

Saturday Afternoon Workshops

#STRATEGY

The strategy sessions have been designed to help you learn new skills to bring your ideas to life in innovative and impact ways. There are 16 choices and each one offers a powerful framework for leadership development and authentic skill building.

USING ART TO EXPRESS IDEAS AND EFFECTUATE CHANGE

Michael Bogdanow, Artist/Lawyer/Author/Musician, Michael Bogdanow's Contemporary Universal and Judaic Art

In this session, Michael Bogdanow will start by sharing his own journey and process in using art to express his ideas. He will show some of his art inspired by Judaic texts, and other works of his that are more “universal” in nature. Each participant will think about what their passions are, how art could be a vehicle to express them, and how art can effectuate change. Paper, pencils, and erasers will be used to help participants conceive and develop their ideas. The ideas will then be discussed among the group, strategies developed, and feedback exchanged. Participants will leave ready to put their ideas into play when they return to their communities.

MY STORY

Scott Brockman, Executive Director, American Friends of Neve Shalom Wahat al-Salam

In this workshop, participants will learn how to tell their story and build a narrative that will inspire others to act and to think. Practice, feedback, and exchange of great ideas with ensue.

BE THE CHANGE, CHANGE THE NORM

Rabbi Tamara Cohen, Chief of Innovation, Moving Traditions

Nicole Nevarez, New York Director, Moving Traditions

“Be the change” is not just a slogan. A widely overlooked strategy for change making is to behave in exactly the way that conveys the world view we wish to see actualized. Sounds simple, right? It is, but not necessarily easy, yet it is powerful and worthwhile work. For example, we can make change in the arena of “intimate justice” by demanding and expecting mutual equality and respect in all intimate interactions - whether long term relationships or hook ups. We can make the world a more equal place for women and girls, by treating our own body with respect and refusing to participate in shaming others. We will share ideas and experiences around change on the front lines of gender and sexuality issues, while we build a toolkit for change making in minds, hearts, bedrooms, online and beyond. Together we will take a step forward to BE THE CHANGE.

PHILANTHROPY IN ACTION

Corey Cutler, Director of Development, URJ Eisner and Crane Lake Camp

Briana Holtzman, Director, Jewish Teen Funders Network

Evan Mallah, Board Member, URJ Eisner & Crane Lake Camps

Mythbusters: Philanthropy Edition...*You have to have a lot of money to be a philanthropist.* That's just not true! To be a philanthropist is to be someone who gives (usually money) to promote the welfare of others - to make the world a better place. So what's the difference between charity and philanthropy? While charity is often an unplanned response to need right in front of you, philanthropy tends to be a little more strategic, thoughtful. Together we'll go through a philanthropic grantmaking process (Amplifier's Pop-Up Giving Circle) and explore how our giving, individually and collectively can be a driver for change in your community. You'll learn tools you can use right away that will help you align your Jewish values with your giving and ways that you can increase your impact - including effective strategies for fundraising and how giving with friends is more fun and makes a bigger difference!

GRASSROOTS COMMUNITY ORGANIZING

Emilia Diamant, Executive Director, Jeremiah Program

Community organizing is about finding community power, harnessing it, and building relationships to make change. Organizing is how President Obama won two campaigns, how some states have raised their minimum wage to \$15/hour, how healthcare was passed in Massachusetts in the early 2010s. It's an effective way to make change; with specific, well-formed tools that can create a campaign and help you win.

CHANGE AGENT: 007

Jonah Frelander, Director of Strategy, Partnerships & Development, URJ Mitzvah Corps

In a time where media provides limitless access to information, we know more than we ever have about human populations, and also have the ability to make an unprecedented impact on the world around us. With so much to do and so little time, how can we put our passion for social justice into meaningful action? This session will teach you how to put your knowledge and passion into action, and release the Change Agents within each of us.

THE ENGAGEMENT EQUATION

Melissa Frey, Director, URJ Kutz Camp

What does successful peer-to-peer engagement look like, and how do we achieve it? Learn how a simple equation, comprised of experiences, affinity areas, and things that make us proud, can really help us better understand a new model for engaging our peers in meaningful Jewish life. Create and compile ideas as a team, and then leverage essential community organizing skills to further your leadership toolkit to actualize these conversations and experiences at home.

