



PYW TREEBUNE

Jewish National Fund, Helping You Go to Israel!



In This Issue:

Contact: education@jnf.org

A Thank You

Support Israel Now

Progress and Follow-up

Talia
Laster
and
Yoella
Diamant-
Cohen



We would like to say how grateful we are to have had the **Plant Your Way to Israel** program available to us because it offered an unique outlook on this experience.

Without the opportunity to contribute to the Jewish and Israeli communities as we have by raising money for **Jewish National Fund**, we would not have this particular bond with the land on which we have been living for the last month and a half. The trip became more meaningful to us because we invested our efforts into community outreach rather than being handed a scholarship.

Plant Your Way to Israel helped us get excited for the upcoming trip by making us approach friends and family to discuss where their contributions were going and also where we were going. We got to tell our communities about the Alexander Muss High School in Israel (AMHSI) trip and the awesome places we expected to see. Some of the experiences we anticipated and now appreciate include Masada, Tsfat, remains of the Second Temple, Yad Vashem, Jerusalem, Tel-Aviv, and many more. AMHSI gives us

education in Jewish history by utilizing our surroundings and enables us to further our learning from our American curricula as well. It is

rigorous, but fun. We have taken many trips. One of our favorites was to a **JNF** forest near Jerusalem where we helped trim some of the newly planted trees. We both felt really fulfilled giving back to the land and the organization that helped sponsor our trip here. For that feeling, we thank you.



Fundraising Tip:

Engage
your
friends
and family
to
Support
Israel
NOW!

Your support, and that of your friends and family is more important now than ever.

Some important points:

- **JNF** is sending families from Sderot to camps in **JNF** forests near Jerusalem to find respite from the rocket attacks. Donations to **Plant Your Way to Israel** support these efforts.
- Israelis need to know that we stand with them. By donating through your **Plant Your Way** account, friends and family can help you express your solidarity with Israel.

ON-LINE TIP:

How to Track Progress and Follow-up:



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National
Fund

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education@jnf.org

In your PYW 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 PYW web 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 with them and make sure you have the correct email address or print your email and send by regular mail with an offline donation form.
3. **Page Visits** - this column will tell you if a person has visited your PYW web-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, send them 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 given a donation**, and send them a reminder. Or choose all contacts who **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.