



PYW TREEBUNE

Jewish National Fund, Helping You Go to Israel!



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Jackie
Goldberg
is in Israel
with
PYW and
OTZMA!

Out of the many things I value in my life and are truly important to me, both Israel and the environment are on the top of that list. The **Plant Your Way** program was perfect for me because not only was I raising money to fund my trip but I was helping to improve the beauty and health of Eretz Yisrael. It brought me such satisfaction to know that with every tree sold I was enriching the land of Israel as well as easing my own financials in getting back there.



I applied for a program known as *Otzma* and was accepted in early May of 2008. As soon as I knew that my goal of returning to Israel was becoming a reality, I had to do something to lessen the financial pressures any college graduate faces. When I decided on becoming involved in **Plant Your Way**, I sent out an e-mail to all my family and friends explaining my situation and exactly how the

Plant Your Way program works. I utilized the option of starting your own website where people can donate right through the internet. It was fantastic and I started getting donations that first night.

Otzma itself is a 10-month, service-oriented, leadership development program in Israel. Throughout the ten months, participants live in three different cities, learning Hebrew during the first track, volunteering during the second track and either interning or living on a kibbutz for the last track. I have been in Israel for a little over a week now and am in my glory. I love my program, the people on it, and all that is to come in the months that follow. Thanks to the **Plant Your Way** program I minimized my own costs, improved the land of Israel, and felt a sense of accomplishment and contentment. One of my goals this year is to make a trip to the **JNF** parks and observe all the beautiful trees that have been planted through this wonderful program.

Fundraising Tip:
Phone Call
Phollow up!



A follow-up phone
call makes your
appeal more
personal.

Follow up your **Plant Your Way to Israel** email with a phone call.

Call your friends and family to wish them a *Shanah Tovah*, Happy New Year! As you talk about *their* hopes for the next year, let them know about *your* plans to go to Israel. Remind them about your participation in **Plant Your Way to Israel**, and give them the opportunity to learn more about how they can help you reach your goal and help Israel at the same time.

Asking for money can be difficult. Here are some helpful reminders to get you started:

- You are calling your *friends* and *family* - they love to hear from you!
- You're asking them not only to help you, but to help Israel. How can they refuse?
- They get something too! Besides knowing they helped you get to Israel, and performed the mitzvah of tzedakah, they are able to honor or memorialize someone with a tree in Israel.
- They can make a donation of any amount.
- Even if they aren't ready to plant a tree in Israel now, let them know that they can plant with you any time.

ON-LINE TIP:

How to Enter Off-line Gifts

Even though you are collecting your funds online, friends and family can also donate by check. These donations will not show up on your PYW webpage automatically. Follow these steps to make sure that offline gifts show up on your PYW thermometer:

1. In your PYW Participant Center, click on the My Progress icon.

This screen will appear:

2. Click on

[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 gift appear on your honor roll.

*Make sure to download from your personal PYW page the **Offline Donation Form** to be completed with all checks. Forms are also included in your PYW Starter Package.*

The screenshot shows the 'Gift Summary' page. At the top right, there is a link 'Enter Gifts Received Offline'. Below it is a table with columns 'Online', 'Offline', and 'Total'. The 'Year Number of Gifts' row shows 0 for Online, 1 for Offline, and 1 for Total. The 'Year Dollar Amount Raised' row shows \$0.00 for Online, \$1.00 for Offline, and \$1.00 for Total. Below the table is a 'My Progress' section with a thermometer graphic showing \$1,000.00 goal and \$1.00 achieved. To the right is a line graph showing progress over time from Dec 2006 to Feb 2007. At the bottom is a 'Gift History' table with one entry: Name: Seller, Amount: \$1.00, Date: 11/07/06.



Young Judaea has proudly been running Israel Programs for nearly 60 years and the programming options are endless! They offer a variety of short-term Summer Programs in Israel for teens in 10th through 12th grade. The jam-packed programs offer all the fun and excitement of a teen tour plus enriching and challenging extras like Maccabiah, a two-day Festival on the beach, and Special Interest Week. Participants have the option to travel to Spain, Italy, Morocco, or Poland before their stay in Israel. Special programming includes *Tikun Olam* social action track, an ecological program called *Sviva*, and *Te'amim* explores the diversity in Israel. Summer Programs range from 3 to 5 weeks, but the experience lasts a lifetime!

Go 2
Israel!

WITH
YOUNG
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Young Judaea's Year Course in Israel is a 9-month program for recent high school graduates who spend a dynamic year living, volunteering and studying in Israel. Participants are offered a wide variety of experiential, volunteer and academic opportunities. Participants on Year Course have the opportunity to earn up to a full year of university credit. Specialty tracks include Athletic, Medical, Visual and Performing Arts, Design, and Culinary Tracks; with a special Judaic enrichment program called *Shevet*. New programs include an international business track in Israel with trips to China and India and a social action program in which participants volunteer in Ghana for three months of their overall Year Course experience. *Olami*, the world travel extension of Year Course, includes options to over 20 countries! For more information, please visit www.youngjudaea.org.