

# JNF Alternative Break to Israel (AB) Online in 5 Easy Steps!

A Step-by-Step Guide by Jewish National Fund, Helping You Go to Israel!

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## Fundraising Online is as easy as 1, 2, 3, 4, 5!

With one click of a button, you can send your Alternative Break information to all of your family and friends. They can donate instantly and watch your thermometer grow. **Go to [www.jnf.org/break](http://www.jnf.org/break)** to register and get started!

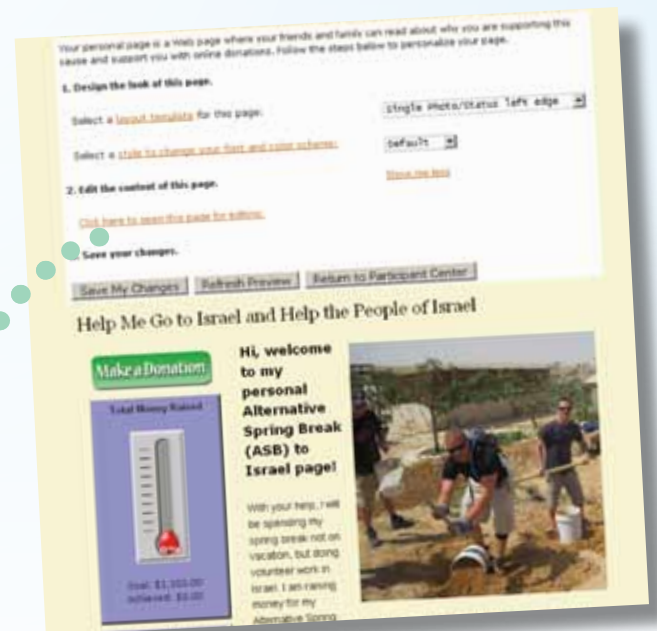
Here is a step-by-step guide to help you fundraise online with AB:

How to Login to Your JNF-AB account:

1. Go to [www.jnf.org/break](http://www.jnf.org/break). Click where it says "Log into your JNF Account" toward the top. If you are already logged in, it will say Welcome Back. If you have not registered for AB, please do so at [www.jnf.org/break](http://www.jnf.org/break). If you have trouble logging in, forget your username or password there are prompts to help you.
2. You will be prompted to enter your username (your email address) and password.
3. Hit Login and you will be directed to your AB homepage.
4. Get started fundraising for your trip to Israel with AB!

### Step 1: Personalize

1. Login to your AB account at [www.jnf.org/break](http://www.jnf.org/break).
2. Click on **Participant Center**.
3. Click **Personal Page**. Your complete AB website will appear as visitors see it, along with a **tinted text box** where you can make changes.
4. When editing, your screen will look like this one on the right:
5. **Click here to edit the text of your homepage:**  
Add a personal story, or information about your upcoming trip.  
Click on buttons to add pictures or change the layout and look of the page.





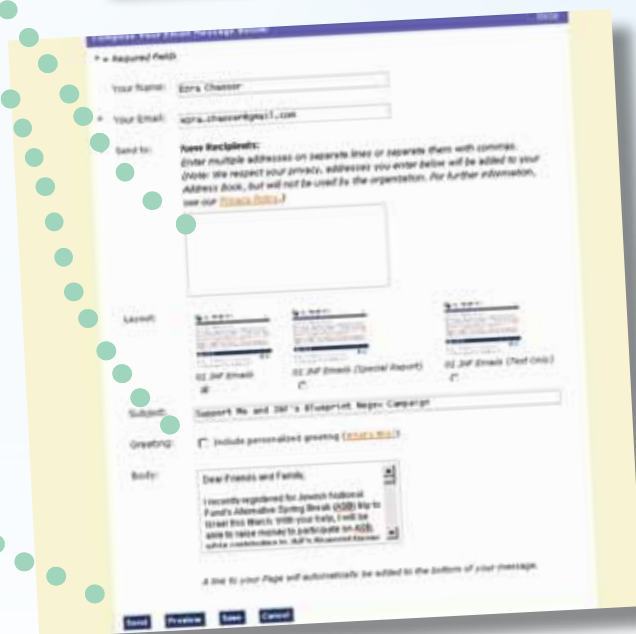
6. Before making any changes, some things to keep in mind:

- Clicking **Refresh Preview** will allow you to see how each of your changes will affect your page.
- Changes do not have to be permanent. You can continually update and change the look of your site from your participant center.

