

A Fundraising Guide for **Jewish National Fund's** **Alternative Break**



Welcome to JNF's Alternative Break Trip to Israel!

Thank you for participating in JNF's Alternative Break. Your fundraising efforts and hard work while in Israel will be making a difference in the Negev and North of Israel. Thank you for helping us develop communities and homes for the people of Israel who are in need.

Getting Started with Fundraising

1) Set Goals: In order to participate on AB, you are required to raise a minimum of **\$1,100**. This, however, is just a minimum, and we encourage you to raise more. You will have a personalized website that you can email to friends and family. You will be able to keep track of the funds raised, and your donors will be able to see your progress in achieving your goal.

2) Be Energetic: You signed up for AB because you want to get back and give back to Israel, while helping shape the future of the Negev or Northern Israel. The more energetic and excited you are about fundraising and the trip, the more people will respond, and be willing to help you out.

Read through this packet to learn what you will be fundraising for, where your money will go, and what you will be doing in December (Alternative Winter Break) or March (Alternative Spring Break). Your donors will want to know this information, and you should be able to clearly explain it to them.



What Are You Fundraising For?

Jewish National Fund is committed to seven action areas: Forestry/ Ecology, Water, Community Development, Security, Education, Research, and Tourism & Recreation. By taking part in AB, you will be fundraising to help the development of the Negev, Israel's largest desert and the North of Israel, home to the recent devastating forest fire in the Carmel. All funds raised go to JNF's *Blueprint Negev* campaign or JNF's *Operation Carmel Renewal* campaign. Details about *Blueprint Negev*, *Operation Carmel Renewal*, JNF's seven action areas, and other projects to which JNF is committed are described in later sections.

Blueprint Negev is a campaign supporting Israel's newest generation of pioneers in developing, inhabiting and preserving the Negev Desert.

Blueprint Negev will lead to a 70% growth in the Negev's population, close the economic and educational gaps that exist, reduce the unemployment rate, create quality of life for all residents, and build a stronger Israel. The plan, which includes a government investment of over \$4 billion, non-profit investment of \$600 million, and private investment of \$2.5 billion, includes doubling the size of the city of Be'er Sheva; infrastructure; housing loans and incentives; education; employment opportunities; tourism; partnerships; bolstering existing towns; the military; building new communities; the Bedouin; the environment; and water.

The Negev Desert is 60% of Israel's landmass but home to only 8% of its population. Its development is vital for Israel's future and will drive dramatic change to the region, making a real difference to Israel and her residents.

Other funds raised will be designated to *Operation Carmel Renewal*. On December 2, 2010 the deadliest forest fire in Israel's history broke out on the Carmel Mountain Range near the city of Haifa. The fire spread rapidly and burned for nearly four days, claiming the lives of 44 people, severely damaging homes and property, and consuming an estimated five million trees.

As soon as the magnitude of the fire became clear, JNF launched *Operation Carmel Renewal: From Black to Green*, an emergency fundraising campaign to repair the vast environmental damage to the Carmel and provide firefighters with much-needed supplies. To date, nearly \$5 million has been raised in support of this effort. Funds are being used to purchase trucks and equipment for fire departments and forestry units across Israel as well as to begin the long process of rehabilitating the Carmel's landscape.



Who Do I Ask?

Generate a list of everyone you know and all organizations with are affiliated. Everyone you know can help you raise money for *Blueprint Negev* and *Operation Carmel Renewal* to enable you to participate on AB! To help you get started, below are a few suggestions of people you should think about asking:

- **Friends and Family** – The people closest to you are most likely to support you. Contact as many people in this circle as you can – aunts, uncles, cousins, grandparents, your parents, your parent’s friends, roommates, etc.
- **Hillel/Chabad/Jewish Student Groups** – Often times, Jewish Student groups are willing to support students going on trips to Israel.
- **Professors** – Professors who know you well will also know about your strong commitment to Israel and community service. They may want to support your efforts by donating money and helping you reach your goal.
- **Coworkers/Employers** – This is a great network of people. You can contact coworkers and employers from summer internships/jobs. Use breaks or “small office talk” to mention AB, and ask for their support.
- **Your Synagogue** – This should be a great place to fundraise. Contact your rabbi, congregation president, sisterhood, men’s club, etc. The synagogue is your community and a great place to start. Use different methods to reach the members of the synagogue – newsletter, message boards, etc.
- **Local Federation** – Local Federations often like to support their students in their efforts to get back to Israel.
- **Other Clubs and Associations** – While in college you may be affiliated with a few clubs or organizations. Members of these organizations, as well as the organization itself are good places to ask for sponsorship.

If you are hesitant about asking non-Jewish friends and colleagues to support you, don’t be concerned. **Although this trip is related to Israel, the Jewish homeland, the projects you will be working on, are greater humanitarian projects – helping people and land.** You should not be afraid to ask non-Jews for their support.



How Should I Ask?

