



## #STRATEGY Sessions

*The strategy sessions, which will take place Saturday afternoon, have been designed to help you learn new skills to bring your ideas to life in innovative and impactful ways. There are a variety of choices and each one offers a powerful framework for leadership development and authentic skill building.*

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### **ACT.IL SIMULATION ROOM: LEAD AN ONLINE COMMUNITY FOR ISRAEL**

***Chen Arad, Boston Media Room Manager, Act.IL***

Act.IL is a first of its kind app and online platform, crowdsourcing pro-Israeli activists worldwide and leveraging the power of communities to support Israel's image and fight against the demonization of the state of Israel. This online platform aims to organize the pro-Israel community to work efficiently together via social media, thus creating a wide scale impact on the hearts and minds of global audiences. It allows organizations and their community leaders, as well as any individual activist, to be effective while feeling a part of something bigger – an Online Community for Israel. Learn how to create an online community that will act to promote a positive influence on the international public opinion towards the state of Israel via social media platforms. Anyone, Anywhere, Anytime.

### **AN OPEN TENT: REIMAGINING AFFIRMING & INCLUSIVE JEWISH SPACES**

***Justin Rosen Smolen, National Director of Youth Programs, Keshet***

The ideas presented in Jewish sources are sometimes contradictory, and yet in these same sources, there are a number of salient values we can point to in considering the types of communities we should build and how to treat others ethically. Join Justin Rosen Smolen of Keshet for a closer look at some of these values and how they might inform our design of affirming and inclusive Jewish spaces for people of all gender identities and sexual orientations.

### **CREATING MEANINGFUL COMMUNITY EVENTS**

***Hannah Sachs, Founding Resident, Moishe House***

If you are passionate about building community and wish to establish yourself as a young Jewish leader, than this strategy session is for you! Founding resident and community organizer for Moishe House Boston-Brookline, Hannah, will share with you how she and her roommates built a community of more than 350 people in just six-months time! We will also discuss how to plan and facilitate an event/program in your local community. From brainstorming ideas, to partnering with other organizations, Hannah will challenge you to think about what makes an event meaningful, and how to reach new circles of people!

### **COMMUNITY ORGANIZING 101**

***Rabbi Liz Zeller, Director of Learning and Innovation, NFTY***

Community organizing is a process where people come together into an organized effort that acts on behalf of a shared-interest. Do you have a powerful idea for your community? Do you want to turn that idea into action? Attend this session to learn tips and tricks for spreading your ideas and making a communal impact.

### **EMPOWERED COMMUNICATION: IT'S A JEWISH THING!**

***Laura Hyman, Boston Director, and Nicole Nevarez, New York Director, Moving Traditions***

Successful leadership and healthy relationships are both rooted in how we communicate, whether it's person-to-person, in a small group, or for a large audience. Developing and exercising confident, respectful and empathetic communication skills can help all of us navigate and repair our world, one conversation at a time. Join Laura Hyman and Nicole Nevarez from Moving Traditions for a creative and interactive workshop designed to help you improve your communication skills. Practice what you learn and leave more prepared to share your thoughts, feelings and ideas with the world!

### **ENGAGEMENT 101: THE ART OF THE COFFEE CONVO**

***Nicki Poliak, Engagement Associate, UConn Hillel***

At Hillel, student leaders take their peers out for coffee to build relationships, and get to know their interests, talents, and passions. This session will give you an overview of how we equip Hillel students with the skills to employ relationship-based engagement methodology. Through several interactive activities, this workshop will introduce you to active listening, asking thoughtful questions, and other tools that we use for quality coffee conversations that lead to meaningful relationships, and provide the foundation to create programming that your peers will find truly compelling.

### **HOW TO HAVE CONVERSATIONS ABOUT ISRAEL?**

***Rabbi Josh Weinberg, President, ARZA***

We will discuss approaches and practices to talking about controversial topics around Israel in youth circles, schools, and synagogues.



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#### **GIVING TOGETHER**

**Alana Hollander, Program Associate, and Laura Schultze, Communications Associate, Jewish Teen Funders Network**  
**Corey Cutler, Development Director, URJ Eisner and Crane Lake Camps**

Join the Jewish Teen Funders Network and friends for a Jewish giving experience. Through values exploration, global priorities, and discussion, find ways to become a Jewish global citizen. Flip through our nonprofit guide, find where your values lie, and understand what kind of impact you can have through Jewish philanthropy.

#### **MAKING AN IMPACT: WRITING AND SOCIAL MEDIA**

**Molly Tolsky, Editor, 70 Faces Media**

Learn how Molly Tolsky, editor of Alma, a new publication for Jewish millennial women, turned a passion for writing and storytelling into a career in digital media. Find out what it takes to launch a new publication -- from editorial to design to social media. Participants will learn the importance of identifying an audience and honing your voice, and will get the opportunity to try their hands at creating their very own share-worthy content.

#### **MISSION POSSIBLE: BECOMING CHANGE AGENTS**

**Rachel Landman, Assistant Director, URJ 6 Points Sci-Tech Academy**

With information flowing in from around the world across our news and social media sights, we are constantly aware of all that is wrong in society. What can we do with all this information that is constantly at our fingertips? Is it enough to just spread awareness by reposting on social media? As teenagers, we might not be able to vote, but we can have a lot of power. That power comes through advocacy. Advocacy and political change happen on many levels. In this workshop we will discuss the power of advocacy and strategize to develop tangible tools for advocating for issues you are passionate about to your district, state, and federal representatives.

