

# Three Years and Counting ~ the CDSS Centennial

## Planning, Fundraising and Cake

CDSS is coming up to a very important birthday—we turn one hundred years old in 2015! (Yes, that's CDSS turning one hundred, not me...one young camper at Timber Ridge got a little confused at my talking about our centennial, thinking that it was me bragging about turning one hundred!)



Now, talking to different kids in the six and under set at CDSS Family Weeks, they have asked me to seriously consider having birthday cake served every night for dessert at camp. This includes my own six-year old daughter, who after one week at camp, considers herself an expert at everything Pinewoods. Some of the grownups have also shared their version of birthday cake ideas, including a cake big enough to have a band pop out of it! So, it is clear we all want centennial birthday cake. (It just might not be every day at dessert time.)

Cake ideas aside, we currently have four Centennial task groups, made up of staff, Board members and community members, helping us sift through many ideas and projects to mark the occasion so that, together, we can celebrate our collective history of one hundred years of building community through dance, music and song. On my “meet and greet” tour this summer (check out my recent blogs, [blog.cdss.org](http://blog.cdss.org)), I've been talking to members and friends about the ideas and experiences that they'd like to include in our celebration. I've particularly enjoyed talking to second generation campers, dancers, musicians and singers about how they'd like to participate in the Centennial too.

We will soon be launching a Centennial fundraising campaign. Everyone will have the opportunity to support the Centennial projects that most inspire them, to contribute towards expansion and improvement of community resources, and to invest in organizational growth, to ensure that traditional music, dance and song will thrive for the next one hundred years and more.

I look forward to sharing details of our Centennial plans and campaign in the coming months, and to hearing from you as we shape the celebration. If you have questions or ideas, write to [rima@cdss.org](mailto:rima@cdss.org).

~ Rima Dael, Executive Director

## The Vision

The CDSS board, staff and members of the community are using 2012 and 2013 to select and plan some of the Centennial projects. The goal—celebrate the music and dance that we love and, in the process, we'll be celebrating the CDSS. The choosing of the major projects will happen later this year, but we want to give you a sense now of our overall goals and dreams:

We'll take the opportunity of the Centennial to:

- ◆ increase participation in traditional dance, music and song
- ◆ connect with those who share these interests
- ◆ expand public awareness of CDSS
- ◆ build a strong foundation for future growth
- ◆ celebrate our history.

We're discussing four categories of activities:

- ◆ Community Participation: bring the traditions we love to new audiences, make it easy for existing groups to join in the fun, and engage CDSS members throughout the country
- ◆ Strategic Partnerships: develop and strengthen CDSS's relationship with other organizations
- ◆ Publications: consider a wide range of publications—words, music, images, paper, digital, temporary, permanent
- ◆ Tour of Bands and Callers: multiple traveling tours of bands, callers, and song leaders, focused on participatory events as well as workshops and including both well-known and lesser-known talent.

In addition, a Major Giving campaign is being established to fund these activities and other projects over the next five years and to expand the endowment.

The current planning teams will make their recommendations to the Centennial Steering Committee by the end of this year. The next round of planning—looking closer at the chosen projects and their logistics—will be the focus of 2013. Additional volunteers will be welcome, both in the next round of planning/fine tuning and again as we ramp up in 2014. Be thinking about what you'd like to see and how you'd like to volunteer.