



# The Traveling Tzedakah Project



# What is JCS' Traveling Tzedakah Project?

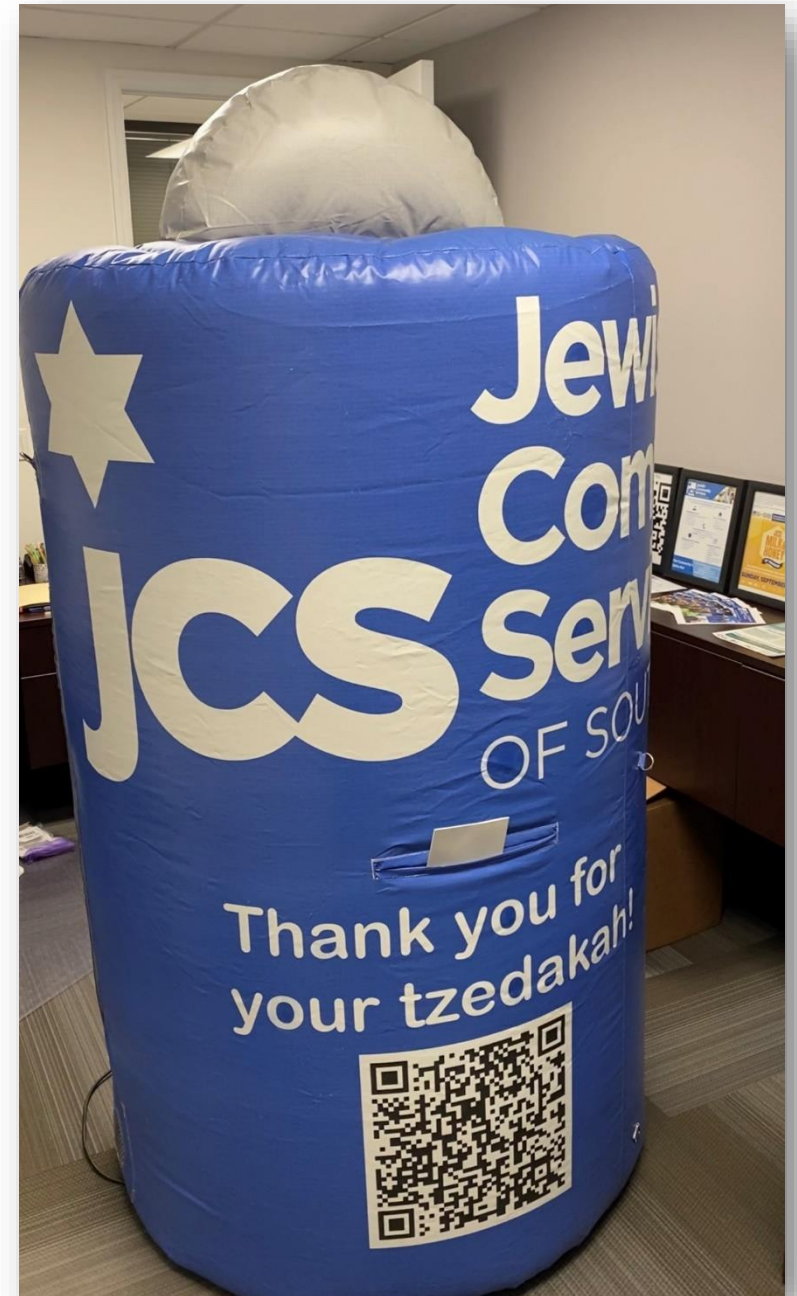
- JCS designed a proprietary **6-foot inflatable Tzedakah box** prop that is both fun and functional. The Tzedakah box can be used to promote chesed and prompt donations at any venue or event.
- While the idea was born to enhance JCS' signature event, Milk & Honey, we would like to spread this emblem of loving kindness with as many affiliate organizations as possible. **We invite you to be a part of what may be South Florida's first-ever inflatable Tzedakah cohort!**
- There are **several partnership options available** so cohort members can receive the most appropriate utility for their respective marketing initiative.

