

Ramah Poconos - 60th anniversary

- March 2010, at synagogue in Cherry Hill, NJ

- 600 people

Electronic invitation:
a celebratory program

“Due to the generosity of our underwriters, there is no charge for the evening festivities. You will be asked to make a gift that is meaningful to you in honor of our 60th anniversary milestone.”

Opportunity to send donation if unable to attend

Camp photos and such collected



Ramah Wisconsin – 60th anniversary

March 2007, at hotel near Chicago O'Hare airport

Shabbaton (Fri-Sat) attracted 200 people, including 10 pre-campers and 75 camper age children; variety of ages/stages

Saturday night celebration attracted 500 people

\$100 for adults, \$75 for students;

\$15,000 from 9 corporate sponsors offset the expense

No solicitation at the event; president described the goals of the capital campaign and a follow-up solicitation letter was sent.

Reviews: Shabbaton participants enjoyed the programming, but at Saturday night celebration alumni wanted to spend time with friends and weren't interested in speeches/program

Memory book: 300 people submitted entries via email



Ramah California – 50th anniversary

Summer 2006, at camp

The event was a fundraiser and replaced the annual dinner that year.

All 16 of the camp directors were honored.

Tickets were \$50 for kids under 18 and \$75 for adults.

A “Memory Album” was created, like a Tribute Journal, with bios of each of the directors, humorous memories sent by former campers (and done as a chronology), a complete Ramah history and numerous ads. Packages started at \$118 for a name listing and went up to \$1,000,000.

Tours were given all day. People were encouraged to come in camp attire.



Ramah Canada - 50th anniversary

Summer 2010 (at camp) &
November 2010 (in Toronto)

On Visiting Day, alumni were invited to come and get tours of camp. Low attendance – No RSVPs

Part 2,

November 2010, in Toronto at a synagogue:

Friday night: Dinner for over 500 guests. Dinner charge was \$50, but ran over budget

Ramah-style Shabbat” and Kiddush (over 300 guests)

Saturday evening: gala dinner honoring 2 donor families, at Toronto hotel (over 500 guests).

Dinner charge was \$180.

Challenging to run program at a Synagogue.

