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1500 Hagys Ford Road

Penn Valley, PA 19072

Synagogue Office: 610.667.5000

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e-mail: hzt@harziontemple.org



HAR ZION
T E M P L E

March 2011
Adar I/Adar II 5771

Dear Friend of Madregot,

Thank you for considering lending your support by placing an ad in our calendar. We represent the fundraising committee of *Madregot*, the special needs program for children at Har Zion Temple. This is a community-based program that is open to any child who can benefit from our curriculum. The benefits of advertising in our calendar are far-reaching, and we have outlined below some reasons why we think your business should take advantage of this opportunity.

● **REACH MOTIVATED POTENTIAL CUSTOMERS**

Your business will be showcased to 1000 families including parents of school-age children, business leaders, skilled professionals and senior citizens. The calendar format ensures your ads will be viewed again and again, as congregation members check the calendar for important dates in their children's preschool, religious school and synagogue. Your advertisement will expose your business to an affluent and socially engaged community that is loyal and committed, and can be equally supportive and committed to your business. In addition, your contribution is tax-deductible.

● **CONVENIENT STRATEGIC CIRCULATION**

The calendar will be mailed, at no charge, to all Har Zion Temple families.

● **PHYSICAL AND ONLINE PRESENCE**

The calendar will also be displayed on the Har Zion Temple website to be viewed by many more potential customers, both locally and nationally.

● **ADVANTAGEOUS MULTIPLE PLACEMENT RATES**

Repeating advertisements are more effective to establish a brand or business, so we offer very attractive discounted rates for our Anchor advertisers.

● **DO WELL BY DOING GOOD**

Advertising in the Madregot calendar is a *mitzvah* you can feel good about all year long. Please fill out the form on the back of this letter. You can either attach a copy of your advertisement and send it to the address indicated with the completed form, or send a camera-ready digital file to johanna@werbach.com. You may also type or print the text of what you would like in the advertisement and we will create an ad for you to the proper specifications.

General Conditions:

1. All materials must be provided by Wednesday, June 1, 2011.
2. Advertising copy will be subject to the approval of Har Zion Temple.
3. Each advertiser shall bear sole responsibility for the nature and content of the advertisement and shall indemnify and hold harmless Har Zion Temple from any and all legal claims or actions arising from the advertisement.
4. Payment must be made in full when (a) the form attached is completed and sent in, and (b) your ad is presented. Payments are non-refundable once your advertisement and payment are accepted by Har Zion Temple.

We thank you for your support of our children and their Jewish education!

PAST PRESIDENTS

HARRY COHEN* | DAVID WEBER* | BERNATH L. JACOBS* | HERMAN LANDAU* | HYMAN BOMZE* | ABE BIRENBAUM* | SAMUEL Z. KORFF* | ABNER SCHREIBER* | JOSEPH N. GORSON* | JACOB GROSS* | BERNARD FISHMAN* | JEROME J. SHESTACK | JEROME P. HEILWEIL | BENJAMIN B. LEVIN* | ISADORE M. MARDER* | WILLIAM PERILSTEIN | RALPH S. SNYDER | HOWARD BROWN* | SAMUEL H. KARSCH | LOUIS W. FRYMAN | ALBERT M. PERLSTEIN | CAROLE W. KARSCH | STANLEY S. COHEN | ALAN E. BOROFF | DR. ELIHU GROSSMANN* | LEWIS GRAFMAN | ALAN R. GREENBAUM | DR. JEFFREY BLUM | HARRY J. SAUER | STEPHEN D. CHOPNICK | DR. JOSEPH R. CARVER | ANDREA ROBBINS

*DECEASED

Madregot Fundraiser 2011-2012 Business Calendar Sponsorships

Option A: \$500 *(Your best value)*

Anchor Advertiser

Prominent display on each calendar page during the 12 months.
Approx. 2 1/4" x 2 1/4"

Option B: \$180

Charter Advertiser

Display on the calendar page of your choice in un-used date squares, to the extent available.
Approx. 1 1/2" x 1 1/2"

Option C: \$100

Outside Cover

One advertisement on outside of back cover.
Approx. 2 1/4" x 2 1/4"

Option D: \$50

Business Card

Your business card or similarly-sized advertisement displayed in a "Thank you to our commercial sponsors" page in the back of the calendar.
Approx. 3 1/2" x 2"

Please check off your advertising choice(s) below. Make sure to attach a copy of your advertisement or send a camera-ready digital file to johanna@werbach.com.

_____ Option A \$500

_____ Option B \$180 Preferred Month(s): _____

_____ Option C \$100

_____ Option D \$50

Advertiser _____

Address _____

Phone _____ Email _____

Authorized signature _____ Print Name _____

Please send this form and make checks payable to:

Har Zion Temple, memo: Madregot, 1500 Hagys Ford Road, Penn Valley, PA 19072

Any questions? Please contact Johanna Werbach, 917-903-3945 or Dorene Karasick, 610-664-2807.

