

Jewish National Fund

CAMPAIGN PLANNING SUMMIT AND BOARD OF TRUSTEES MEETING

September 16, 2019
Grand Hyatt · Washington, D.C.
Declaration Room A-B – Floor 1B

Chaired by Ben Gutmann, 2020 Vice President, Campaign



2019 | **NATIONAL** | **DC** | **JEWISH**
CONFERENCE | **FUND**
Your Voice in Israel



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Your Voice in Israel

Monday, September 16

- 7:30 am **Breakfast Available in Foyer Outside Declaration Room A-B**
- 8:30 am **Welcome**
Ben Gutmann, 2020 Vice President, Campaign
Dr. Sol Lizerbram, President, JNF-USA
- 8:45 am **The Strategic Vision of Jewish National Fund-USA**
Russell F. Robinson, Chief Executive Officer, JNF-USA
- 9:00 am **Major Gifts Strategies**
Nina Paul, Vice President, Major Gifts
Bernice Friedman, Assistant Vice President, Major Gifts
- 9:30 am **Women's Philanthropy Sets the Pace**
Myra Chack Fleischer, President, Women for Israel
- 10:00 am **JNF Breakfast for Israel - Deconstructing the Method of a Successful Program**
Jim Riola, National Co-Chair, Community Campaign
- 10:30 am **10,000 Donors at \$1,000**
Robert Weiss, National Co-Chair, General Campaign
Robert Cohan, National Co-Chair, General Campaign
- 11:00 am **Messages, Images, and Materials for the 2020 Campaign**
Vivian Grossman, National Vice President, Marketing
Sam Goldberg, Assistant Vice President, Marketing
- 11:15 am **2020 Vision....How to Boost your Campaign with Legacy Giving**
Matt Bernstein, Chief Planned Giving Officer
- 11:45 am **JNF's Fastest Growing Donor Demographic - The Success of JNFuture**
Jason Zenner, JNFuture Chair
Chad Holtzman, JNFuture Vice Chair
- 12:00 pm **Lunch Break**
- 12:30 – 1:30 pm **JNF-USA Board of Trustees Meeting (All are Invited to Attend)**
Dr. Sol Lizerbram, President, JNF-USA
Jeffrey E. Levine, Chairman of the Board, JNF-USA
- 1:30 – 3:00 pm **Telling the JNF Story - Strategies to Effectively Communicate the Pioneering Work of Jewish National Fund to Build the Land of Israel**
Ron Nehring, Director of International Training, The Leadership Institute



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2020 Major Gifts Campaign

Nina Paul, Vice President, Major Gifts

Bernice Friedman, Assistant Vice President, Major Gifts



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Glava Vroba in Glava

As of 9/4/2019 the 2019 Major Gifts Campaign Has Raised \$58,910,872

All - CPR By Gift Level

GIFT LEVEL	FY 2017		as of		FY 2018		as of		FY 2019		as of		FY 2019		FY 2019		as of	
	Actuals	09/04/2017	Actuals	09/04/2018	Actuals	09/04/2019	Goals	Variance	09/04/2019	Actuals	09/04/2019	Goals	Variance	09/04/2019	Actuals	09/04/2019	Goals	Variance
MGE100K	126	\$29,318,743	111	\$36,044,929	108	\$37,006,417	125	\$19,275,000	-3	\$961,488								
MGD50-99K	76	\$4,800,412	71	\$4,343,034	87	\$5,524,105	108	\$5,556,205	16	\$1,181,070								
MGC25-49K	112	\$3,407,825	149	\$4,483,355	137	\$4,125,883	330	\$8,593,611	-12	(\$357,472)								
MGB10-24K	462	\$5,850,995	488	\$6,230,431	534	\$6,749,085	924	\$9,851,513	46	\$518,654								
MGA5-9K	974	\$5,431,313	973	\$5,466,784	988	\$5,505,383	2,146	\$11,991,923	15	\$38,599								
Total - MG	1,750	\$48,809,287	1,792	\$56,568,533	1,854	\$58,910,872	3,633	\$55,268,252	62	\$2,342,339								



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גידור מדינה בירושלים

Jewish National Fund Major Gift Goals

- To Achieve 3600 Units and \$85 Million
- Need To Generate 10,000 Donors Annually Giving \$1,000 or more
- A Healthy Major Gifts Campaign Should Reflect Its Major Gifts At 85% of Its Overall Campaign
- Currently our Major Gifts Campaign Represents Approximately 73% of the overall Campaign



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How JNF Will Achieve The Goal

We **MUST** break down barriers and
recognize we are a

NATIONAL ORGANIZATION

While assisting each Local Community
with their respective goals, we must
always be **Referring, Recommending,
and Courting Potential Donors**
Throughout The Country



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Yisroel Yachad LeYisrael

National Tools Which JNF Offers To Assist with MAJOR GIFTS CULTIVATION



- Identification of Past Donors, Lapsed Donors,
- Zip Codes, Addresses and more!
- President's Society Mission & Negev Society Mission
- Major Donor thank you events- regionally and nationally
- Conference calls with VIPs and dignitaries
- JNF lay leadership training seminars
- ****WE ALL HAVE A SINGULAR PURPOSE**
- **WE ARE A MISSION DRIVEN ORGANIZATION WITHOUT WALLS**



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תנוה שואה בן עשרה

Additional Tools

To Assist with MAJOR GIFTS CULTIVATION

We Offer:

- **Staff & Lay Leaders who are available to travel to YOUR LOCAL COMMUNITIES to help Close Gifts**
- **A Newly Created Major Gifts Department**
- **Senior Management**
- **Speaker's Bureau**
- **Russell Robinson and Sol Lizerbram**
- **Nina, Bernice, and their Major Gifts Leadership TEAM!**
- **Makor Members**
- **Access to JNF podcasts**



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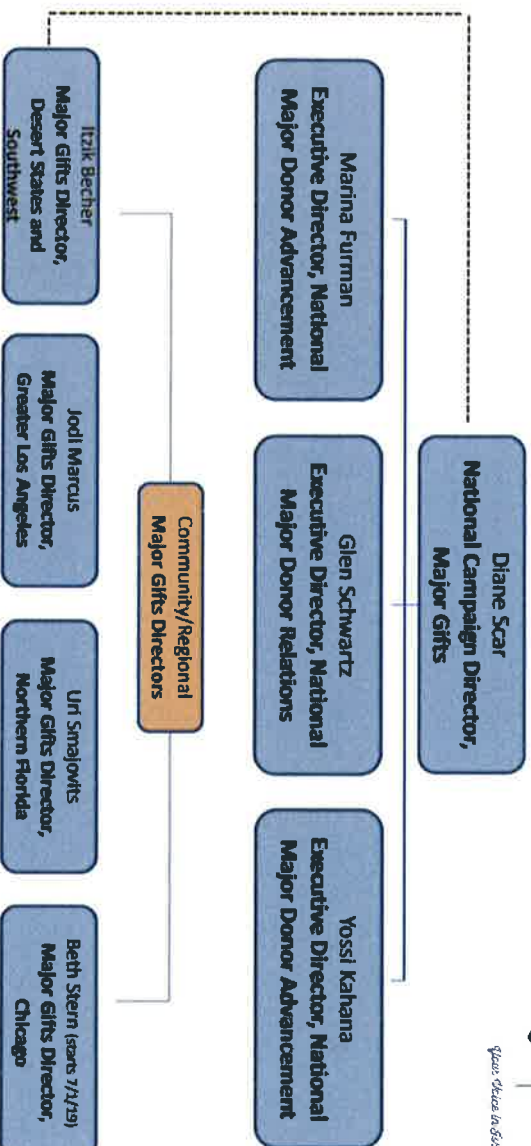
Our Major Gifts Department

Major Gifts Professional Staff Structure



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Yisroel Shaleh Le'Oselet



Our Major Gifts Leadership Team



- **Nina Paul, Vice President, Major Gifts- Cincinnati**
- **Bernice Friedman, Assistant Vice President, Major Gifts-Las Vegas**
- **Susan Farber- Phoenix**
- **Debby Riegel-New York**
- **Danielle Hankin- Philadelphia**
- **Rhonda Sheakley- Cincinnati**
- **Michael Blank- Boston**



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Yours' choice is Givna

Our Major Gifts Team

- Our Team will be traveling the country and helping each of YOU Close and Steward Donors
- Everyone on the JNF TEAM will be helping YOU to review all of your General Campaign donors to IDENTIFY Donors who can move up to the Major Gifts Level
- Who can we speak to about a Multi-Year Gift? A Blended Gift?
- Our Major Gifts Committee will call and thank all of your donors \$25,000 and up!...With your approval of course!!



