1. The Basics
• Assign a staff person to the trip
• Select preferred dates, duration, and decide ratio of staff to teens
• Contact Leah Garber, JMI program director, JCC Israel Center: lgarber@jcca.org

2. Your Conversation with JMI
• Review the relevant components:
  • dates of trip  • number of teens
• Discuss the group's profile:
  • age  • size  • type of program
• Talk about specific themes
• Arrange flights: We can assist you and ensure that dates fit. (Make flight payment directly through the travel agent.)
• Mifgashim: Create meaningful connections (mifgashim) with Israeli teens through your partnership region or local youth movements

3. Itinerary
• Within 10 business days, you will receive a first draft of the itinerary and flight details
• Review and send any comments and changes
• Once draft itinerary is set, you will receive a quote for land/flight proposal
• Send back a signed copy of the land/flight proposal
4. Budget and Payments

- Payments will be made in installments for the various components of the trip
- Deadlines for deposits to secure reservations, payable to the travel agent or airline, will be set
- Deposit for the trip is payable to JCC Association and due approximately 6 months before travel
- Remaining program fees are paid in full approximately 3 months before travel
- Any updates, changes, additional fees and refunds will be dealt with after the trip

5. Promotion and Registration

Suggestions for marketing and recruitment strategy:

- Prepare a flyer and include
  - trip dates
  - itinerary highlights
  - cost (we can help with this step)
- Announce the trip at a relevant event
- Publicize the trip through:
  - every JCC publication
  - newsletters
  - local Jewish newspapers
  - mass-e-mails
  - e-mail signatures
  - posters
  - program guide
  - website
  - Facebook page
  - Twitter

5. Promotion and Registration, cont’d.

- Create buzz for the trip by holding events for participants with invited speakers such as local shlichim, other Israelis and JCC Association staff *
- Use JMI’s online registration website specifically designed for your trip with exclusive admin access for your trip liaison
  
  *JMI prep materials will be sent to you

6. Support and Challenges

If group is too small...

- Talk with JMI Connect to coordinate a shared trip with another JCC, or alternatively approach a JCC near you based on a previous relationship
- Create collaborations with local (Jewish) organizations such as synagogues, local federation, etc.

*Whatever the issue, we are here to support you every step of the way!*