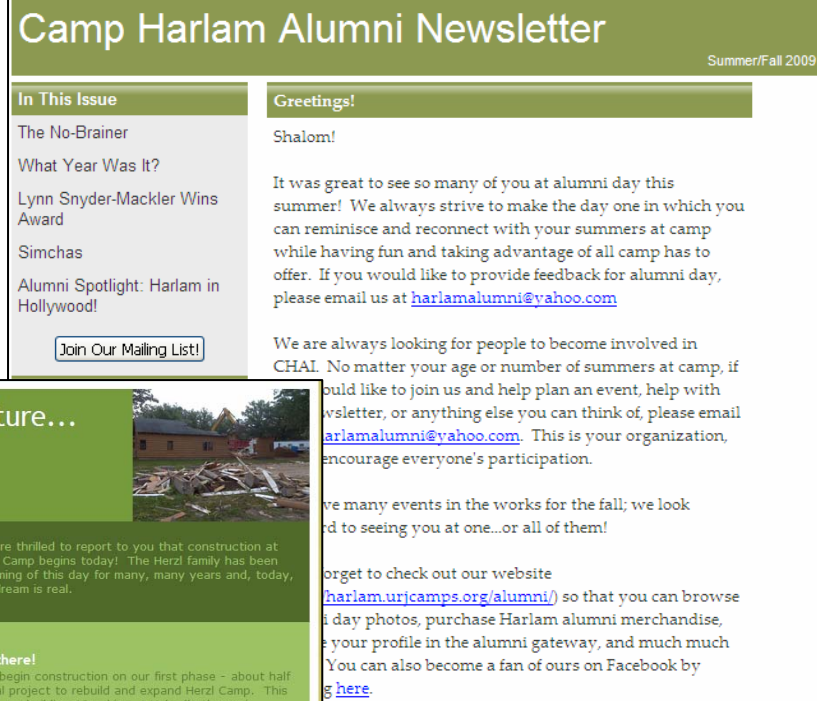
[My Favorite Camp Song is...](#)  
In preparation for our 40th Anniversary Reunion, we will be soon be launching an online vote for the best camp songs of the 70's, 80's, 90's, and 00's.

Be on the lookout for the voting details. And, come to the Reunion to hear the winners as selected by our alumni performed by [Dan Nichols and E18hteen!](#)

[Shabbat Across America](#)  
This June, in cities across the country, we're starting a new Camp tradition; and in the process, kicking off our anniversary summer in a big way!



Who says you can't



**Camp Harlam Alumni Newsletter** Summer/Fall 2009

In This Issue	Greetings!
The No-Brainer	Shalom!
What Year Was It?	It was great to see so many of you at alumni day this summer! We always strive to make the day one in which you can reminisce and reconnect with your summers at camp while having fun and taking advantage of all camp has to offer. If you would like to provide feedback for alumni day, please email us at <a href="mailto:harlamalumni@yahoo.com">harlamalumni@yahoo.com</a>
Lynn Snyder-Mackler Wins Award	We are always looking for people to become involved in CHAL. No matter your age or number of summers at camp, if you would like to join us and help plan an event, help with our newsletter, or anything else you can think of, please email <a href="mailto:harlamalumni@yahoo.com">harlamalumni@yahoo.com</a> . This is your organization, encourage everyone's participation.
Simchas	We have many events in the works for the fall; we look forward to seeing you at one...or all of them!
Alumni Spotlight: Harlam in Hollywood!	Don't forget to check out our website <a href="http://harlam.urjcamps.org/alumni/">harlam.urjcamps.org/alumni/</a> so that you can browse our day photos, purchase Harlam alumni merchandise, update your profile in the alumni gateway, and much much more. You can also become a fan of ours on Facebook by clicking <a href="#">here</a> .
<a href="#">Join Our Mailing List!</a>	

**Building our Future...**  
Here's to Dear Old Herzl

**Expanding & renovating Herzl Camp**  
We are thrilled to report to you that construction at Herzl Camp begins today! The Herzl family has been dreaming of this day for many, many years and, today, the dream is real.

**Halfway there!**  
Today we begin construction on our first phase - about half of the total project to rebuild and expand Herzl Camp. This winter, we are building 12 cabins, 1 Haks (bathroom/showerhouse), expanding our Mercaz (outdoor synagogue), and creating a new waterfront entrance for everyone including our campers with physical challenges.

