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## Case Study – Digitizing Old Photos

Camps have had great success developing and engaging their Alumni on Facebook by uploading lots of pictures from the past to their Facebook Page. For example, URJ Henry S. Jacobs Camp (<http://www.facebook.com/pages/Utica-MS/URJ-Henry-S-Jacobs-Camp/20726519195>) has uploaded thousands of pictures, resulting in hundreds of fans and many more comments about the pictures and camp itself. URJ Greene Family Camp has also had their old slides digitized and are uploading hundreds of great photos to their Facebook Page (<http://www.facebook.com/urjgfc>)

Loui Dobin, the Camp Director of URJ Greene Family Camp, used ScanCafe (<http://www.scancafe.com/>) to get thousands of slides digitized for their Facebook Page. ScanCafe has a simple process at a reasonable price. This (year old) article from Money Magazine ([http://money.cnn.com/galleries/2007/moneymag/0712/gallery.digitize\\_memories.moneymag/index.html](http://money.cnn.com/galleries/2007/moneymag/0712/gallery.digitize_memories.moneymag/index.html)) rated ScanCafe the best option at the best price.

How does it work? ScanCafe has a detailed description of the process on their website (<http://www.scancafe.com/how/scanning-how-it-works>). In summary, you place an order at [www.scancafe.com](http://www.scancafe.com). At this time, you'll pay for roughly half the order. ScanCafe provides a printable, pre-paid UPS shipping label; put that on your package of photos, slides, and negatives and drop it off at any UPS shipping location.

The package is shipped overseas to Bangalore, where all the images are hand-scanned. Then a private website is set up where you can choose which images you want to keep (you agree to pay for a minimum of 50% of the photos scanned). Then you complete your order, pay the remaining balance, and DVDs or CDs of the images (along with the originals) are sent back to you. The complete process takes about 6 to 8 weeks (a bit more if you have thousands of pictures). This time lag is the biggest drawback to ScanCafe's process, but it is offset by the price and ability to select the photos you want digitized.

As for price, check their website for specifics (<http://www.scancafe.com/pricing>). It ranges from \$0.24 to \$0.29 per negative, slide, or photo (plus shipping).

Do you have any websites or services you would recommend to others? Tell us about it! We are sure that others can learn from your experiences.