#### **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.

#### **NETWORKING AND RELATIONSHIP BUILDING**

**Rabbi Andrew Goodman, Asst. Dir., 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 offer practical skills of how to effectively network with other individuals and how to make the significant connections deep and meaningful. We will explore this strategy in small scale and think about how to utilize this strategy on a larger scale.

#### **START WITH HELLO: BUILDING RELATIONSHIPS TO CHANGE THE WORLD**

**Evan Traylor, Presidential Fellow for Millennial Engagement, Union for Reform Judaism**

Have you ever recognized someone but totally forgot their name? Or sat next to someone in class all year long, but don't really know anything about them? Or you know someone can help you with something, but are too scared to ask them? We interact with so many people every day, yet we don't all have the ability to turn those complete strangers into the one thing we all crave: relationships. In this interactive workshop, we'll learn and practice strategies to build thriving relationships, networks, and communities that can change our lives and the world.

#### **THE IMAGINATIVE LANGUAGE OF CONSCIENCE: WHAT WE CAN LEARN FROM THE RIGHTEOUS CONVERSATIONS PROJECT**

**Samara Hutman, Director, The Righteous Conversations Project**

This workshop will look at the story of the Righteous Conversations Project (RC) and how one family's journey became a project that has travelled the world and touched thousands of lives at a precious crossroads moment in Jewish history, the closing chapter of the last generation of Holocaust survivors. Participants will watch several RC short films and PSAs (public service announcements) and explore group dialogue on issues of concern, meaning and import to group members. The group will explore ways that they can respond to contemporary issues of conscience with creativity and moral muscle. Participants will be asked to bring an object to share with the group that provides a window into a personal passion or concern. Group dialogue will support brainstorming to find ways to turn these thoughts and feelings into action in the participants many meaningful communities: Home, School, Synagogue, Nation.

#### **THE WHY AND HOW OF SAYING THANK YOU**

**Josh Satok, Senior Assistant Director, URJ Kutz Camp**

We say "Thank you" all the time...when someone holds the door, when the barista gives us our coffee, when we get a gift. Thank you is one of the most common phrases in our vocabulary, but how often do we stop to think of why we're saying it or how to properly express our thanks? In this workshop, we'll learn what Jewish tradition has to say about this, dive into real-life examples of creative and exciting projects designed to thank others, and build our gratitude muscles. By the end of this session, you'll never say "thank you" the same way again. Thanks!

#### **TURN THE TABLES DINNER DISCUSSION GUIDE**



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***Rebecca Katz, Training and Education Manager, Repair the World***

Volunteering doesn't happen in a vacuum; it happens during personal joys and sorrows, collective crises and institutional changes. So how do we incorporate those current events into the service opportunity? How can we use Jewish text and ritual to help us process the moment? Using Repair the World's Turn the Tables discussion guide, we'll explore a framework for engaging volunteers in discussions about critical current issues as part of their service experience. Turn the Tables, a project of REPAIR THE WORLD, believes in raising complex issues that challenge our vision of a just society. We believe that meaningful and structured dialogue about community issues is the catalyst that leads to action.

**TURN PASSION INTO ACTION**

***Renee Berkowitz, President, Challah for Hunger at Binghamton University***

Learn how to bake a difference with Challah for Hunger. Back in 2004, one student started baking and selling challah to her peers on her college campus to raise money and awareness for social justice, and now thousands of students around the world share in that experience. Learn how to turn your passions into action. Be prepared to get your hands dirty with us as we braid challah and start to think creatively about social justice work.

**WHO SHARES YOUR STORY: SOCIAL MEDIA AND COMMUNICATION STRATEGY**

***Brett Lubarsky, Associate Director, Jewish Teen Initiative of Greater Boston***

We live in a connected world with new apps, sites and ways to communicate being introduced daily. And yet, we often feel disconnected. How can we share our stories? 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 each other while building and strengthening our community? Let's stretch our sights beyond Facebook posts, likes for likes and hashtags - and look at the bigger picture of communication strategy. Bring your ideas, your creativity and your phone.

**WORDS TO ACTION**

***Daniel Levenson, Associate Regional Director, Anti-Defamation League***

Have you ever been the target of an anti-Semitic comment? Have you ever heard someone say something anti-Semitic in your presence and weren't sure how to react? Responding to anti-Semitic words or actions can be difficult, but you are not powerless when faced with this challenge. In this session we will focus on developing skills you can use to stand up for yourself and your community when faced with anti-Semitism. We'll talk about how to recognize and respond to anti-Semitism you may encounter in your own life and ask you to think about proactive steps you can take in your school to send the message that this form of hate (or any other) has no place in your community.

**YOUR PURPOSE, PASSION, AND A WORLD THAT NEEDS OUR HELP**

***Steve Eisenbach-Budner, Executive Director, Tivnu: Building Justice***

Who are you? Who are you meant to be? How can you discover a way of making a positive difference in the world that is meaningful and unique to you? Join Steve Eisenbach-Budner, founder of the Tivnu: Building Justice Gap Year in Portland, Oregon, for a conversation about purpose, passion, and the importance of honest self-reflection. As a teenager, Steve was National President of the youth movement Young Judaea and more recently, he won a prestigious fellowship for Jewish social entrepreneurs to create Tivnu. He'll use his experience to guide you through a process designed to help you continue to find your purpose based on your unique skills and interests. Be who you are – the rest will follow.