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THE ALCHEMY OF *Camp* FUNDRAISING

Foundation For Jewish Camp
Leaders Assembly
March 2016

immersive1st
Harnessing The Power of Immersive Experiences to Engage People and Build Community

SESSION OVERVIEW

1. Essentials
2. Alchemist's Magic
3. Art Meets Science
4. You!

THE ESSENTIALS

The 'Big Glass'

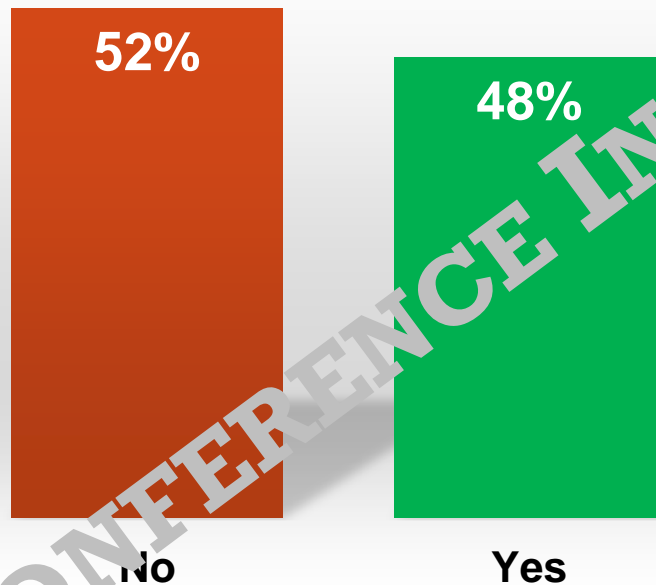
- 95.4% of households give / Average gift \$2,974
- Americans gave \$358 billion in 2014 (+7.1%)
 - Individuals \$258.51 billion 72%
 - Foundations \$53.97 billion 15%
 - Bequests \$28.13 billion 8%
 - Corporations \$17.77 billion 5%
- Religion (32%), education (15%), human services & grant-making foundations (12%), and health (8%).²
- By 2055, \$41 trillion will change hands

