

ESTIMATED ANNUAL COSTS

Create 10 new specialty websites	10,000
Regional Programs for seniors	25,000
Regional Programs for singles	45,000
Update ChabadLI.org website	4,000
Advertise weekly through search engines, adwords, in print and online	80,000
Hire Long Island Press Relations Manager	18,000
Regional Shabaton in Long Island Hotel	10,000
Regional Campaigns for Holiday Celebrations	10,000
Major Speakers Series, Gimmel Tammuz event	30,000
Promotional videos / WebAds	15,000

Chabad of LI ViewBook with directory	20,000
Establish Regional Camp Scholarship Fund	50,000
Day School Financial Aid Fund	75,000
Regional LI Shluchim Convention, seasonal farbrengens with guest Rabbis	8,000
Fundraising Consultant	15,000
Life insurance stipends	25,000
Health insurance stipends	45,000
Free Loan Society	50,000
Full and part time administrators	115,000

TOTAL \$650,000