

National Jewish Committee on Scouting

Guide to Recognizing the NJCOS 100th Anniversary

Introduction

Happy 100th Birthday NJCOS! In November, 2026 the National Jewish Committee on Scouting will celebrate 100 years since it was organized by Harry L. Glucksman of the Jewish Welfare Board with Dr. Cyrus Adler of Dropsie College in Philadelphia elected its first Chairman.

Celebrating the 100th Anniversary is a unique opportunity for the NJCOS to raise our public profile with benefits to the National Committee, local Jewish Committees (JCOS) and Jewish Scouting overall:

- Celebrating the 100th Anniversary strengthens our pride in our Jewish identity and increases our visibility in Scouting.
- By visiting local and distant 100th Anniversary events, Jewish youths and Scouters from different communities and states can build friendships that could last a lifetime.
- Jewish Scouters that learn that the NJCOS exists can be added to our national mailing list (and perhaps a regional mailing list) and join an existing local JCOS.
- A single Jewish Scouter, publicly recognizing the the 100th Anniversary, might be contacted by other local Jewish Scouters, thus forming the nucleus of a functioning JCOS.
- A local JCOS can raise its profile in its Council and community, thereby increasing participation in its existing Jewish activities.
- Jewish parents seeing the publicity and interested in having their children join Scouting can contact someone who can give them the available contact info.

One of the characteristics of Jewish Scouting in the U.S. is that the population of Jewish Scouts and Scouters varies widely based on where in the country they are located. This varies from large numbers in major cities in the northeastern and central states to comparatively less in the western and southern states and rural areas in general. The level of organization ranges from what might be the only Jewish Scouter in his/her Council, to a successfully operating JCOS. The best approach is to recommend a variety of ways to recognize the 100th Anniversary so that everyone can participate, from individual Jewish Scouters to organized local JCOS.

To maximize the benefits, it is vital that all Jewish Scouters and organizations, from individual Scouters to organized JCOS, recognize the 100th Anniversary, based on their capabilities to act.

How to Recognize the NJCOS 100th Anniversary

Individual Jewish Scouters and small groups of Jewish Scouters can organize small events specifically recognizing the 100th Anniversary.

- Provide birthday cake and coffee at your November (or some other) District Roundtable/District Committee Meeting recognizing the 100th Anniversary, which was organized in November, 1926.

- Provide sample remarks that can be read at Scouting events regarding the NJCOS 100th Anniversary. (See Addendum.)
- If you are meeting via Zoom, announce the 100th Anniversary and any related news.
- Man a table at your District/Council kickoff/dinner/show with handouts on the 100th Anniversary, youth religious and adult NJCOS awards, High Adventure Base Treks, etc.
- Anything else you can think of that works for you.
- Send out press releases to local media, both before and after the event.
- Always take photos and/or videos, vital for later publicity.

Local JCOS can organize larger-scale events recognizing the 100th Anniversary

- Local multi-Troop campout represented by all religions with Jewish-theme foods and activities.
- A multi-Troop “Ten Commandments Hike” represented by all local faiths. Pre-arranged sightseeing stops at a Synagogue, Catholic & Protestant Church, Mosque and other local places of worship. Take lots of photos & video. This could generate a lot of positive publicity.
- Organized fun/recreational event or party in central location with both Jewish and non-Jewish Scouters attending, and/or similar youth-based event. Eat good kosher food, sing songs, have fun.
- Anything else you can think of that you can do.
- Send out press releases to local media, both before and after the event.
- Note: these can be run as strictly Jewish-only events if you have sufficient Jews in your area. The publicity and your numbers will be far greater if all faiths are invited to attend.

Previously Scheduled Jewish Scouting Events

Any previously scheduled Jewish Scouting event in 2026 (Scout Shabbat, Kosher events, Kinus, etc.) can become a 100th Anniversary event just by informing the NJCOS that it wants to be so identified. This has the benefit of increased publicity by the NJCOS. An announcement would presumably be made at the event or in its literature, recognizing the 100th Anniversary. The event could incorporate the 100th Anniversary logo in its patch or literature or otherwise mention the 100th Anniversary in its publicity.

