



**JEWISH
NATIONAL
FUND-USA**
JNF On Campus

Fundraising Guide for JNF-USA Alternative Break Participants

Since 1901, **Jewish National Fund-USA (JNF-USA)** has been dedicated to building and securing a strong, prosperous Israel. From pioneering water conservation and infrastructure to preserving Israel's rich history and supporting vibrant communities, JNF-USA's impact reaches every corner of the country.

By participating in **Alternative Break**, you're becoming part of that legacy — giving your time, energy, and heart to strengthen Israel while growing as a leader and changemaker.


To make your trip possible, you'll need to raise funds - and the good news is that **people want to support you!** Whether they're family, friends, or members of your community, they'll be inspired by your passion and commitment.

This short guide will give you **creative and proven ideas** to reach your fundraising goal and make your experience unforgettable.

If you have questions or would like individual coaching, please reach out to education@jnf.org.

Think About the Big Picture

Before you start fundraising, take a moment to really connect with JNF-USA's mission. Understanding what you're raising money for will help you share your story authentically.

 **Watch these quick videos** to learn more about the incredible work JNF-USA does across Israel:

- [JNF-USA Overview](#)
- [NEW Video: JNF-USA's Impact Today](#)

Want to dive deeper? Explore JNF-USA's many projects and initiatives:

 jnfusa.org/our-work

Clarifying Your Mission

When fundraising, it's important to explain that **you are raising money for Jewish National Fund-USA**, not directly for your trip expenses.

While it might *feel* like you're raising funds to cover your travel, the money you collect supports **JNF-USA projects throughout Israel** - many of which you'll see firsthand during the trip!

JNF-USA fundraises separately to make Alternative Breaks possible. Your contributions will fuel the vital work happening across Israel, from building communities to supporting agriculture, education, and innovation.

Let's Get Started: Who to Ask and How to Make It Happen

Personal Outreach

- **Email or text your network personally.** Write short, sincere messages explaining *why* this trip matters to you and how their donation makes a direct impact in Israel. Personal notes almost always outperform mass posts.
 - **Call family members.** Grandparents, aunts/uncles, and family friends often love supporting causes tied to Israel or to your education and growth.
 - Ask them to support your fundraiser in place of a Channukah gift or for your birthday
 - **Member of a fraternity or sorority?** See if your chapter will support you and everyone in the chapter will help you with your fundraising efforts
 - **Alexander Muss High School in Israel alum?** Reach out to your friends from AMHSI – let them know that you are participating in Alternative Break – ask them to support your fundraiser.
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Host a Small Event or Experience

- **Trivia night, bake sale, or hummus night:** Simple, fun, and community-oriented, people love food-related events.
- **Campus tabling or dorm event:** Set up a table with snacks and a QR code to your fundraising page.

Offer Something in Return

- **Handmade items or services:** Sell bracelets, crafts, photography, or baked goods with proceeds going to your fundraiser.
- **Skill-based exchange:** Offer tutoring, babysitting, or pet sitting in exchange for donations.

Community & Faith Networks

- **Reach out to your synagogue, Hillel, or local JCC.** They often have micro-grants or members happy to support young adults traveling to Israel.
- **Ask to speak briefly at a community event** about your trip - personal storytelling inspires donations.

Corporate & Matching Ideas

- **Employer matching gifts:** Ask if your family members' workplaces match charitable donations — many do, and it can double a contribution.
- **Local business sponsorships:** Small businesses (especially Jewish-owned or Israel-supportive ones) may contribute in exchange for a shoutout in your updates.