

## Part 1

Submission Identifier Code:102  
Full Title for Entry: Fall Fling Fundraiser  
Entry Category: Best Single Program  
Contact Person: William Speidel  
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Club Number & Name: 1121, Temple Israel Men's Club  
Number of Club Members: 22  
Temple Israel Synagogue  
7255 Granby St.  
Norfolk, Virginia 23505  
Club President (at time of entry & time of convention: William Speidel  
Person Preparing entry: William Speidel  
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Date of Entry Submission: April 18

## Part 2

### Summary Information:

When Temple Israel lost access to borrowed playground equipment the Men's Club committed to help our Sunday school purchase new equipment as an investment in our children. The cost was \$7,500 with no budget and no traditional big donors to tap. Color plans for a new *Temple Israel Children's Garden* were drawn up and displayed in the atrium to help an initial appeal bring in pledges for \$3,500.

The Men's Club had already been looking to reinvent itself and the president decided to host a large scale event. The Fall Fling Fundraiser featured a live Swing band, free dance lessons from a local vintage dance group and a silent auction with over 100 items donated by area merchants.

The event raised \$4000 above the \$3,500 previously pledged and our success in reaching our goal encouraged another men's club members to donate additional funds for a sand box and landscaping. Other synagogue members donated for new fencing and a bench. Phase 1 was completed on Tu B'Shevat when the new *Children's Garden*, with play equipment, was dedicated and 2 trees were planted by Men's Club members.

Additionally, the Temple Israel Men's Club gained 22 new, active members.

## Part 3

1. Our Fall Fling program far exceeded the initial goal which was to raise \$1,200 and match the Sisterhood gift in order to encourage more donations from synagogue members. The Men's Club raised \$4,000 and is already working on Phase 2 with its expanded membership.
2. Records were kept of all merchants approached for donations, who attended, and how much each person donated. This will ensure that the event can be repeated in the future without the need to reinvent everything from the ground up.
3. Excluding the partnership with local dance Group Swing Virginia, which purchased roughly ½ the ticket sales, publicity and marketing to the

surrounding community did not produce any noticeable bump in sales. We received no ticket sales from advertisements and promotions with the JCC or from neighboring Men's clubs. We therefore conclude it would be best to concentrate future marketing efforts on the dance community and to leverage off the good press of this event to gain broader support in our synagogue.

4. Prior to this event our club had 3 paid members and 1 officer. We currently have 25 paid members, a full slate of officers and are regularly holding events that draw 10-15 members. This event breathed new life into our Men's club by giving us a positive self-image and a visible sign of our success.
5. We distributed a summary email of our methods and the results of the evening to the regional men's club. This was distributed to clubs in our area.
6. At the time, we had 3 paid men's club members in a non-functional club in a shul with roughly 250 families. We are now at 25 paid members. The event was basically driven by the incoming Men's Club president supported by 3 former men's club officers.
7. The recruitment of so many new members allowed the Men's Club to create a full slate of officers who are now preparing the first review of finances and membership for the club in over a decade. The event also encouraged 3 of the new members to attend a FJMC regional event at a neighboring shul. Temple Israel Synagogue itself also gained because it now has a very well and beloved foundation for a Children's Garden that is a very positive sign that we are investing in our children. Additionally, we see children dragging their parents to shul because they want to come play in the playground. Lastly, because the event raised money from non-traditional sources outside the synagogue and the local Jewish community it did not detract from other fundraising efforts in our synagogue.
8. The idea for the new playground was seen as meeting a need. The idea of the Fall Fling concert with a live band and a dance was taken from a fundraising dance held earlier in the year by another regional Men's Club. There's was not successful because they paid an extremely high price for a band without a following. Our total cash outlay for the entire evening was \$900 and a bunch of favors owed to friends.
9. I'm new to all this and am not yet fully voiced in previous Torch Award programs.
10. Other than giving the dance lessons, the Temple Israel Men's Club did this all on their own.

#### Part 4

Refer to Part 2 for the event summary.

Attached documentation includes:

New Playground.pdf The plan created by the Men's Club members showing the new playground equipment

Poster1.pdf, Poster2.pdf Copies of vintage style event fliers created to publicize the event  
Silent Auction.jpg, Dance Lessons.jpg Photographs of the Fall Fling event in progress.

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Ask me about the T.I. Men's Club today, "*There's a whole lot of **Ruach** going on!*"