What is Madregot?

The Hebrew translation of *Madregot* means “steps” and we are proud that we can help our children take steps towards the goal of living a Jewish life in our community.

Madregot, our special needs program, serves children with a variety of cognitive and physical disabilities including attention deficit disorder, dyslexia, autistic spectrum disorders and cerebral palsy.

Children who are differently enabled are welcomed into a nurturing Jewish learning environment.

Each child is encouraged to maximize his or her learning potential, and is instilled with a life-long love of Judaism.

While some children learn prayers, others may be able to identify Jewish symbols and others may use an assistive device to communicate.

Creative teaching techniques allow the students to enjoy their instruction through the use of art and music. Dedicated aides are assigned as needed.

Madregot provides a warm and welcoming path leading the child to become a Bar or Bat Mitzvah.

Beyond that, each child is encouraged to continue their studies through Confirmation and, most importantly, become an active member of the Jewish community.

How Can I Help?

Madregot's major fundraiser this year will involve producing a beautiful, full-color 12 month calendar, from September 2011 through August 2012 that will include the events of the synagogue, The Jane Fishman Grinberg Religious School and The Noreen Cook Center for Early Childhood Education.

Individuals: You can participate in this fundraiser individually by becoming a “Friend,” “Benefactor” or “Pillar” of *Madregot*. Each donation will be acknowledged by your name appearing in the wall calendar that will be distributed to all members of the congregation at the end of the Summer.

“Friends,” “Benefactors” or “Pillars” may also designate one or more simha dates in the calendar at a minimal cost, which will be printed in the calendar on the month requested. Imagine your child or grandchild's delight in seeing his or her own birthday printed in the calendar on their birthday month!

Businesses: If you have a business, you can help by purchasing advertisements in the calendar. Our “Anchor Sponsors” will have their advertisement appear on every calendar page, for a truly memorable impression. “Charter Sponsors” will have their advertisement prominently displayed on one month of the calendar.

See the enclosed letter regarding details of business sponsorships. Please strongly consider this amazing advertising opportunity that will allow your business to reach nearly 1000 families over and over again, as they review the calendar for dates and events important to them.

The Mitzvah

Your participation in the *Madregot* fundraiser will help Har Zion Temple to continue its commitment to the children in the *Madregot* Program. Out of consideration for our families in this program, the fee structure is the same as all Religious School fees at Har Zion Temple. However, the cost to run the program is substantially higher. *Madregot* benefits from the generous support of Har Zion Temple, but we must continue to raise funds to supplement the budget.

The *Mitzvah* of *Tzedakah* will also be shared by children in The Noreen Cook Center for Early Childhood Education, The Jane Fishman Grinberg Religious School, and any child of a congregant, who may all participate in an exciting art contest to decorate the pages of the calendar.

Please complete the next page and return it with your tax-deductible contributions to the address shown, or visit our website, www.harziontemple.org to donate online.

For additional information, please contact Johanna Werbach 917-903-3945 or Dorene Karasick 610-664-2807.

Todah Rabah – Thank You!

**MADREGOT FUNDRAISER
2011-2012 FAMILY CALENDAR SPONSORSHIPS**

YES, I WANT TO BE A FRIEND, BENEFACTOR OR PILLAR OF MADREGOT. Each donation will be recognized in the calendar.

_____ Friend(s) @ \$18
_____ Benefactor(s) @ \$180
_____ Pillar(s) @\$360

YES, AS A FRIEND, BENEFACTOR OR PILLAR, I ALSO WANT MY SIMHA DATE(S) TO APPEAR IN THE CALENDAR FOR AN ADDITIONAL \$10 EACH.

Name _____
Date _____
Event (birthday, anniversary, etc.)

Name _____
Date _____
Event (birthday, anniversary, etc.)

Name _____
Date _____
Event (birthday, anniversary, etc.)

Use a separate piece of paper for additional names.

_____ simha date(s) @ \$10 for a total of
\$_____
TOTAL DONATION (\$18,\$180 or \$360) plus
\$_____ (for simha dates) = \$_____

Acknowledging your donation:

Family name as you would like it to appear in the Har Zion Temple Calendar:

Address _____
City, State, Zip _____
Phone _____

Send this form and payment to Har Zion Temple, Madregot Fundraiser, 1500 Hagys Ford Rd, Penn Valley, PA 19072. Checks should be made payable to: Har Zion Temple, memo: Madregot

Deadline is Wednesday, June 1, 2011

NON-PROFIT ORG
US POSTAGE
PAID
PERMIT #7173
Conshohocken, PA

Return Service Requested

1500 Hagys Ford Road
Penn Valley, PA 19072
www.harziontemple.org



*Let Madregot
Keep You Up To Date!*

A Har Zion Temple Calendar with
a Distinctive Personal Touch



Proceeds from this fundraiser
benefit the Madregot Program of
The Jane Fishman Grinberg
Religious School