THE ESSENTIALS

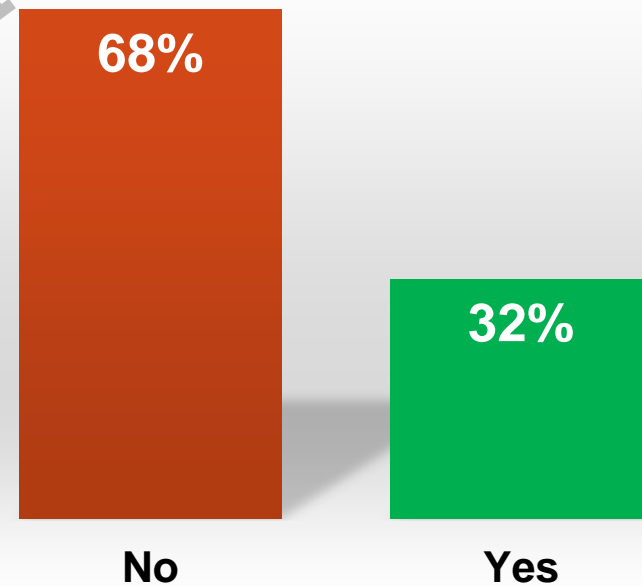
Camp Prism

1. Fact of organizational life
2. If you don't.....
3. Reality is.....

Annual Campaign 2015

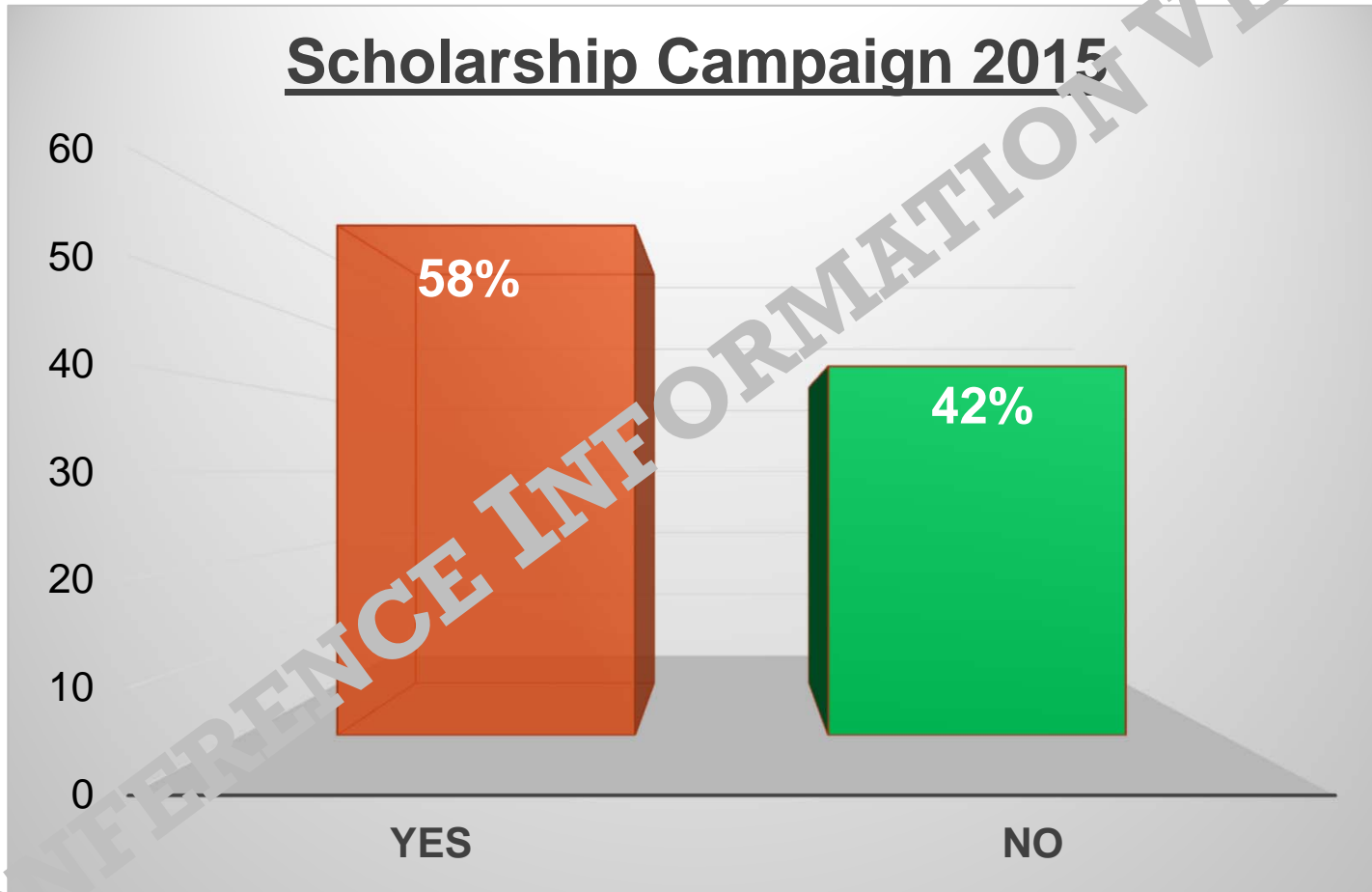


Capital Campaign 2015



THE ESSENTIALS

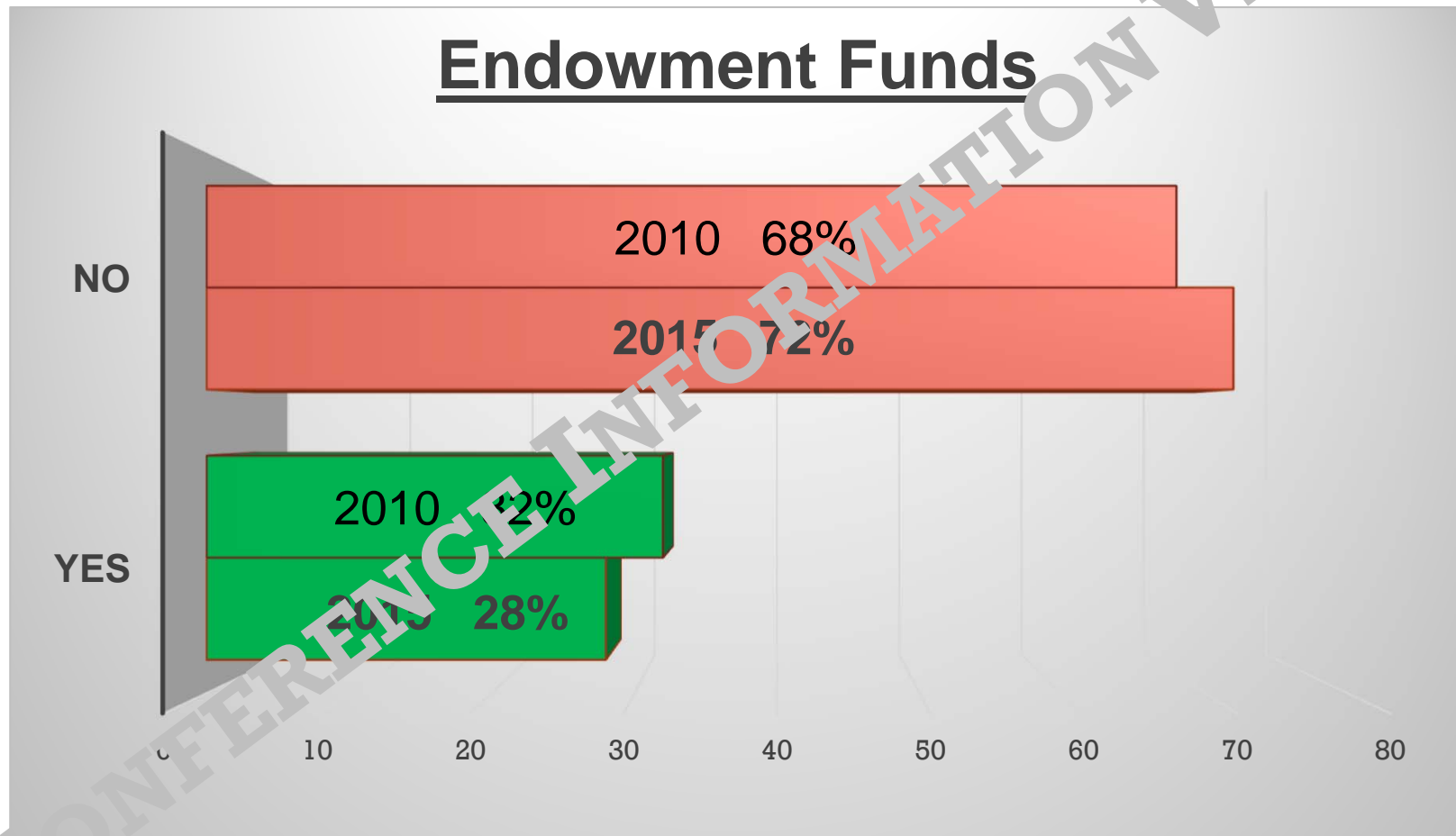
Camp Prism



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THE ESSENTIALS

Camp Prism

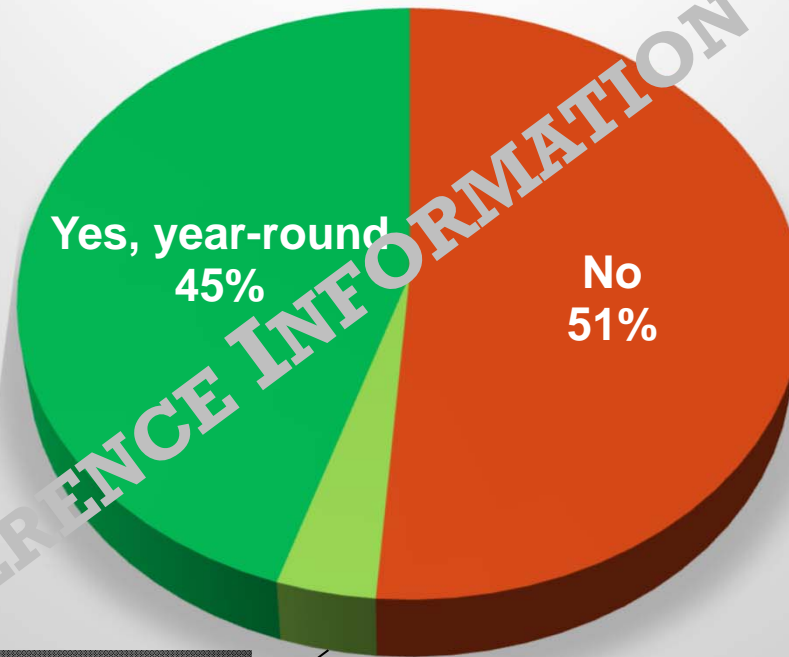


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THE ESSENTIALS

Camp Prism

Development Director on Staff 2016



Yes, summer only 4%

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THE ESSENTIALS

“Every action has an equal and opposite reaction” - Newton

“Doing something or nothing – results in something” - Phillips

Reality Bites

- Data/feedback support theory
- Not ‘go-to’ or first love.
- Internal & external pressure
- Good news.....More²

THE ALCHEMIST'S MAGIC

- a. Advantage Camp!
- b. Passionate Partners
- c. Relentless Determination
- d. Authentic Self

ART MEETS SCIENCE

Art

1. Time investment
2. Relationships
3. Top donors
4. Science helps

Science

1. Leverage technology
2. Appears personal
3. All donors (nearly!)
4. Art helps

Resource

- Your best & highest
- Get what you need
- Champion partners

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QUESTIONS FOR YOU.....

1. How much time do you spend?
2. What do you enjoy about fundraising?
3. What three things will improve your performance?

CONCLUSION

Risk, Reward and Letting Go

You are an alchemist; make gold of that.

William Shakespeare,

Thank You

**To discuss your specific needs
please contact us directly.**

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- Fund Development
- Organizational Analysis & Strategic Plans
- Coaching
- Program Vision & Implementation



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