Previously Scheduled Non-Jewish Scouting Events

Previously scheduled Non-Jewish Scouting events can also recognize the 100th Anniversary. This would most likely be arranged by local Jewish Scouters and JCOS. All that is needed is for the event to inform the NJCOS that it wants to be so identified and that the 100th Anniversary will be mentioned at the event and/or in its literature. This has the benefit of providing increased publicity by the NJCOS. Jewish foods and Jewish-themes can be incorporated to the extent possible. Some examples:

- A Camp Alumni Association serves some typical Jewish foods at its annual banquet (in-camp or out-camp).
- A campfire at a district camp-o-ree includes some Jewish songs and snacks. This could be organized by a local Jewish Scouter or the local JCOS.
- An announcement is made at a District/Council Dinner that recognizes the 100th Anniversary.
- Anything else you can think of that works for you.

- Send out press releases to local media, both before and after the event.

Everyone Can Recognize the 100th Anniversary

- Local observations of the 100th Anniversary will be promoted to Jewish Scouting nationally. Everyone (youths and adults) can recognize the 100th Anniversary by attending recognitions in nearby communities and states.

Publicizing the 100th Anniversary

Each 100th Anniversary event is an opportunity to obtain publicity via your press releases, both before and after.

- **Before:** Mention date, location, nature of event, who is invited to attend, your contact info.
- **After:** Brief report and photo(s), your contact info. Post short videos on your local District/Council/Community Facebook page.
- Be sure to mention the NJCOS 100th Anniversary.

In addition to local media, send press releases to local synagogues, JCCs, and Jewish media outlets.

See addendum for sample press releases on promoting the 100th Anniversary.

Support by the NJCOS Prior to Events

Here are some ways the NJCOS can support the 100th Anniversary prior to events:

- Encourage individual Jewish Scouters, small groups and local JCOS to recognize the 100th Anniversary.
- Publicize this guide via email to the NJCOS email list and posts to the NJCOS Facebook Page.
- Solicit information from individuals, small groups and local JCOS on how they are recognizing the 100th Anniversary.
- Add 100th Anniversary events to the NJCOS website calendar.
- Maintain a current list of 100th Anniversary events on the the NJCOS website, each with a brief description, date & time, location, contact info.
- Publicize 100th Anniversary events via the NJCOS Facebook page.
- Regularly send out emails to the NJCOS email list highlighting upcoming local 100th Anniversary recognitions.

Support by the NJCOS After Events

Here are some ways the NJCOS can support the 100th Anniversary after the events:

- Solicit and include a limited number of photos and brief event reports on the NJCOS website.
- Submit articles to the NJCOS Facebook Page.
- Add short videos to the NJCOS YouTube Channel.

- Regularly send out emails to the national NJCOS email list with short articles highlighting the latest local NJCOS recognitions.

Submitting requests to publicize the NJCOS 100th Anniversary:

Requests to publicize 100th Anniversary events should be emailed to dmalatzky@aol.com with following info:

- Date, time, location.
- Individuals involved (adults/youths).
- Desired title and short description.
- Any cost involved.
- Contact person's email address

Closing:

The 100th Anniversary is a unique opportunity for the NJCOS to raise our public profile with benefits to the national and local committees and Jewish Scouting overall. If we work together on this, we should see the benefits achieved.

Yours in Jewish Scouting,

David M. Malatzky
Chairman,
NJCOS 100th Anniversary Committee

ADDENDUM

Sample NJCOS 100th Anniversary Press Release Not Specific to Event (Thanks to Phyllis Stein for format.)

Fill in your specific information, replacing underlined text.

To: Local newspaper name/other community newsletter name.

From: Your name and title, if any; your phone number and/or email address. For more info, please contact your name, or alternative contact person and contact info.

For immediate release, and thanks for the space. Date: Release Date

NATIONAL JEWISH COMMITTEE ON SCOUTING CELEBRATES 100TH ANNIVERSARY

Almost 100 years ago, in November 1926, the National Jewish Committee on Scouting (NJCOS) was founded by Harry L. Glucksman of the Jewish Welfare Board with Dr. Cyrus Adler, President of Dropsie College in Philadelphia, elected its first Chairman. In 2026, the NJCOS celebrates 100 years of serving Jewish youths in the Scouting America program. The NJCOS prepares young Jews to make ethical and moral choices over their lifetimes by instilling in them the values of Judaism as expressed in the Scout Oath and Law.

