

The Environment - #PoweredbyJNF

FACEBOOK, TWITTER, INSTAGRAM, YouTube, Vine, Snapchat... These are just a few of the social media platforms that enable everyone to be a leader, a storyteller, a motivator on the topics that are close to their heart.

Going green, the environment, and sustainability have become popular points of discussion on social media in recent years. As supporters of JNF, our followers know that we are heavily involved in areas such as water renewal, sustainable farming, and afforestation. Organizations around the world have incredibly active Twitter accounts with upwards of tens of thousands of followers that engage their followers to action and serve to create future environmental leaders.

JNF is special as an organization because in its 114 years of operation, it has a tangible return on investment for its shareholders—citizens of Israel, Jews worldwide, and donors from all walks of life—who believe that projects like the 250 water reservoirs, the new Be'er Sheva River Park and

Amphitheater, the Arava Institute (a microcosm of peaceful coexistence and cooperation), and the numerous other projects propelled by JNF benefit the environment not only in Israel but in the world at large.

These stories are #PoweredByJNF (the facts and details about each of our projects) and #LoveGrowsInIsrael (stories about who we are and who we touch). At JNF, we use social media to inform about our work, invite participation, connect our members, and raise money to accomplish our objectives. When we tweet about the environment, sample tweets have been: “JNF invests in water recycling to ensure the #Negev can flourish,” and “Did you know? Our recycling of water allows the desert to bloom. Tweet us how you save water”—our followers respond. We heard from followers who had installed drip irrigation in their organic gardens, we heard about how 8th graders learned about drip irrigation at a JNF program in Chicago, and someone even gave us a tip that “when watering a garden on

a slope, start at the top and let excess water run downhill to the rest of your plants.” All this sharing of information is communicated in characters—140 max to be exact.

Tweets

 **Jewish National Fund** @JNFUSA · 2h
JNF invests in water recycling to ensure the #Negev can flourish.
Tweet us how you save water.

This past year alone, through effective use of social media, we managed to raise \$500,000 on #GivingTuesday, the Tuesday after Thanksgiving, and grew our Facebook followers to over 50,000. In 2015 we plan to turbocharge our social efforts to include all of our members to help tell the story of JNF. Through social media, anyone can be a part of the narrative, help shape the plot, and tell the story of how JNF’s work makes lives better for all Israelis.

Follow us on Facebook (Jewish National Fund), Twitter (@jnfusa) and Instagram (@jnfusa). For more information, contact Miriam Braun at mbraun@jnf.org