**What's next...**  
We've raised half of our \$8 million goal and we are continuing to seek support. In fact, we are so sure that you'll step up to rebuild and expand Herzl Camp, that we are laying 6 extra cabin foundations today. That's right, if we raise another \$750,000 by December 15th, we'll have another 6 cabins ready for your children and grandchildren next spring!

**Want to join us?**

# Social Media

- Join the conversation already in progress on Social Media platforms
  - Ex: Existing Camp Facebook Groups
- Create and maintain presence on Social Media platforms
  - Ex: Official Facebook Page
- Promote Alumni section of website with event notifications and camp memories/pictures

## Other Social Media Tools

 facebook

 myspace.com  
a place for friends..

You  Tube

Linked  in®

 Ning

 Blogger™ 

 flickr®

 twitter

 podomatic

- And more...

# Events

- Schedule and promote regular Alumni events; systematically gather and track attendee contact information



## Alumni Camp Flag Song, by Danny Soshnik

Published August 28, 2009 Uncategorized [Leave a Comment](#)

### *To the tune of "We Didn't Start the Fire" by Billy Joel*

Harry & Rose Rosenthal, they're the ones to start it all,  
Herzl camp at White Bear Lake, livin' Theo's dream.  
Then the move to Devil's Lake, cabins covered in orange paint,  
60 years of history, about which we'll sing.

Dylan Bob, Maba, Bikkurim, Bruce Golob,  
Roof Ball, The new Beit Chai, Rosemary will never die.  
Chartreuse Buzzards, Kuntzing, Schwartzky stacked his World League Team,  
Bryan Greenberg, Golda Meir, Peanut butter on Eskimo Pies

#### CHORUS:

Living the dream with Theo,  
We are always yearning, hoping we're returning.  
Living the dream with Theo,  
It's been such a pleasure, memories we treasure.

Kadimahniks, N'divim, Bogrim and K'shishim  
Brandon's kitchen, Swimmers itching, turning back the clocks.  
Schmutz Busters. Chanut. Puddle Jumpina. Forkman

Here's to Dear Old Herzl...

To register for Alumni Camp on August 7th-9th, sign up online at [www.herzlcamp.org/alumni.htm](http://www.herzlcamp.org/alumni.htm)

Questions about Alumni Camp? [Send us an E-mail](#)

Sign up now! Deadline to register is Monday July 13th!

Categories:

[Cabin Memories](#)  
[Chugim Follies](#)  
[Favorite Shtick](#)  
[Herzl Traditions](#)  
[I Love Camp](#)  
[May We Be Blessed](#)  
[Relive the Dream](#)  
[Uncategorized](#)

search

Have a Story to Share?

If you'd like to share your own thoughts or photos from your years at Herzl, send an email to [alumni@herzlcamp.org](mailto:alumni@herzlcamp.org)  
*Thanks!*

# Volunteer Opportunities/Visits

- Offer and promote regular volunteer opportunities and camp visits
- Online Giving!



Use this form to easily submit an online payment. Required fields are noted with an asterisk (\*).

If you have a matching gifts program through your employer or would like more information about adding Camp Ramah to your will, please contact the **Development Office** at 215-885-8556.

Please click the links below if you would like to view the 2008 Financial Agreement Page for Camp Ramah in the Poconos and/or Ramah Day Camp:

[Day Camp](#)

[Overnight Camp](#)

## Payment Information

Payment Type	Donation
Designation*	Select <input type="text"/>
Amount*	\$0.00 <input type="text"/>
Gift Type	<input type="text"/>
Recipient Name	<input type="text"/>
Recipient Address	<input type="text"/>
Recipient City/State/Zip	<input type="text"/>
Gift Message/Comments	<input type="text"/>
Payment Total	\$0.00

## Billing Information

First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Address*	<input type="text"/>

# Remember...

- Integration with Offline Efforts
  - Fundraising – i.e., UMass Hillel Phone-a-thon
  - Traditional Newsletters – alumni database
  - Events – Tech to promote, display event pics
- Not all about Technology
  - Processes
  - People
  - Community

# Questions?



Photo by Xurple

## For More Information

- Tech Program Website: <http://gijptech.org>
  - Blog: <http://blog.gijptech.org>
  - eNewsletter Archives/Signup:  
<http://eNewsletter.gijptech.org>
  - Webinar archives/registration:  
<http://webinar.gijptech.org>
- CommonCraft “In Plain English” videos  
(for Social Media):  
[www.youtube.com/user/leelefever](http://www.youtube.com/user/leelefever)