## Step 2: Send Emails

**IT'S EVEN EASIER TO FUNDRAISE WHEN YOU SEND EMAILS DIRECTLY FROM YOUR AB WEBSITE!**

1. Click on the Email icon in your Participant Center. It will bring you to this screen:
2. Click **Sample Gift Request**.
3. The Sample Gift Request email screen looks like this (below):
4. Type email addresses directly into the **Send To** box (Once your message is sent all of these email addresses will automatically be transferred to your Address Book)
5. The email is ready to be sent! Or... just like your website, you can personalize your **text** or **subject** line.
6. You can also use the **Blank Message** in your email homepage by following these same steps. **Blank messages** are great for sending follow-up emails, thank yous, and updates when you get back from Israel.
7. When your email is ready click **Send**.





### Step 3: Update Your Address Book

1. Click on the **Address Book** icon in your Participant Center. This screen will appear:
2. If you have already sent a Gift Request message, a list of all the email addresses you sent it to will have been automatically transferred to your Address Book.
3. You can add a person's name next to his/her email address by clicking **Edit**. Fill in the requested information on the next page, and click **Save**.
4. You can also add new email addresses to your AB Address Book.
  - Add contacts *individually*
  - Import contacts from an *already existing email address book*. Click here to import email contacts. A new screen will appear.
5. Click **Save** when you are finished and you will be brought back to the Address Book homepage with a confirmation of how many new contacts were added to your list.



### Step 4: Enter Off-line Gifts

Even though you are collecting your funds online, some friends and family will send you a check. These donations will not show up on your AB webpage automatically. **Follow these steps to add these offline gifts so that they can show up on your AB thermometer:**

1. In your AB Participant Center, click on the **My Progress** icon. This screen will appear:
2. Click **Enter Gifts Received Offline**.
3. A new screen will prompt you to enter all of the information relating to the donation. Include all mandatory information:
  - Name
  - Gift amount
  - Payment type (If the donation was made by check, but you don't have the check number, just enter the gift as cash.)
4. Click **Save**. Watch your thermometer go up and the new gifts appear on your honor roll. **Make sure to download from your personal AB page the Offline Donation Form to be completed with all checks.**





## Step 5: Track Progress and Donor Follow-up:

In the AB Participant Center, click on the **Follow-Ups** icon, and this screen will appear: All of your Address Book contacts will be listed. You will also see:

- If they have donated to your account
- How many emails you sent them
- The date of the last email
- The emails that they opened
- If they have clicked through to your page

### HOW CAN I USE THIS INFORMATION?

1. **Emails Sent:** by seeing how many emails you have sent to donors and the date of the last email sent, you will be able to decide if it is necessary to email them again. Often people don't appreciate receiving too many emails. You should also be careful not to send a fundraising request to someone who has already donated.
2. **Emails Opened:** this is an important column. You may have sent someone 10 emails, but s/he didn't open any! Check-in and make sure you have the correct email address or print your email and send it by regular mail with an offline donation form?
3. **Page Visits:** this column will tell you if a person has visited your AB page, and how many times (based on the link in your email). If you see that your email has been opened and the person has visited your page but never donated, it might be worthwhile to send a reminder. You can also follow-up and let potential donors know that if they don't want to donate online, you can provide them with offline donation forms.

*NOTE: Using the **Show Contacts Who...** drop-down menu, you can organize which contacts are visible to you at a given time. With this feature you can organize your address book by the type of message you want to send. For example, you can choose all contacts who **have not made a donation** to send them a reminder. Or choose all contacts that **have donated, but have not received thank you's**. Choose your option, click **Go** to see the updated list, and then click **"Send Email to All"** to send your group-specific message.*

Good Luck! See you in Israel!

Jewish National Fund  
 42 East 69th Street, New York, NY 10021  
 212-879-9305 x245  
 www.jnf.org/break • break@jnf.org

JNF.org