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We Will Help You!

- Create a Stewardship and Mentoring Campaign to help your Donors feel closer to the Jewish National Fund and Feel Closer to JNF's Mission and Vision
- We will engage NEXTGEN Donors, both individually and in coordination with JNFuture when appropriate
- Each Local Major Gifts Committee needs metrics, strategic goals, and written plans to achieve Financial Success
- We must prioritize the CROSS-FERTILIZATION of Donor acquisition through effective relationship mapping and management
- We will coordinate Major Donor events that are associated with National JNF happenings such as Winter Connection and bring Donors together more often



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תנוה: שילוב בין ערכים

Points To Consider

- The Newly Created Major Gifts Department Will Work Closely With Planned Giving on:
 - Blended gifts
 - Bequests and annuities
- Leverage the connections of your board members- not just Locally, but **NATIONALLY**
- Bernice will be working closely with Ken Segel on developing fundraising strategies for the Beersheva Campus



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ISRAEL EDUCATION &
TECHNOLOGY CAMPUS





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שמע ישראל

Points To Consider

- \$300 Million Dollar Capital Campaign
- Consider approaching Major Donors who *in addition* to their annual gifts to JNF will make a sizeable 6 or 7 figure gift to the Campus
- We **MUST** prioritize the Cross-Fertilization of Donor acquisition through effective relationship management
- Bring your Major Donors together more often both Locally and Nationally: i.e., Winter Connection, Major Donor Weekend, National Conference, and Local Major Donor Appreciation Events



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תנוה' תרומה ל' ארץ

Takeaways

- Your Major Gifts Team is here to help you!!!
- Every Local Community must have active robust Major Gifts Committees
- Encourage your Major Gifts donors **ONLY** (No exceptions - No prospects) to attend as many Major Donor events as they can around the country
- Leverage the connections of your Board and Board of Trustees
- Show your donors how their dollars have been put to work- Show them their return on investment
- Integrate, utilize, and promote JNF's Matching gift opportunities
- Our team can help you understand your Major Gifts Metrics- and Evaluative Tools
- The Major Gifts Campaign **MUST** raise 85% of the total overall Campaign
- Major Gift Fundraising is a year-round activity as Jewish National Fund is a year-round organization

Jewish National Fund Women for Israel

2020 Campaign Year

Women's Giving-Setting the Pace



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Give's Made in Israel

Women are Powerful

- **Who are women?** 50.8% of the population.
- **What do they control?** Women control more than 60% of the wealth
- 45% of US millionaires are women.
- **What do women do for JNF?** Women's giving currently makes up approximately 27% of the annual campaign.



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Give's Voice in Israel

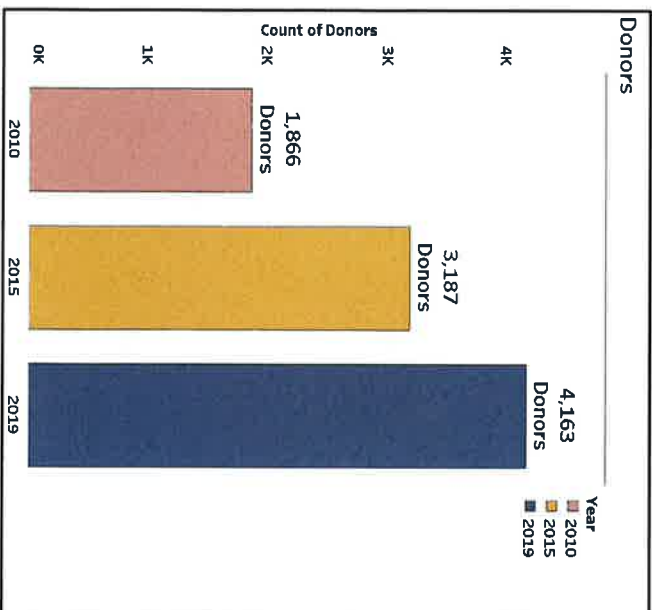
**'The rising economic clout of
women is perhaps one of
the most significant
economic shifts of recent
decades'**

**- RBC Wealth
Management**

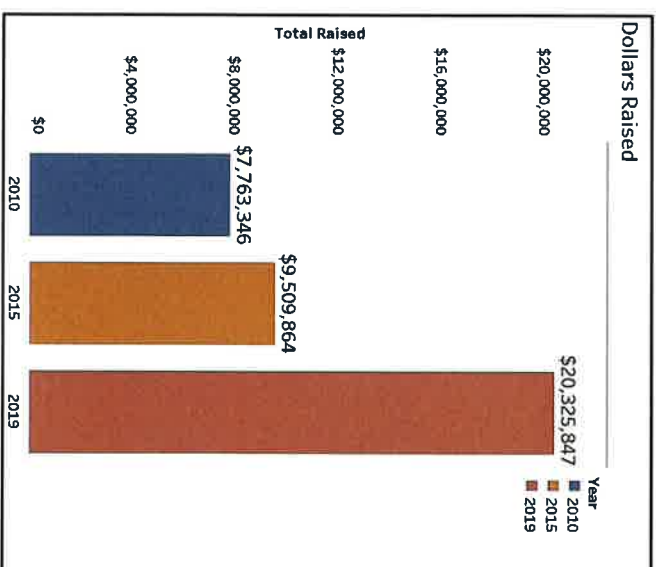


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תנועת 'תודה לך ישראל'



