

Building Community Through Communication

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**Who is in
the Room?**

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



What is in our tool box?

Moves Management

N

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12 Month Calendar

Donor	ID #	Interest	Comm Pref	Goal	Jan	Feb	Mar	Apr	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/Gift/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	Book/Gift/Thx
Willman	762508	Hunger	Tel	\$456,000	Birthday	Annual Rpt	Auditor Rpt	Tel call	News clipping		Invite to Trip		Invite Meet Paul	Donor Trip	Tax Planning	Book/Gift/Thx
George	146268	?	Face/Face	\$ 23,000	Tel call	Thanks for Last Gift	Interest Inventory	Book	News clipping	Birthday	Tel call	Anniversary	Book	Tel Call	Yr. End Ask	Book/Gift/Thx

Creating a Communication Strategy

Using JCamp as a Case Study

Program: JCamp

<p>January</p> <p>Winter Camp JCamp Reunion Shabbat</p> <p>Tabling JCamp Newsletter</p>	<p>February</p> <p>Registration Post Card</p> <p>Tabling Registration Post Cards JCamp Newsletter</p>	<p>March</p> <p>Kid-A-Palooza Tabling Committee Test/Calls Registration Post Cards JCamp Newsletter</p>	<p>April</p> <p>Spring Camp Tabling Committee Test/Calls Registration Post Cards JCamp Newsletter</p>
<p>May</p> <p>Pool Party JCamp Orientation Tabling Committee Test/Calls Registration Post Cards JCamp Newsletter</p>	<p>June</p> <p>Summer Camp JCamp Orientation Registration Post Cards</p>	<p>July</p> <p>Summer Camp Indoor Movie Night</p>	<p>August</p> <p>Summer Camp End of Summer Dinner</p>
<p>September</p> <p>Tabling</p> <p>JCamp Newsletter</p>	<p>October</p> <p>Tabling</p> <p>JCamp Newsletter</p>	<p>November</p> <p>Turkey Camp Tabling</p> <p>JCamp Newsletter</p>	<p>December</p> <p>Winter Camp Holiday Cards Tabling</p> <p>JCamp Newsletter</p>

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!**