

Pajama-rama

Fun-filled pajama party with a purpose!

For families with children 2-8 years old

The Fun

- Wear pajamas and march in a parade
- Participate in story time and songs with singer/songwriter Janet Feld
- Make a personalized pillowcase
- Enjoy milk and cookies

The Purpose

- Be part of a community *tzedakah* (helping others) project – this event will benefit *The Pajama Program*, a nonprofit organization that provides new pajamas and books to children in need (pajamaprogram.org)

Please bring a new pair of children's pajamas to donate!



Why wait for summer? Check out swim lessons for children at jccgb.org/aquatics

Sunday, October 24

10-11:30am

Leventhal-Sidman JCC

333 Nahanton Street, Newton

Member: \$10/family

Nonmember: \$15/family

Register at jccgb.org/pajama
or contact pjlibrary@jccgb.org
or call 617-558-6587



JCC
BOSTON

The PJ Library Pajama-rama		
Oct. 24, 2010		
10-11:30 am		
LSJCC Room 508		
	The PJ Library Pajama-rama	
Total # Families	29	
Total # Participants (Adults & Children)	86	
How They Heard?	Email – 8	
	JCC-3	Online - 3
	Flyer- 4	Other/no info - 11
PJ Library Subscriber?	yes -	21
	no -	2 and 6 no info
JCC Member?	yes -	13
	no -	11 and 5 no info
Preschool?	yes -	22
	no -	7
Ages of Kids?	Under 1 year -	0
	1 year olds -	8
	2 year olds -	6
	3 year olds -	11
	4 year olds -	7
	5 year olds -	5
	6 year olds -	4
	7 year olds -	1
	8 year olds -	0
	9 year olds -	0
	10+ year olds -	0
Town: 28 towns represented	Newton - 11	Somerville - 1
	Needham - 5	Stoneham - 1
	Framingham - 3	Waltham - 1
	Natick - 2	W. Roxbury - 1
	Bridgewater - 1	
	Brookline - 1	
	Roslindale - 1	

PROGRAM RECAP SHEET

THE PJ LIBRARY® PAJAMARAMA – A Pajama Party with a Purpose

SUNDAY OCT 24, 10-11:30AM

LSJCC Rm. 508

PURPOSE

Introduce the concept of tzedakah (helping others) to children age 2-6 by providing a community social action program to benefit a local organization with a theme that the children could relate to.

Our program was held to benefit The Pajama Program (<http://www.pajamaprogram.org/>), a nonprofit organization that provides new pajamas and books to local children in need.

FUN

Wear pajamas- pajama parade

Story time and songs with singer/songwriter Janet Feld

Decorate a personalized pillowcase

Enjoy milk and cookies

Detail of Program Elements

1. Welcome and introduction to program and the concept of Tzedakah- Deb Distler
2. Thank you and short talk (geared to children and parents) by Local Chapter Pajama Program President Liz Canastrano
3. Story and song with Janet Feld – Highlight the PJ Library book 26 Big Things Small Hand Can Do. This is a character-building alphabet book promoting the idea that even small children can help others and make the world a better place. Children in this book give, help, plant, teach, volunteer and recycle among other helpful things. Followed by related songs.
4. Second book Llama, Llama Red Pajama (not a PJ book) but a fun go to bed book. Discuss children's bedtime rituals. What comfy, cozy things each child likes to have at bedtime. Tie to those who do not have these things and bring full circle to include discussion of the pajamas each family brought with them as a donation for The Pajama Program.
5. Art project – Show sample pillowcase with PJ Library logo drawn on it. Ask who gets PJ Library books at home. Invite those who do not get PJ yet to speak to staff or to those parents who are already part of the program to learn more. Children decorate their own pillowcase with fabric markers and stencils. Hebrew letter stencils available as well as standard alphabet and other shapes. (Washable fabric markers used).
6. During art project time, children are invited to help staff count the pajamas brought for donation. Announce the total collected and write on board.
7. Milk and cookies are served and people schmooze while Janet strums guitar in background.
8. Janet calls children back over to her for closing song.

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Program marketing

PJ email blast

Online postings

Item in ELC classroom websites

Flyers posted around LSJCC general building and ELC

Flyers displayed previous FEJL programs including Boston Book Festival Booth

Program challenges

The primary challenge was the size of room 508. We would have preferred to hold the program in the auditorium but could not find an available Sunday morning to do so. Room 508 holds 50 people comfortably. We were thrilled with the program turnout of 86 people (more than 20 people who had not pre-registered for the program walked in the day of.) Our art project required art tables to work on and the story and song portion required comfy floor seating for parents and children.

Parent Feedback

A survey was sent to all parents who attended the event .The response rate for the survey was 73%.

Of those who responded to the survey

91% said the program met or exceeded expectations. The 2 negative comments received mentioned the need for more space.

50% attended the program to introduce their children to the concept of tzedakah

44% attended the program to do something together as a family on a Sunday morning.

99% rated the program good to excellent overall

100% would recommend future JCC programs.

Sample feedback from Parents who attended

1. I appreciate the thought and care that goes into your programs. They are far better than others I have been to.
2. Loved the program, I take my granddaughter to as many of the programs as I can. It's a great way for us to be together have special memories and to introduce her to Jewish programming.
3. I love how the art project was tied into the event.