



LEADERS ASSEMBLY 2018: THE PURSUIT OF EXCELLENCE
March 18-20, 2018 in Baltimore, MD

Development Directors
Sunday, March 18

SESSION PRESENTER(S):

David A. Mersky and Rachel Woda, Mersky, Jaffe & Associates

BIG IDEAS FROM THIS SESSION:

Telling stories that show impact and make the prospective donor the hero will raise more money

Everyone--executive staff, counselling staff, board members, campers, alumni can be ambassadors and advocates for camp by being great storytellers.

Segmenting the camp's stakeholders--systematically--will help create campaigns of one and lead to

- * better engagement
- * more people willing to undertake leadership roles
- * increased annual funds
- * enhanced potential for capital campaigns, endowment funds and planned giving programs.

Survey participants and non-participant Directors of Development to determine if there is interest in creating a community of practice with regular meetings and substantive webinars provided by the best in the field.