Today, the NJCOS provides multiple services to the Jewish Scouting community:

- Encourages parents of Jewish youths to have them join their local Scouting America programs: Cub Scouts (kindergarten - 5th grade) or Scouts BSA (ages 11-17).
- Through local Jewish committees, organizes activities and religious observances for Jewish Cubs and Scouts.
- Sponsors Jewish religious emblem programs for Jewish Cubs and Scouts and recognition awards for adults.
- Sponsors Treks to Scouting America High Adventure Bases for Jewish Scouts.
- Provides multiple scholarships for Jewish Scouts.

The NJCOS has a variety of activities planned for the 100th Anniversary year. For more information, visit the NJCOS website: <https://www.jewishscouting.org>. To contact your local Jewish Committee on Scouting or find a Scouting America program for your youth: your name and email address.

Attach NJCOS 100th Anniversary logo file JPEG., Scouting Serves the Jewish Community logo file JPEG.

Sample NJCOS 100th Anniversary Press Release
Specific for your 100th Anniversary Event
Before Event

(Thanks to Phyllis Stein for format.)

Fill in your specific information, replacing underlined text.

To: Local newspaper name/other community newsletter name.

From: Your name and title, if any; your phone number and/or email address. For more info, please contact your name, or alternative contact person and contact info.

For immediate release, and thanks for the space. Date: Release Date

JEWISH COMMITTEE ON SCOUTING SPONSORING
NAME OF EVENT IN COMMEMORATION OF 100TH ANNIVERSARY

The Your Community Name Jewish Committee on Scouting is organizing a Name of Event in commemoration of the 100th Anniversary of the founding of the National Jewish Committee on Scouting (NJCOS) in 1926. The NJCOS was founded by Harry L. Glucksman of the Jewish Welfare Board with Dr. Cyrus Adler, President of Dropsie College in Philadelphia, elected its first Chairman. Today, the NJCOS provides a variety of services to Jewish youth members in Scouting America, including religious emblem programs, scholarships and High Adventure Treks.

The Your Community Name Jewish Committee on Scouting is organizing (provide details: date, time, location, who can attend, who to contact, contact info.)

For more information on the NJCOS, visit the website: <https://www.jewishscouting.org>. To contact the Your Community Name Jewish Committee on Scouting or find a Scouting America program for your youth, email your name and email address.

Attach NJCOS 100th Anniversary logo file JPEG., Scouting Serves the Jewish Community logo file JPEG.

Sample NJCOS 100th Anniversary Press Release
Specific for your 100th Anniversary Event
After Event
(Thanks to Phyllis Stein for format.)

Fill in your specific information, replacing underlined text.

To: Local newspaper name/other community newsletter name.

From: Your name and title, if any; your phone number and/or email address. For more info, please contact your name, or alternative contact person and contact info.

For immediate release, and thanks for the space. Date: Release Date

JEWISH COMMITTEE ON SCOUTING SPONSORED
NAME OF EVENT IN COMMEMORATION OF 100TH ANNIVERSARY

The Your Community Name Jewish Committee on Scouting sponsored a Name of Event on Date of Event in commemoration of the 100th Anniversary of the founding of the National Jewish Committee on Scouting (NJCOS) in 1926. The NJCOS was founded by Harry L. Glucksman of the Jewish Welfare Board with Dr. Cyrus Adler, President of Dropsie College in Philadelphia, elected its first Chairman. Today, the NJCOS provides a variety of services to Jewish youth members in Scouting America, including religious emblem programs, scholarships and High Adventure Treks.

Briefly provide details of event: Where did it take place, how many persons attended, who was in charge, what happened?

For more information on the NJCOS, visit the website: <https://www.jewishscouting.org>. To contact the Your Community Name Jewish Committee on Scouting or find a Scouting America program for your youth, email your name and email address.

Attach NJCOS 100th Anniversary logo file JPEG., Scouting Serves the Jewish Community logo file JPEG and photos of event.

**Sample Remarks that Can be Read at at Scouting Event
Regarding the NJCOS 100th Anniversary**

Hello Everyone,

In 2026, the National Jewish Committee on Scouting is celebrating 100 years of service to Jewish youths. A lot has happened since 1926, when Harry L. Glucksman of the Jewish Welfare Board founded the Committee, with Dr. Cyrus Adler, President of Dropsie College in Philadelphia, elected its first Chairman. Today, the Committee encourages Jewish youths to join Scouting, sponsors religious emblems programs to connect Jewish Scouts with Judaism, provides scholarships for Jewish Scouts, and sponsors activities for Jewish youths and adults, including our Philmont Treks.

Please join me today as we celebrate the 100th Anniversary of the National Jewish Committee on Scouting.