

# Synagogue Collaboration Success

Lower Mainland, Vancouver

*The synagogue said they would be happy if  
15-20 kids came. We had 40.*



JEWISH BEDTIME STORIES and SONGS

## CELEBRATE TU B'SHEVAT— NEW YEAR FOR TREES

We're throwing a birthday party for the trees including lunch, stories, crafts and more!

Sunday, January 19, 2014 | 12:00–2:00 p.m.

Beth Tikvah Congregation  
9711 Geal Road (at Williams), Richmond

\$2 per person | RSVP by January 15<sup>th</sup>

To RSVP or for more details visit  
[jewishvancouver.com/pjlibrary](http://jewishvancouver.com/pjlibrary)

PRESENTED BY:



**General Background:** PJ Library in Vancouver is a joint project between the Jewish Federation and the Jewish Community Centre. Until this year we had two part time professionals, one from each organization planning events. This year we have one part time professional who works for both organizations planning events. One of the goals we have been working on this year has been creating stronger connections between existing institutions and PJ Library

**Background/Goals to this specific program:**

This program took place in the suburb immediately adjacent to Vancouver. There was some misunderstanding in the past between PJ Library and this community. They thought we didn't want to bring a program to them and we thought they did not want to support PJ Library programming. We did run a Passover program last year at the public library in this community. It was not connected at all to this synagogue and while we had a tremendous turn-out almost all of the participants were not Jewish. In addition, because it is not considered an outlying community they are often overlooked as a venue for events as people feel they are close enough to come into Vancouver rather than host their own programming. This sentiment is not shared by them.

**Goals:**

- To bring a program out to this community and synagogue
- To attract some new families to PJ Library
- To attract new families to this synagogue

**Program:**

12:00 - Lunch and Intro Craft

Families were treated to a lunch of cheese quesadillas and sliced fruit. Kids who arrived early or were finished eating, could go to a crafts table where they could decorate tree roots, leaves and fruit to be hung on our big tree

12:45 – Read book and Talk about Tu B'Shevat

Read Happy Birthday Tree by Madelyn Rosenberg and Netta and Her Plant by Ellie Gelman. We then talked about both books and each books important connection to Tu B'Shevat and what we were doing that day

1:10 – Decorate planters and plant parsley seeds

While the stories were being read, the lunch tables were cleared by volunteers and re-set to do planting. Some tables had colorful buckets, stickers and sharpies and other tables had soil and parsley seeds.

1:40 – Serve Birthday Cake

A birthday cake, cooked by volunteers in the shape of a tree was served after kids sang happy birthday in both English and Hebrew

1:50 - Distribute loot bags

On the way out, loot bags, were distributed with dried fruit, Hershey kisses, light stick, some information and stickers from JNF as well as information on how to take care of your parsley plant, the idea of planting parsley on Tu B'Shevat for Passover and my business card which has info on how to sign up for PJ Library.

### **Conclusions:**

This was one of our most successful events this year. The help from the synagogue was essential. Because they wanted to make this event successful they worked hand in hand with me, underwriting and preparing the lunch and food as well as taking the time to hang out posters around their community.

I wanted to attract new families to PJ Library as well as make sure the families in this community felt special and they wanted to find a way to get young unaffiliated families from their community through their doors. I got tremendous feedback from their families that came, two new families signed up for PJ Library and they had 5 families that had not met previous come to this event. A week before the event happened and we talks about the numbers, they said they would be happy if we had 15-20 kids come. We had 40. I think that says it all.