***The total number of female donors increased by 123% from 2010 to 2019.**

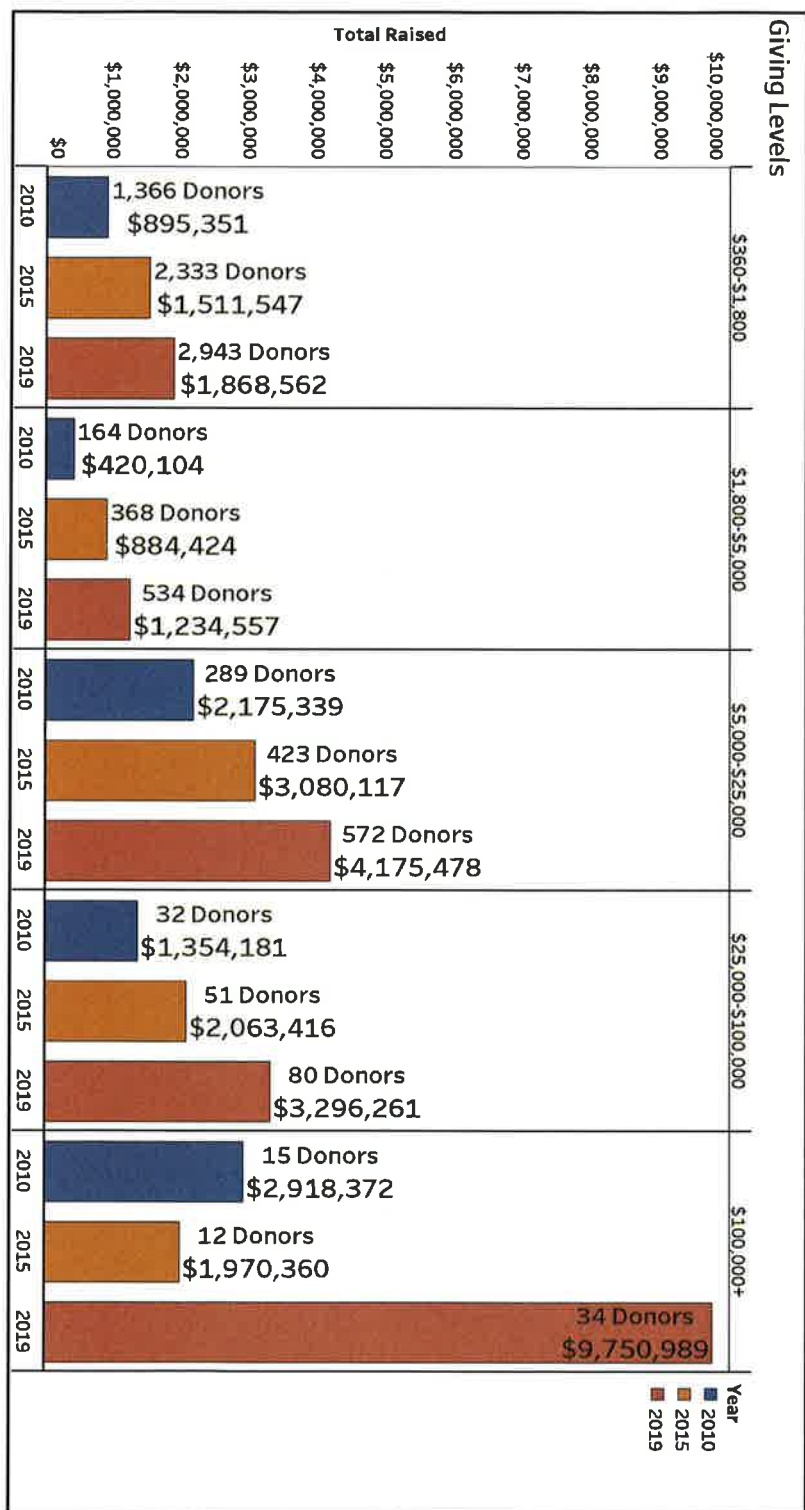


***The total amount of \$ raised by female donors increased by 162% from 2010 to 2019.**



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תנוה שיתוף ותרומה





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גיוס כסף לישראל

**We are not JUST the
Women's Campaign....**



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Yisroel's Place in the World

**We will help build the FUTURE
of JNF.**



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Yisroel Yashen B'Israel

Focus for 2020

- Regional Training/Board Retreats
- Engage Working Women
- Planned Giving for WFI



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Your Place in Israel

Regional Training/Board Retreats

Let's focus on:

- Each region to devise an annual plan to achieve goals at each giving level.
- Partner retention-once we've got them, let's keep them!
- Move women up the giving ladder.
- Recruitment – bring in new women into the organization.
- Increasing average gift amounts and not just renew.
- **How do you see your chapter implementing these focus points for 2020?**



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giving. Making a Difference.

Bridging the Gap

40% of US households have women as primary breadwinners

- 71.5% of women with children under the age of 18 participated in the U.S. workforce in 2018.
- 40% of businesses in the United States are women-owned
- More than half of Forbes' 50 Most Influential CMOs of 2018 are women.

-Forbes

Engage Working Women of all ages from 40 plus

- Who?
 - Working women age 40 plus.
- How?
 - Need to create specific programming that is tailored to their needs.
 - Utilize our two JNFFuture WFI liaisons to build a bridge for those aging out of the futures- as well as bring in new working women aged 40-60.



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Yisroel: Shalei be'Yisroel

Bridging the Gap

Planned Giving

- High-income women are more likely than men to use complex gift planning tools.
- Women are more likely to give a bequest to religious, health, human services, and environmental organizations than men.
- Those without children are far more likely to make a planned gift.
- **Who?**
 - Women aged 65 plus.
- **How?**
 - Create a planned giving committee and train members and regional chairs on how to identify a planned giving prospect.
 - Hold exclusive, women-only, planned giving parlor meetings run by women



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Yours Place in Israel

Deconstructing a Successful JNF Breakfast for Israel





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גיוס כסף לניצחון

What is a JNF Breakfast for Israel?

- Complimentary- no cost to attend
- Held on a weekday morning with networking time prior to program
- 1-hour program
- Serves breakfast
- Uses Table Captain model to recruit attendees
- Keynote speaker
- ASK
- Immediate follow-up with attendees





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Yisroel Shikar le Yisroel

What is NOT a JNF Breakfast for Israel?

- Events that charge a covert
 - Weekend or mid-day
- Program lasts longer than 90 minutes
 - No table captains
- Does not have a solicitation
- Does not use pledge cards



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Yisroel's Place in the World

Overview

Key Elements of a Successful BFI

- Program
 - Speaker
 - Location
- Roles and responsibilities
 - Chair/Co-Chairs & Table Captains
- Making the Ask – The right choice
- Post-Breakfast Follow Up



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שמעו קולנו בליל

Breakfast for Israel Objectives

Objectives

- Outreach and educate the entire community about JNF
- Generate new supporters
- Re-engage LAPSED donors
- Cultivate existing donors
- Demonstrate JNF's strength in the community
- Leadership Development



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תנועת הצלה ושיקום

National Goals

- ❖ Hold 37 Breakfast for Israel events around the country
- ❖ Increase nationwide participation by 10%
- ❖ Raise \$3M
- ❖ Increase number of donating breakfast participants to 70%
- ❖ Renew 10% lapsed donors





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Yisroel's Choice in Israel

Breakfast Leadership

Identify Breakfast Chair(s) a minimum of six months prior to event date.

Responsibilities:

- Recruits and leads committee members
- Recruits and assists in training Table Captains





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Yisroel Shaleh In G'zaat

Table Captain Recruitment

Table Captains are *crucial* to a successful event

- Recruiting new Captains and getting them to make personal calls to fill their table will help you attain your attendee goal
- The best sources of captains are previous year's captains, existing JNF donors who have attended a previous Breakfast or hosted/attended a parlor meeting in your community.



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Yisroel's Place in Israel

Role of Table Captain during Event

Greet their guests

Thank them for attending

Set the tone for the event- upbeat, inspiring and FUN!

Answer questions at the table

LEAD THE WAY... Fill out pledge card

Collect your guests pledge cards

Be sure to say THANK YOU





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Yisroel's Place in the World

Planning the Event

- **Speaker**
 - Select your speaker appropriate to your venue and attendance goals



- **Venue**

- Consider a venue that has a special quality (i.e. location, image, history, etc.) or grandeur
- Location should also be convenient so attendees can easily head off to work at the conclusion





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Yisroel's Choice in Israel

Event recruitment

BE STRATEGIC!

We want to fill the room with potential supporters

Breakfast primarily closes community campaign gifts, but you can elevate fundraising *tremendously* with personal touch



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שמא תצאנו בלילה

Program

PRE-EVENT

Strict adherence to the schedule is necessary so guests may leave on time!

