The Merage Jewish Community Center of Orange County
Displays Digital Donor Recognition Wall

Summary: As one of the largest community centers in Orange County, the Merage Jewish Community Center honors its contributors by displaying a digital donor recognition wall.

Challenge: The Jewish Community Center wanted to enhance its environment by using digital displays to communicate with visitors and members at the center. Debbie Meline, the Director of Donor Relations & Stewardship at the Merage Jewish Community Center, desired to highlight the center's donor wall, which was originally adorned with a wall of plaques commemorating those who helped fund the facility and the many activities it offers for the community.

The Merage Jewish Community Center

The Merage Jewish Community Center of Orange County provides an enriching experience for individuals of all ages. With its expansive campus and breathtaking views, the Merage Jewish Community Center offers a variety of resources which include a health and fitness gymnasium, a top-quality preschool and toddler care center, senior center, Teen Lounge, gymnasium, Junior Olympic swimming pool, adult education rooms, a started in 2004, has been serving the local community by embracing its Jewish traditions in a safe, positive, and healthy environment.

"The original wall of plaques that we created after the opening of our building in 2004 served a very important purpose – honoring those who had donated to the capital campaign – but after so many years, that wall has become almost "invisible" to people walking by it, because there was no reason for them to take a new look at it." says Meline.

Realizing that the plaques were becoming outdated at their facility, Meline decided to seek out a more eye-catching and modern method of displaying the names of those who contributed to the facility.

Solution: The Merage Jewish Community Center of Orange County decided to use digital signage as their donor wall after viewing a digital signage display at another organization."I visited another organization that was using UCView digital signage to communicate with their visitors. Once I saw what it was capable of doing, I decided that was what I wanted to use as our donor wall" says Meline. This would be the organization's first experience with using digital signage as a communication tool. Aimed for anyone who enters through the community center's doors, the purpose of the donor wall is to commemorate those who donated to the Merage Jewish Community Center.
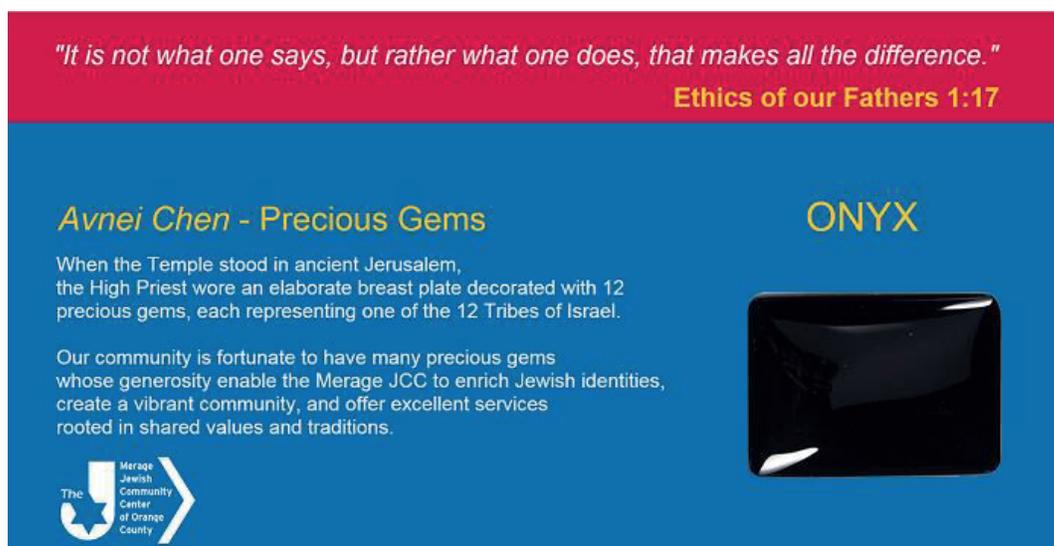
The project is themed after twelve precious gems which represent different donor categories. With the use of HTML5 animation, the donor wall spans across three screens. The left screen lists the donors who contributed $100,000 or more to the community center; the middle screen has a quick explanation on the twelve precious gems, stating that each gem represents one of the twelve tribes of Israel; the right screen lists other donors who have contributed to the center. In order to run the video wall throughout the day, the facility is using a customized video wall player with commercial-grade screens to display content. In order to display the names, which routinely rotate every minute, the Merage Jewish Community Center is using a customized app which is powered by UCView. The video wall is placed in the hallway of the building's entrance, allowing for any visitors or members walking by to view the names of those who played a large role in the facility's expansion.

Although the video wall was set up recently, the Merage Jewish Community Center would like to use digital signage in the future to promote upcoming events and activities. "We would eventually like to convert our advertising boards into digital signage and highlight upcoming activities for visitors at the building's entrance as well as in our preschool" says Meline. Realizing its potential, the center would eventually like to expand digital signage into other sites around the building.

Outcome: The project has been very successful in increasing the number of visitors who view the donor wall. "We are very happy with our decision to use a digital display! The vibrant colors and the dynamic content definitely attract the attention of people who walk through the "main street" of our building. We received several positive comments from donors when we first unveiled the display in January, and I often notice JCC members and visitors stopping to look at it. I believe that as we change/add content, it will continue to attract attention" says Meline. The staff is continuously looking to increase communication to generate more interest and knowledge in the exceptional services that are offered at The Merage Jewish Community Center.

About UCView, Inc.: UCView is a worldwide provider of digital signage solutions, supplying top-quality digital signage products and content management software that is reliable, easy to use, and affordable to operate. The objective of UCView is to allow for convergence between display owners, advertisers, and consumers. UCView is responsible for the installation and support of thousands of systems across a spectrum of business industries including retail, supermarkets, government, education, hospitality, and financial. UCView is a private company; its international headquarters and main manufacturing facility is located in Northridge, California.

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