



**Jcamp180**<sup>®</sup>  
From STRENGTH  
to STRENGTH 

# Anniversary/ Milestone Drop-in Call

November 21, 2024

# Learning from others' experiences

- Jenny Isaacs, Director at Camp Shomria Canada
  - 100<sup>th</sup> Anniversary Event, Summer 2023
- Roni Ziv, Director at Camp Shomria USA
  - 100<sup>th</sup> Anniversary Event, Summer 2023
- Rabbi Dan Medwin, Co-Direct at URJ 6 Points Sci-Tech Academy
  - 10<sup>th</sup> Anniversary Event, Summer 2023

# What do you wish you knew before you started planning your milestone event?

“We should have budgeted in advance for our expenses, even though we anticipated bringing in enough donations and tickets to cover our costs. I also wish we had a better system for tracking all our expenses, especially those paid by volunteers.”

- Rabbi Dan Medwin, URJ 6 Points Sci-Tech

# How did you leverage this milestone beyond a single event?

“We were very intentional about collecting contact information for alumni. We have since gathered an interested group of alumni and created an alumni committee, sent out our first alumni newsletter, and worked to facilitate connections among alumni.”

- Rabbi Dan Medwin, URJ 6 Points Sci-Tech

# How did you incorporate fundraising into your celebrations?

“We had posts and QR codes around camp with a "scan to donate" to different capital projects. We took advantage of the nostalgia that we knew alumni would experience being physically at camp to fundraise for different capital projects.”

- Roni Ziv, Camp Shomria USA

# What was the most impactful element of your celebration?

“We decided to "wow" our community by investing in professional tents, fancy porta-potties, amazing food, etc. to really change the alumni mindset that our camp is underfunded and unprofessional. We heard a lot of great feedback from our community that they didn't know we had this kind of potential, which helped re-ignite confidence in the movement.”

- Roni Ziv, Camp Shomria USA