- 7:00-7:30am Staff, Table Captains, volunteers, and Muss Alum/High School students arrive

7:30am Doors Open

7:30-8:00am Meet and Greet





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Give. Place in Israel.

Program

DURING THE EVENT

8:00am Program Begins

- Welcome (2 mins) (scripted)
- Food is served (family style)
- JNF Story - may include a short JNF Video. This is scripted (15 minutes)
- Ask -Also scripted and orchestrated (5 mins)
- TCs will instruct individuals to raise their hand once they complete their pledge card
- Students will collect the cards and hand the donor a flag of Israel in exchange (5 mins)
- Speaker (30 mins)
- Thank you and send guests on their way (2 min) scripted

9:00am Program Concludes ****MUST conclude at 9am sharp****





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Yisroel V'Yisroel

Follow Up

It's all about the follow up!

YOU CAN **NEVER** SAY THANK YOU ENOUGH!!

THANK YOU!



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Growing the General Campaign Jewish National Fund Campaign Summit 2020 Campaign

General Campaign – The BIG Picture – The Road to Major Donors

- The General Campaign is gifts from \$1,000 - \$4,999
- The Goal: 10,000 donors giving \$1,000 or more ANNUALLY
- The Context:

As of Sept. 1, 2019	General Campaign	Major Gifts
Number of Donors	3,700	1,820
2019 Donations	\$6 million	\$58 million

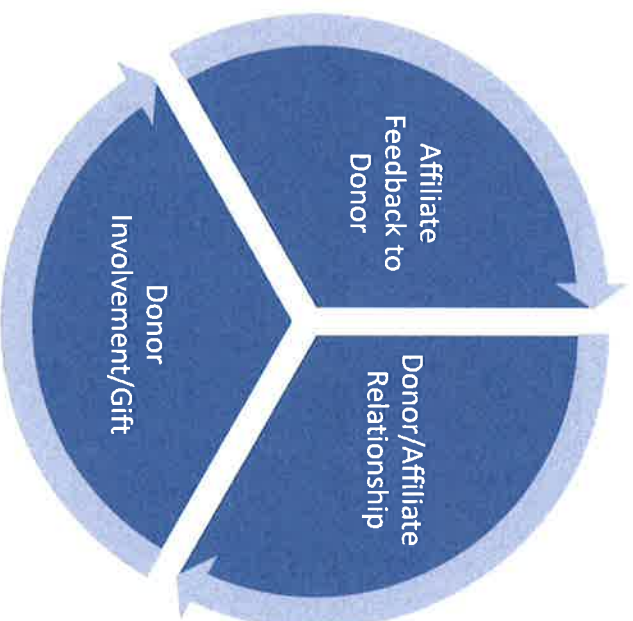
The General Campaign is a significant step in the JNF journey from classroom to boardroom.

- \$1,000 gift is a watershed – particularly for younger donors
- Expect 40% of GC donors to eventually become Major Donors
- First level with Society Level Recognition
 - Doctors for Israel \$1,000
 - Lawyers for Israel \$1,000
 - Chai Society \$1,800

New Energy to the General Campaign

- The Eretz Society
- 10,000 @ \$1,000 Campaign
- The Shopping List

The Virtuous Circle of Major Gifts



The General Campaign Shopping List

- Expands on the success of the **Virtuous Circle**
- Introduce General Campaign donors to JNF Affiliates
 - Affiliates provide 2 or 3 donation opportunities between \$1,000 - \$4,999
 - Repeatable program requirements
 - New source of interest for donors; New source of Donors for Affiliates
 - Opportunity to introduce Task Force
 - Affiliates provide feedback to build relationship
 - Program progress/objectives; builds donor interest
 - Affiliates encourage donor involvement/visits
- Affiliate relationship and donor involvement begin the **'Virtuous Circle'!**

The General Campaign Shopping List

Example: Green Horizons

- \$1,000 scholarship enrolls a student for one year
- \$2,500 provides outdoor gear for five students



The General Campaign Shopping List

Example: Red Mountain Riding Academy

- \$1,800 provides one year's riding therapy
- \$3,600 funds a class visit from local schools



The Shopping List – Next Steps

- Gather feedback from Professional and Lay Leadership
- Solicit Affiliates for donation ideas in the \$1,000-\$4,999 range
 - Develop feedback mechanism to GC level donors
- Administration of Shopping List designation, donation and acknowledgement
- Rollout Goal – 2nd Quarter of 2020 Campaign (January 2020)

Our Vision: Updated Language

Unparalleled in the Jewish philanthropic world, **Jewish National Fund-USA's** strategic vision has been, and always will be, to ensure a strong, secure, and prosperous future for the land and people of Israel.

Everything we do — every project, initiative, and campaign we take on — is integral to our vision of building and connecting to our land. We plant trees, build houses and parks, source water solutions, buy fire trucks, and improve the lives of people with special needs.

We boost tourism, support Aliyah, promote Zionist education and engagement, build medical centers and trauma centers, fund agricultural and culinary research, and run an American semester abroad high school in Israel.

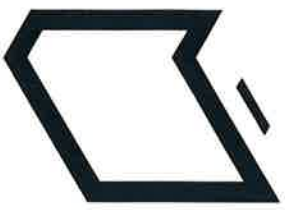
We do all these things because each project, each program, each partnership, is consistent with our strategic vision — population growth in the north and south, connecting the next generation to Israel, infrastructure development, ecology, forestation, heritage preservation, and more — all for the land and people of Israel.

2020 VISION: Looking Forward



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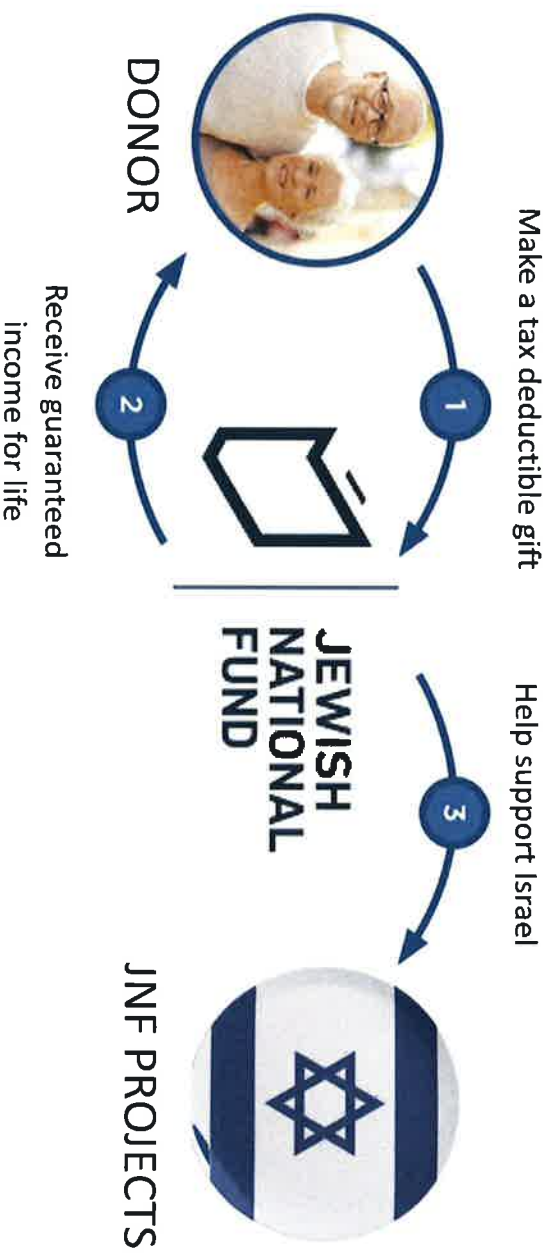
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2020 Vision...