NETWORKING AND RELATIONSHIP BUILDING

Rabbi Andrew Goodman, Assistant Director, Recruitment & Admissions, HUC-JIR

Humans are social beings and, in almost all cases, the most impactful way of communicating, motivating, and relating is done within human networking. Social media platforms have given us a sense of the scope of possibility of networks but, unfortunately, digital networking has severe limitations. Because the art of interpersonal relationship building isn't as refined as in the past there is a great opportunity for strong relationship builders to have a greater impact (as compared to their peers). This session will focus on the practical skills of how to effectively network with other individuals and how to make connections deep and meaningful. We will explore this strategy in a small scale and think about how to utilize this strategy on a larger scale.

CREATING AND SUSTAINING YOUR OWN ORGANIZATION

Gussie Gordon, Founder, Young Jewish Leaders (YJL)

Inspired by my Jewish upbringing and need to effect change, I started a new Young Leaders Organization in my school. Join me to learn more about my story and so much more – how to turn an idea into reality; how to recruit and engage your friends to invest in your vision; how to plan a meeting and find interesting speakers (for free!); and how to market and sustain your ideas.

BUILDING AND STRENGTHENING COMMUNITY THROUGH SOCIAL MEDIA AND TECHNOLOGY

Brett Lubarsky, Associate Director, North Shore Teen Initiative

We live in a connected world with new apps, sites and ways to communicate being introduced daily. How can we develop a strategy to maximize the different tools and vehicles that are available to us as we strive to connect and engage with others while building and strengthening our community? Let's stretch our sights beyond Facebook posts, vines and tweets and look at the bigger picture of communication strategy. Bring your ideas, your creativity and your phone.

PUT THE YOU IN USER

Dina Mann, Partnership and Outreach Manager, Reboot

What do the shopping cart, computer mouse and an app to help you unplug have in common? They all were created using design thinking with humans at the center of the object. Come to this workshop and learn about how Reboot worked with IDEO, the design firm based in the Silicon Valley, to create a set of values that is paramount to every Reboot project. In this workshop you will walk away with your own set of design values that are important to the users at the center of your project/product/idea and will guide you in bringing your plan to your community.

SHABBAT 101: THE ART OF HOSTING

Zoe Plotsky, Manager of Event Partnerships, OneTable

We all love Shabbat - whether at NFTY or camp, there's something special happening each week. What is it that makes Friday's so special? And how can we recreate that feeling when we're not here? Let's talk about Shabbat, hospitality, and why Friday is the best night of the week.

ROAD MAPPING: RAISING AWARENESS & FOSTERING APPRECIATION FOR GENDER & SEXUAL DIVERSITY ACROSS OUR COMMUNITIES

Justin Rosen Smolen, National Director of Youth Programs, Keshet

Join Justin Rosen Smolen, National Director of Youth Programs at Keshet, for a high energy brainstorm session followed by team-based "road mapping" of different ideas to raise awareness and foster appreciation for gender and sexual diversity across our communities.

UNDERSTANDING BY DESIGN: CREATING EXPERIENCES FOR TODAY'S JEWISH TEEN

Les Skolnik, Education Consultant, Teen Engagement, The Jewish Education Project

Participants will examine current research trends and outcomes about today's Jewish teens and examine ways to design experiences that are tailored to their peers. Participants will use their own programs as a lab for brainstorming and designing experiences for their peers.

STORYTELLING

Carine Warsawski, Co-Founder, Trybal Gatherings

Storytelling unlocks the human side of brands, causes, and campaigns. Learn how to craft a strategic narrative that will convey your idea effectively and creatively. We'll use a range of tools -- such as Six Word Memoirs, positioning statements, and social media -- to dig deep and ultimately inspire and engage our audiences through creative storytelling.

EVENT PLANNING FROM Z-A

Imogene Winkleman, NFTY-NAR Regional Advisor, Union for Reform Judaism

Event Planning Z-A will explore the in's and out's of event planning with the end goal in mind. We'll talk about methods of event planning, the four stages of designing, organizing, marketing and executing events—and explore everything from how to answer big conceptual questions to thinking about the tiniest of details. This session will be helpful for events of all kinds and sizes, whether a pop-up, or an event for your TYG or NFTY region, and will help participants find fun, impactful and innovative ways to channel their interests, visions and goals into experiences for others.