# Building Community Through Communication

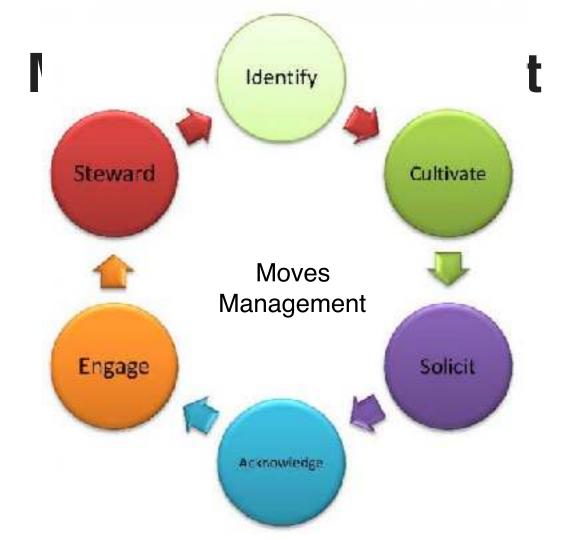
Edana Appel
Director of Camp and Family Programs
Westside JCC - Los Angeles

## Who is in the Room?

# So, what does it mean to build community through communication?

### What is in our tool box?

**Moves Management** 



### 12 Month Calendar

Donor	ID#	Interest	Comm Pref	Goal	Jan	Feb	Mar	Арг	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Smith	362786	Children	Email	\$ 35,000	Visit	Card	Memo	Book	Ask: China	F/u Ask	Invite to Trip	Internal report	Project Rpt	Donor Trip	Ask China	Book/Gif t/Thx
Perry	872646	Housing	Face/Face	\$ 110,000	Tel call	Report on India	News Letter	Invite to Event	Tel Call	Birthday	Tel call	Ask: India	Birthday	Tel Call	Yr. End Ask	Baok/Gif t/Thx
Willman	762508	Hunger	Tel	\$456,000	Birthday	Annual Rpt	Auditor Rpt	Tel call	News clipping		Invite to Trip		Invite Meet Paul	Donor Trip	Tex Planning	Book/Gif t/Thx
George	146268	7	Face/Face	\$ 23,000	Tel cell	Thanks for Last Gift	Interest Inventor	Book	News allpping	Birthday	Tel call	Annivers ay	Book	Tel Call	Yr. End Ask	Book/Gif t/Thx

# Creating a Communication Strategy

Using JCamp as a Case Study

#### Program: JCamp



Ongoing Birthday Post Cards

### Mailings

### Did you Know?

- Junk Mail kills 2.6 million trees a year
- US Households average 6 pieces of junk mail daily
- In 5 days we produce enough junk mail to reach the moon
- Junk mail produces 1 billion pounds of landfill each year

Are you contributing to the Junk Mail problem?

### Personalized Communication

Are you doing it?

#### **Possibilities of Post Cards**

- Upon Registration
- Birthdays
- Announcing Registration Opening
- Holiday Cards
- Etc.

#### Other Ideas?

- Social Media
- Videos
- Email Marketing
- Face To Face
  - Tabling
- Events



### Questions?

## Now, It's Your Turn!