There are many ways that you can ask for support. The two most effective ways are email and personal appeals. This packet contains sample letters to email to friends and family. Below are other methods of fundraising you can try.

- One-on-One Appeal: Ask your friends, family, colleagues, professors when you see them around campus or on vacations at home (sitting in the Sukkah or around the Thanksgiving table are great ways to reach lots of family). Follow up with a formal letter or email.
- Put up signs on your dorm door and put a flyer in the common space.
- Ask your synagogue and/or Hillel to place ads or information in their weekly emails or monthly newsletters asking for donations
- Host fun activities in your dorm and either charge for admission or make a mass appeal.

What Should I Say?

Your request should come from the heart and convey how this outreach to Israel is a powerful and personal issue on your agenda. After all, your sponsors are helping you. The most important thing when writing these letters or appeals is to keep in mind who you are asking. Who is going to read your letter? Is it a friend, a boss, a professor? Each person you ask, you may want to approach differently. There is no single, “cookie cutter” fundraising letter, but there are templates, which you can personalize to make your letters great – and achieve your goal.

Read the hints below to help you get started. Once you have your letter (which can be based on the template we provide*), look at these tips, and see if there is anything else you can add.

- Be Personal. Your letter should be specific to you, and reflect your desire to work with developing communities in the Negev and take part in AB. Tell the recipients why *you want* to do AB.
- Add an appropriate picture, if possible.
- Write “Hi Ben” instead of “To All,” or “Dear Friends”.
- Be specific in how they can sponsor you. Include the link to your website.
- Include your fundraising goal, and be ambitious! Put it in bold, and make sure people know what you are striving to achieve!
- Ask for a specific amount. Tell them, “Please consider a gift of \$36.” They can decide to give more or less.
- Send it to everyone you know – especially immediate and extended family.
- Don’t feel bad asking for money. People will want to help, because it is important to you. Explain to them what they are donating to, and that they are giving *tzedaka* (charity), as part of *tikkun olam* (community service).
- You should ask everyone – even your parents’ friends. The people you least expect to give may help you reach your goal.
- Remind people about AB when you see/speak to them. Remind them that you have a fundraising goal, and would like their help.
- Give people a deadline.

*Sample solicitation letters and follow up letters will be available online once you register.



Timeline

Some people you reach out to will respond immediately and you will have to remind others. But what happens after the initial wave of donations? Your campaign to go on JNF's AB will actually be a series of correspondence with potential donors. This includes your initial outreach, follow up and update letters, thank you letters for those who donated and a final thank you after you participated on AB.

Mark the following time line goals on your calendar to help you plan your fundraising campaign from the time you register until AB, and after. Be sure to check the AB website, www.jnf.org/break, for important announcements and deadlines (including fundraising and paperwork deadlines).

TODAY

Send out your first round of emails. Make a list of 10 people you are going to approach in person, and start with one per week.

ONE MONTH FROM NOW

Send out another round of emails (to everyone you have emailed and would like to email). Tell them about your progress with fundraising, and remind them what type of work you will be doing. Check your list of people to approach – how is progress going? If need be, make another list of 10 people you are going to approach. Be in touch with AB Staff about your progress.

TWO MONTHS FROM NOW

Send out a third email update. Once again, let everyone know your progress, and how close you are to achieving your goal. Be in touch with AB Staff about your progress.

ONE MONTH BEFORE AB

Make sure you checked all the deadlines and have raised all of your funds. Also, make sure you thanked everyone who donated.

ONE WEEK AFTER AB

Write another thank you letter to your sponsors. Like your fundraising note, this letter should be personalized. Tell your donors what you did on AB, personal highlights, how you felt, what you learned, etc. Your donors will appreciate hearing how your trip went, and eager to see photos and hear your experiences.



Using Convio – Your Personal AB Website

Once you register, you will be asked to choose a username and password. This will enable you to access your Personal AB Website. If you forgot your password, there will be an option, “forgot your password?” and we will email it to you.

From “My AB” you will be able to:

- **Edit your AB Website** –You will be able to personalize the text and upload a photo on your AB Website. Your donors can make donations using a credit card on your site.
- **Send emails to friends and family** – Send emails, keep track of who and when you have emailed.
- **Monitor your goal status** – You and visitors will be able to see how close you are to achieving your goal. They will also be able to see an “honor roll” of those who have already donated.
- **Get offline donations** – Donors will be able to make offline donations. If this happens, you will be able to add them to the honor roll, and add their donation to your total.

We encourage you to spend time at your webpage and become familiar with it. If you have any questions, please feel free to contact us or asb@jnf.org. We will be happy to help you out, and get you started!

Now What?

Now that you know what you are fundraising for and how to do it, let the campaigning begin! The earlier you start the more time you allow to raise the money. There will be no need for a last minute rush.

Thank you for registering and interest in participating in JNF’s AB. Your fundraising efforts and participation on JNF’s AB are helping shape the future of the State of Israel!