# What does it look like?



## Elements include:

- Inflatable comes complete with attached blower/cord
- JCS Logo & unique Tzedakah Campaign QR Code to track donations
- 4 D-Rings (2<sup>nd</sup> image from left) for additional cross-branding opportunities (hang a sign with your logo or event title)
- Donation slot for physical donations (in lieu of, or in addition to the QR Code)
- Easy & detailed installation and marketing instructions will be provided



# Why cross-promote with JCS?

Building a strategic partnership/affinity with Jewish Community Services of South Florida will **INCREASE:**

- **Brand awareness** (expand your reach)
- Drive **additional donations** to your community's cause
- Provide an **interactive, and entertaining component** at your venue or specific event

Another benefit of linking arms with JCS is:

- **REDUCTION in advertising costs** (cost-effective)

# Examples of Use

- Synagogues, Schools & Community Centers  
(holiday, fundraising, volunteer or youth events; or week/month-long “residency stints”)
- Corporate Events
- Individual celebrations (Bar/Bat-Mitzvahs, Weddings, etc.)
- Municipal Events
- Individual fundraising (i.e.: At-home hosted food drives with the JCS Kosher Food Bank)

# Where can I display the Tzedakah box?

The inflatable Tzedakah box **can live anywhere that has access to an outlet;** this includes indoors and outdoors!

It is not recommended you leave it outdoors under inclement weather conditions, as it may not react well to sustained heavy rain or wind.

**You can display the Tzedakah box:**

- At your facility's building entrance
- Inside your facility's waiting room
- Outside, on your facility's lawn
- At a remote location where you are hosting an event
- Inside a class room (Tzedakah demos for younger children)
- And in most other places!

# TZEDAKAH ACTIVATION: OPTION 1

## RENT THE TZEDAKAH BOX EXCLUSIVELY AND INDEPENDENTLY

By paying a rental fee, you will benefit from the inflatable's appeal and co-brand with JCS. You are not required to share any donations and may use them in any way you choose.

**HOURLY RATE:** \$180/hour

\* Great for small events, lunch meetings, VIP tours

**DAILY RATE:** \$500 (up to 8 hours)

\* Excellent for long format events, galas, fairs, etc.

**WEEKLY RATE:** \$1,000

\*If you have a longer initiative and want more of a "residency"

**MONTHLY RATE:** \$3,600

\*If you have a longer initiative and want more of a "residency"

# TZEDAKAH ACTIVATION: OPTION 2

## PROFIT SHARING OPPORTUNITY

Share the profits you collect with Jewish Community Services of South Florida without paying a rental fee.

### **For a week or longer stints:**

Collect funds at your location and split the proceeds with Jewish Community Services of South Florida.

- **60% of proceeds go to your agency & 40% go to JCS**

### **For daily stints:**

Collect funds at your location and split the proceeds with Jewish Community Services of South Florida.

- **50% of proceeds go to your agency & 50% go to JCS**

\*This includes physical donations collected at your venue, *as well as* QR Code donations obtained through our landing page that will be designated specifically to your initiative on the agreed-upon date(s) and monitored frequently.

Note: Donors are not required to donate via the QR Code if they insert money (however, they may do both or only submit by scanning the QR Code).



# TZEDAKAH ACTIVATION: OPTION 3 (Combo)

## RENT (Option 1) & SHARE PROFITS WITH JCS (Option 2)

Pay to rent the JCS Tzedakah Box and use it for your marketing endeavor, but keep a higher % of profits.

**HOURLY RATE:** \$72/hour / Keep 80% and give 20% of profits to JCS

\* Great for small events, lunch meetings, VIP tours

**DAILY RATE:** \$360 (up to 8 hours) / Keep 80% & give of 20% of profits to JCS

\* Excellent for longer events, galas, fairs, etc.

**WEEKLY RATE:** \$1,000 / Keep 80% and give 20% of profits to JCS

\*If you have a short-term initiative and want more of a “residency”

**MONTHLY RATE:** \$3,600 / Keep 80% & give 20% of profits to JCS

\*If you have a longer initiative and want more of a “residency”

# Interested in partnering with JCS?

To reserve The JCS Inflatable Tzedakah Box, please  
contact:

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