How to Boost your Campaign with Legacy Giving

HOW A GIFT ANNUITY WORKS



OUR HIGH CGA RATES ARE NOW HIGHER

SINGLE-LIFE GIFT ANNUITY*

AGE	RATE	AGE	RATE
65	5.3%	78	7.0%
66	5.4%	79	7.3%
67	5.5%	80	7.5%
68	5.6%	81	7.7%
69	5.7%	82	7.8%
70	5.8%	83	8.0%
71	5.9%	84	8.2%
72	6.0%	85	8.4%
73	6.2%	86	8.6%
74	6.3%	87	8.9%
75	6.5%	88	9.2%
76	6.6%	89	9.5%
77	6.8%	90 & Over	9.8%

*Two life rates will vary. Call for a quotation.

THE LAST GREAT TAX BREAK

Retirement Assets Are The Best
Assets To Leave To A Charity In
Terms Of Maximizing Tax Benefits
To Your Donors Loved Ones



IRA ROLLOVER RULES:

- Must be over the age of 70½
- Can only make direct charitable gifts of up to \$100,000 pp
- The distribution will count towards their required minimum distributions (RMD)
- The amount donated will **NOT** be included in adjusted gross income and offers many tax advantages whether your donor itemizes or take the standard deduction
- Must direct the rollover to JNF from brokerage firm

HOW A DONOR ADVISED FUND WORKS

- The donor creates the Donor Advised Fund (DAF) and funds it with assets which can then be used for distributions to charities
- The donor receives a charitable tax deduction in the year of the gift for the full amount of the gift, and can make distributions thereafter, year to year to many public charities from the DAF*

DONOR ADVISED FUNDS

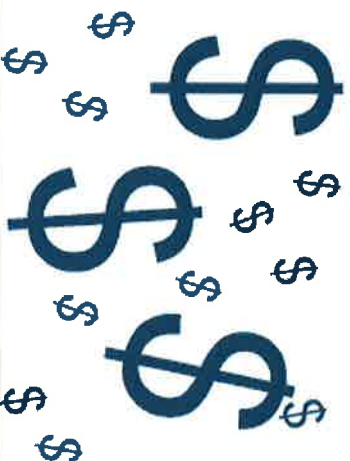
- Establish for minimum of \$10,000
- Add to DAF over time
- Do not have to distribute
- You may use to pay a pledge*
- You have a choice regarding investment of the DAF funds
- Pass to next generation or successor
- Low Administrative Charges of 25bps - No charge for WCC and \$1 million DAF
- 15% minimum to JNF program areas



WHO IS A PLANNED GIVING PROSPECT

Philanthropy and Estate Planning:

- 31% of high net worth Americans feel it is important to leave part of their wealth to charity
- Only 20% of those with a bequest notify the charitable beneficiary
- Once a charity is included there is a 1-3% chance of removal later in life



The Significance of the Baby Boomer Generation (born 1946-1964):

- About 10,000 will turn 65 today
- Over the next 14 years, each day 10,000 people will celebrate their 65th birthday
- The aging of this huge cohort of Americans (currently over 50 million Americans are over 65) will dramatically change the demographics of this country. By 2050, 80 million people in the U.S. will be 65 years or older.

Older Generations and Wealth:

- The Baby Boomer generation is expected to eventually transfer \$59 trillion to heirs and charities
- The population over the age of 50 control 70% of the privately held assets in the country
- Potential gifts to charity could exceed \$8 trillion
- If we do not ask, we will not receive those dollars for JNF and Israel

Every Prospect is a Planned Giving prospect-but what should you look for:

- 50 years or older
- Passion for JNF and Israel-long time donor, even if in small amounts
- Children or heirs?
- Timing
- Tax issue
- Income needs





FROM PROSPECTS TO DONORS

Six Degrees of Separation:

- How can you help increase planned giving donations to Jewish National Fund?
- As board members you are ambassadors for JNF and Israel.
- Do your relatives, friends, colleagues and acquaintances know about your involvement in JNF?
- Do they know what JNF is about and our mission?
- Talking up your role in JNF increases our exposure and can lead to conversations about planned giving

Fact Finding Conversations:

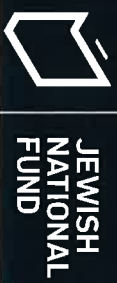
- **Who are they?**
- **Do they have a spouse? Children?**
- **Are they working? Retired?**
- **Intent to retire-when?**
- **Assets?**
- **Why is this important?**



Your Story:

- Why is Israel important to you?
- Your trips to Israel and JNF sites
- Do you have a planned gift?
- Share your decision to make such a gift





Planned Giving gives people options, and makes the most of their donations. It allows people to take advantage of the existing U.S. tax laws, while making a difference in Israel.

JNFuture



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The fastest growing demographic of donors!

- As of September 1, there are 499 donors giving \$1000 or more compared to 359 in 2018. **That's a 28% increase**
- There are 557 donors giving a \$360-999 compared to 341 in 2018. **That's a 39% increase**
- 104 donors under the age of 40 are giving \$1800-4999
- 56 donors under the age of 40 are giving \$5000+



- All JNFuture donors who give \$1000+ are recognized as equal major donors, invited to major donor exclusive events and leadership opportunities
- JNF invested close to \$2 million in FY19, including events, leadership development, trips to Israel, and expanding the professional team
- JNFuture raised **\$1,682,065.65**



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Maan Place in Israel

JNF's Investment Pays for Itself!



JNFutures are not just giving – they are doing!

- 15 JNFuture board across the country made up of 158 Donors
- 14 leaders make up the JNFuture National Board
- 50 JNFutures are serving on JNF Task Forces
- 20 JNFutures are serving on national committees
- 3 JNFutures are on the Makor team



2019 Highlights

- LA's board tripled in size.
- Chicago held a JNFuture event with 100% gift participation.
- Philadelphia has a 15 person board and a competitive waitlist.
- Our combination of trips and leadership trainings have allowed us to build stronger leadership across the country



What makes a Millennial want to be Philanthropic?

- Transparency
- Impact
- Grassroots
- Education
- Community
- Leadership



How to engage JNFutures in YOUR region

- Host a Shabbat dinner for young professionals in your home
- Create networking events both within and across specific fields
- Offer to mentor someone
- Invite them to your events
- Create leadership opportunities



LEADERSHIP
INSTITUTE



JEWISH
NATIONAL
FUND

TELLING THE JNF STORY
Strategies to Effectively
Communicate the
Pioneering Work of Jewish
National Fund to Build the
Land of Israel
Ron Nehring

What is the listener looking for?

VALUE for his/her time and attention

CREDIBLE. INTERESTING. RESPECTFUL.

