Purim Carnival Photo Booth

A Men’s Club photo booth at the Purim Carnival provides an excellent opportunity to reach out the next generation of members. It consists of taking photos, projecting the photos in a slideshow (along with Men's Club "commercials") as they are taken and posting them on the Men’s Club Picasa photo site for people to download. The outreach opportunity allows you to expand your email list, send young guys to your website to obtain the photos, hand out fliers for upcoming events, obtain a personalized family photo to include in a dues letter, increase attendance at upcoming events and provide families with multiple years worth of photos to use in a B’nai Mitzvah photo album/collage. .

The Purim Carnival is a Men’s Club outreach opportunity that is not to be missed. Having a Men’s Club booth of some type, for example a photo booth, provides many advantages:

1. Add the email addresses of younger guys on your email list

2. The link to the photos is stored on your club’s website, so you get them to visit your website. Once there, they may decide to return.

3. You can hand out a flier of the upcoming events and fathers will actually read it while they are waiting around for their kids.

4. When you send out dues letters in the fall, include one of the photos taken at the booth. This may push them to pay their dues.

5. Storing photos over multiple years of Purim Carnivals and the World Wide Wrap photos will provide photos for family’s Bar Mitzvah collages/albums.

6. There will be increased attendance at upcoming events due to the visibility and selling of the events at the carnival.

The booth provides an opportunity to engage some of the younger guys. They may be too busy now to be involved in the Men’s Club, but it will pay off in the future.

Projecting the photos on a big screen as they are taken generates excitement and allows you to put in commercials (slides of upcoming Men's Club events). We posted the family photos on our Picasa photo. Since we will be posting photos to a website an adult must be present.

Website: <http://www.tiofnatick.org/mens_club/>

# Setup Requirements

* Screen or curtain to use as a background
* A small table to place a laptop on and signup sheet.
* 3 chairs
* Projector

# Materials

* Poster listing the price (3 tickets). The USY is created this for us.
* Flier listing the upcoming Men’s club events (30)
* 1 camera
* Extra memory card so photos can be uploaded at the same time photos are being taken
* Laptop to display live slide show in Picasa
  + Include commercials for upcoming Men’s Club events in the photo slide show.
* Men’s Club business cards with the web address of the photos
* Laptop for on-line signup sheet or a paper sign up sheet
  + To record the photo number of one of the family photos so we can identify the family in order to send a photo with a dues letter in August. (In practice we recognized everyone so we didn’t need to record a photo number)
  + For people who want to be added to our list sever
* Pens

# Workers

* 2 workers organizing and taking photos
* 1 emailing photos
* 1 engaging fathers

# Talking Points

1. Photos will be stored on our website. Multiple year’s worth of Purim photos and the World Wide Wrap photos will be there for your Bar Mitzvah collages and albums.
2. Hand each person a flier of upcoming events or a MC business card with the web address where the photos will be stored.
3. Ask each person if they want to be added to the MC list serve.
4. As time permits we will try to engage the fathers. We will inform them of our upcoming events and ask them how the Men’s Club can engage them in their busy lives. For example we might ask, “We understand that you probably don’t have extra time in your life for the Men’s Club, however are there family activities that you are already doing that the Men’s Club could plan for your to do as a group?”
   * Take notes on people’s responses.

# Lessons Learned

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* Being on the stage was an obstacle. We really need to be on the floor in between other booths.
* It would be nice if we had a more sophisticated photo set up with lights and a special background. Is there a photographer who could lend us the equipment.
* We were able to hand out lots of fliers with our events.
* We got 2 email addresses: Dan Plosky and Stuart Alford. Ross Werblin said that he finally has time to join.
* Having two SD memory cards worked well. I could just switch cards to allow photos to be loaded onto the slide show will still taking photos.
* No one was concerned about posting photos on the website.
* A more professional photo setup would attract more people; a cheap family portrait.
* We took photos of 16 families!