



A Donor Recognition Wall as Spirited and Creative as its Inspiration

Camp Eisner is a Jewish camp in the Berkshires of Massachusetts. One of Camp Eisner's past campers, Ava, sadly lost her battle with Leukemia and her parents and grandparents wanted to find a way to honor her in a special way. The camp director had a vision of creating an image of a little girl blowing bubbles that would represent the spirit of Ava while providing a unique and meaningful way to recognize the camp's many donors.

Using a past case study from ASI Buffalo, ASI New York gained inspiration for the design for the wall. URJ or Union of Reform Judaism has been a client of ASI New York's for many years. URJ has 30 summer camps around the country. Camp Eisner, while part of URJ, is independently run and operated. Camp Eisner hired ASI New York specifically for their donor wall.

Service Offerings

- Value Engineering
- Fabrication
- Installation

Product Applications

- Vinyl & Acrylic Bubbles
- Wall Plaques
- Dimensional Letters
- Digital Printed Vinyl Graphic

Solution Partners

- X Sign™
- Indy Imaging

About the Solution

Due to budget and time constraints, it was necessary for ASI New York to establish a goal of completing the project as quickly and cost effectively as possible. Camp Eisner is only open two months out of the year and the dedication ceremony of Ava’s Donor Wall was scheduled for mid-July. Another challenging aspect of this project beyond the design and fabrication was the process of confirming the donor names and levels to be presented on the bubbles with the darker purple bubbles representing “Ava’s Avengers” and the lighter purple bubbles representing donors to the renovation of the health center.

In an effort to adhere to the necessary budget constraints of the project, some elements, such as the outline of the little girl, were completed more cost effectively by being fabricated from vinyl as a decal instead of the original plan of being constructed from custom cut acrylic. The design of the bubbles and the vinyl background also provides Camp Eisner with the ease of modifying and adding more bubbles as more donors contribute over time while still maintaining a complete and attractive look.