Intuitive judgments

**First, we need to understand how people
think, judge and choose.**

Intuition

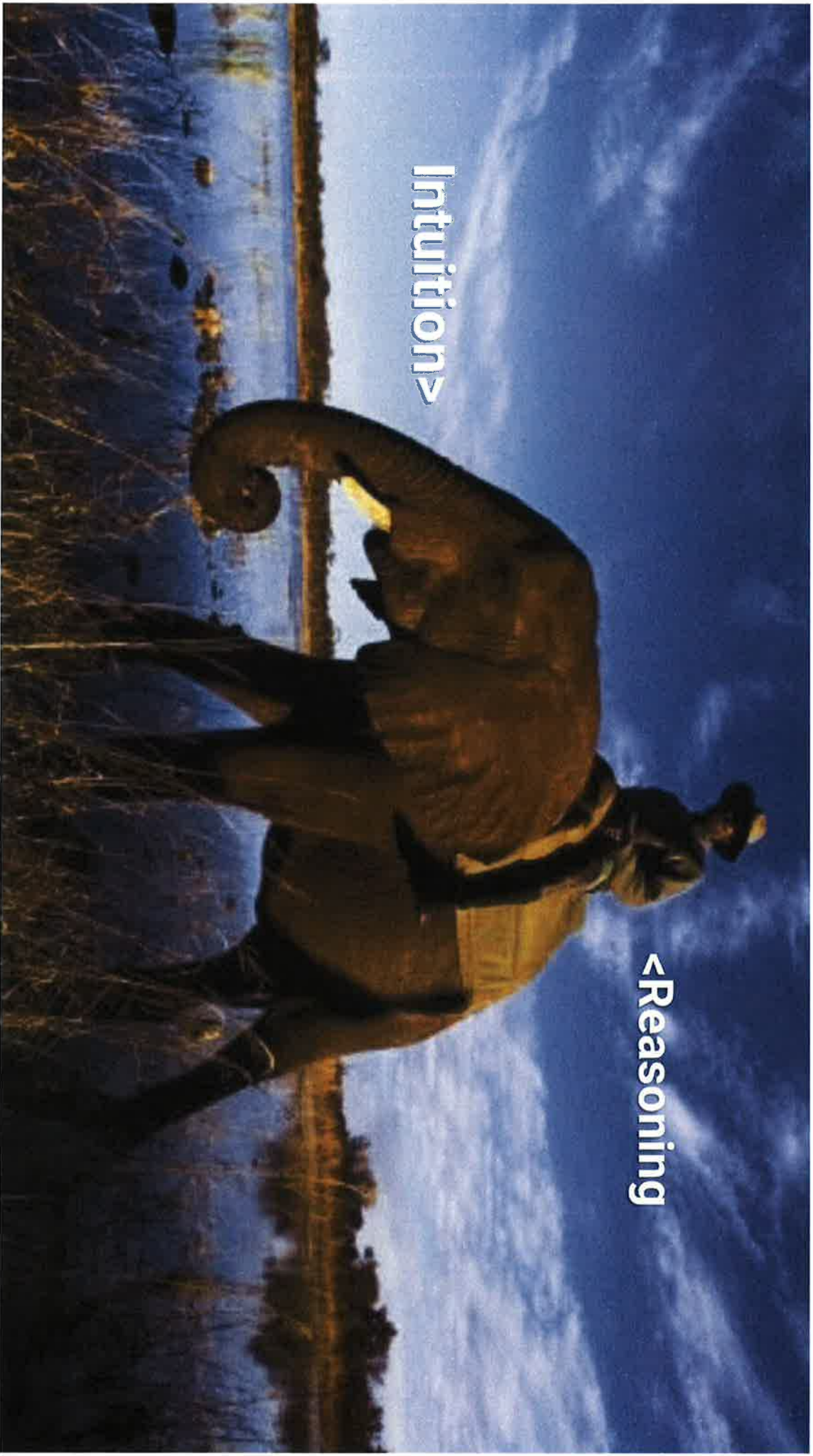
- **Recognizing**
Visuals
Behaviors
- **Judging**
- **Choosing**
- **Automatic**

Reasoning

- **Explaining**
- **Persuading**
- **Conscious, not automatic.**

<Reasoning

>Intuition



**Intuition is an automatic response
to things we recognize.**

*Judging and choosing based on what
we know. Or believe.*

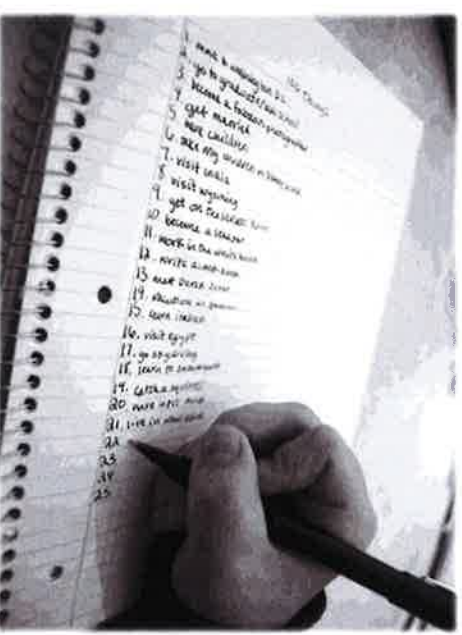
You're going to be home very, very late...

Intuition: "This is doing to be unpleasant."



Get me out of this!

Reasoning: Come up with arguments why I shouldn't get yelled at.



**In strategic communications your available bandwidth
to explain/persuade is severely limited.**

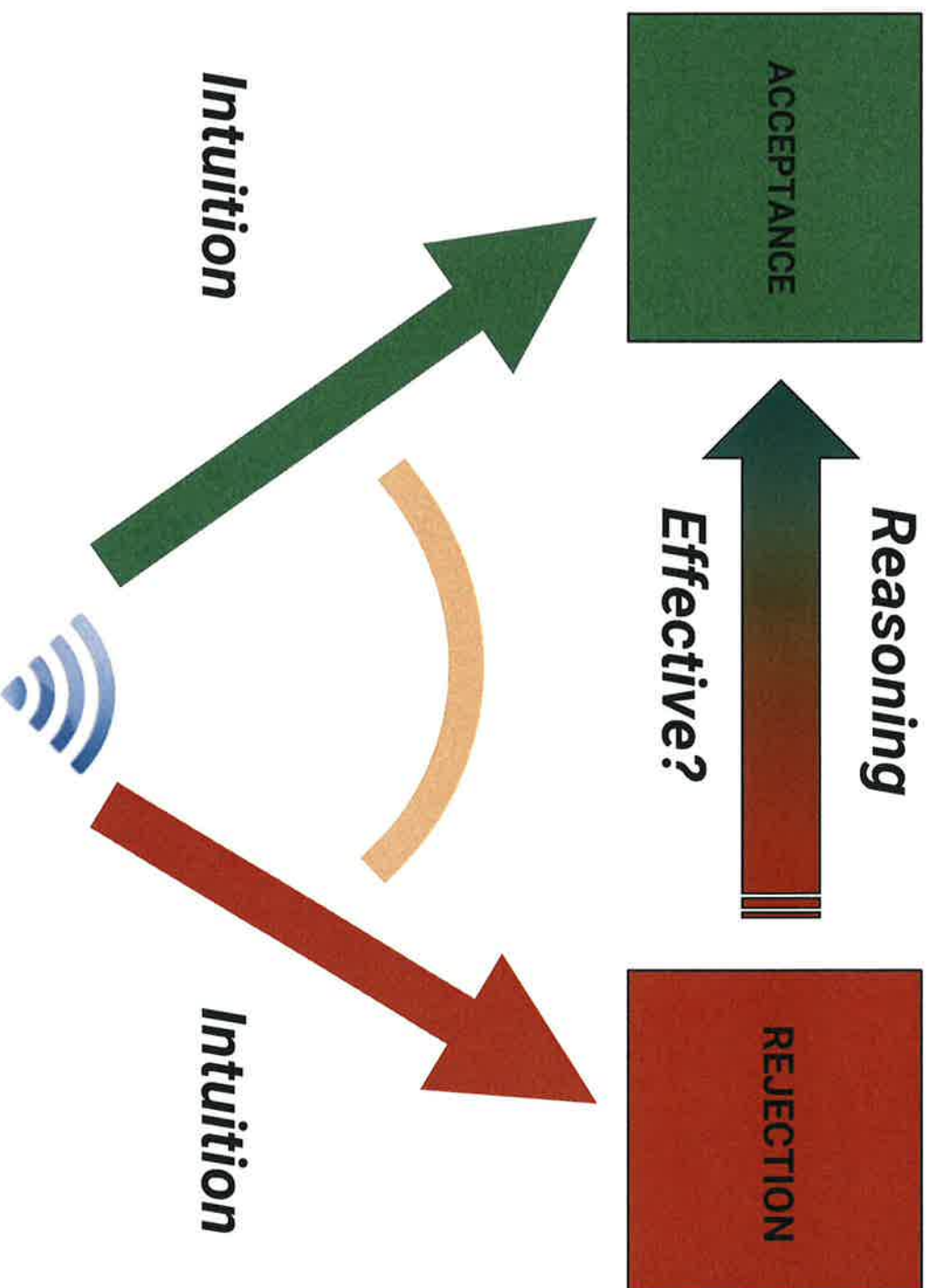


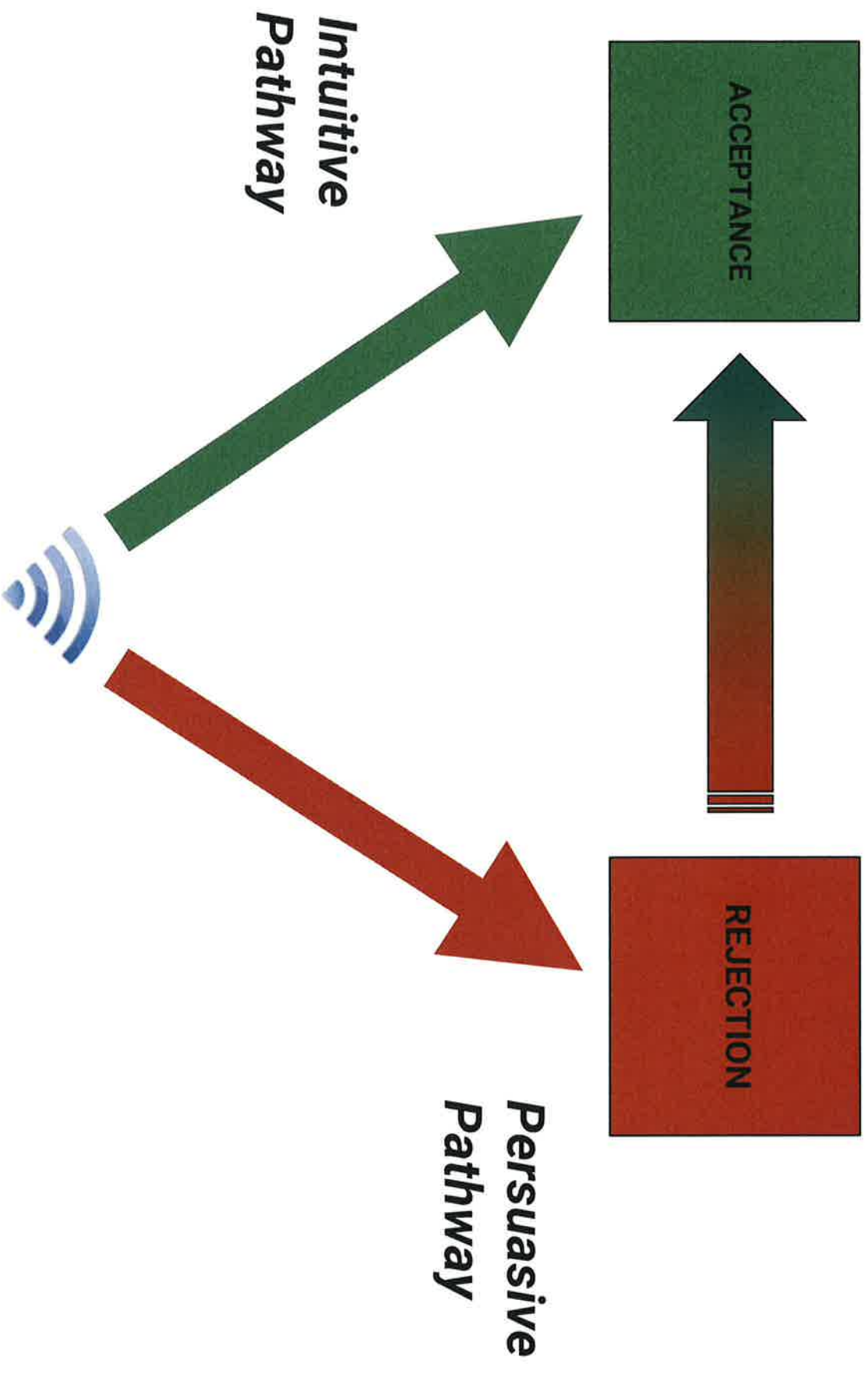
*The advantage goes to the communicator who starts
with the elephant on his or her side.*

What kind of signals are you sending to trigger people's intuitive judgments?



Visual signals
Behavioral signals
Affiliations
Allies and adversaries





What influences our perception?

Visual

55%

Vocal

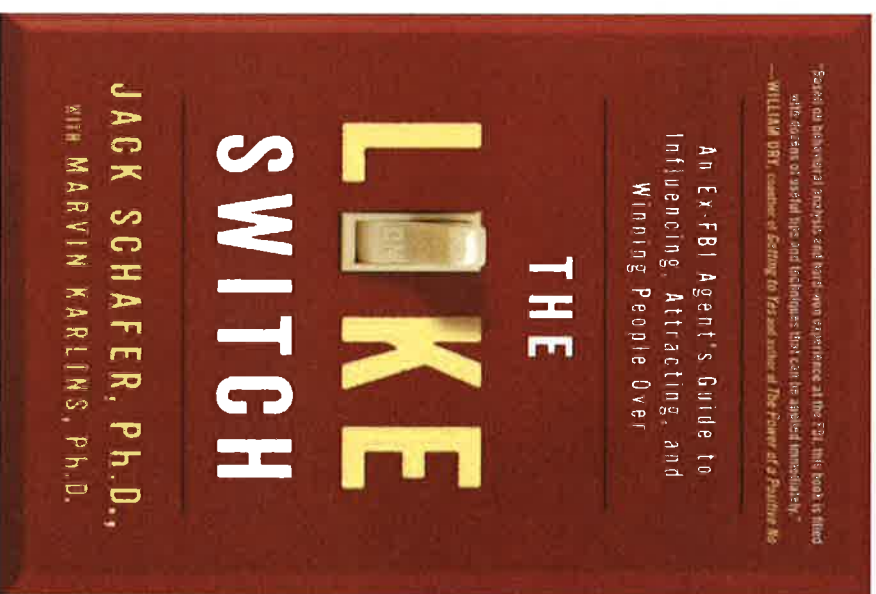
38%

Verbal

7%

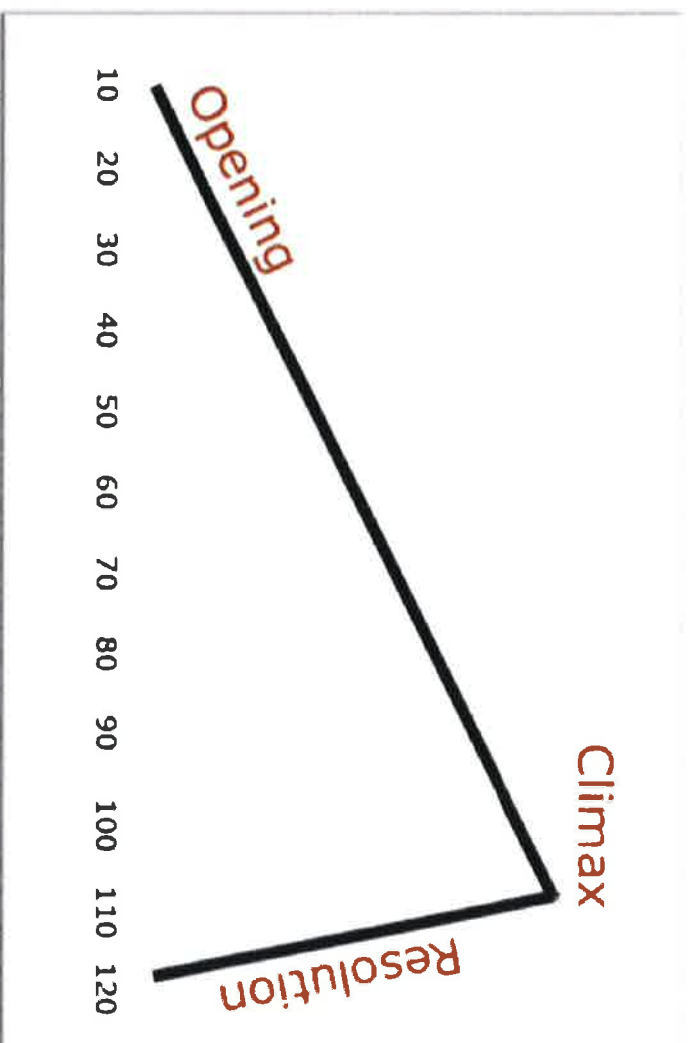


Read this book



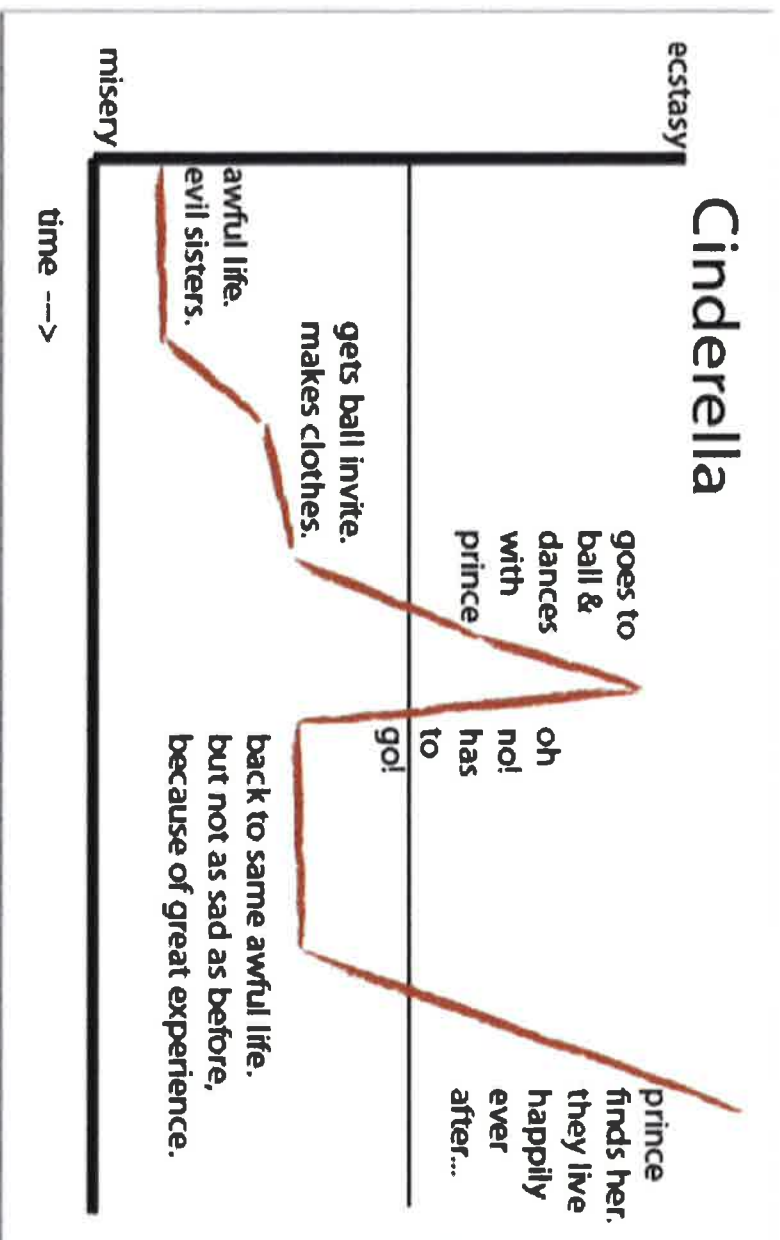
Stories are about **people**.
People have **names**.
And they go through an
experience.

A Story "Shape"

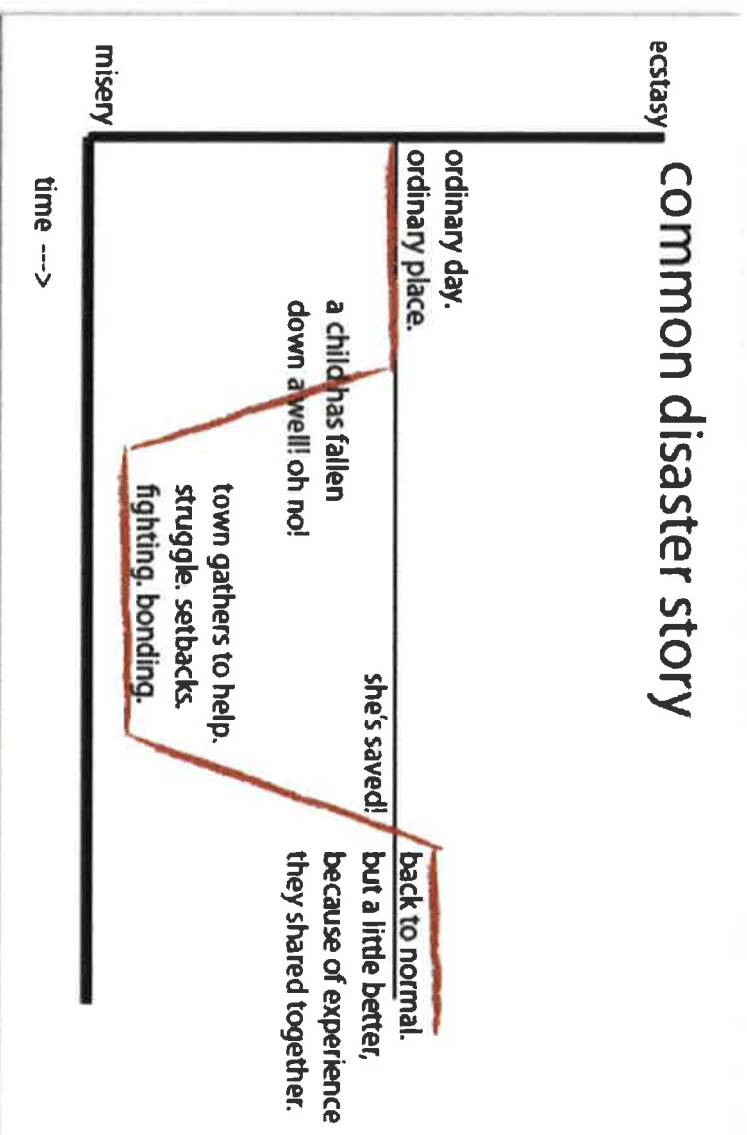


A Typical Story Arc

Cinderella



A Typical Story Arc



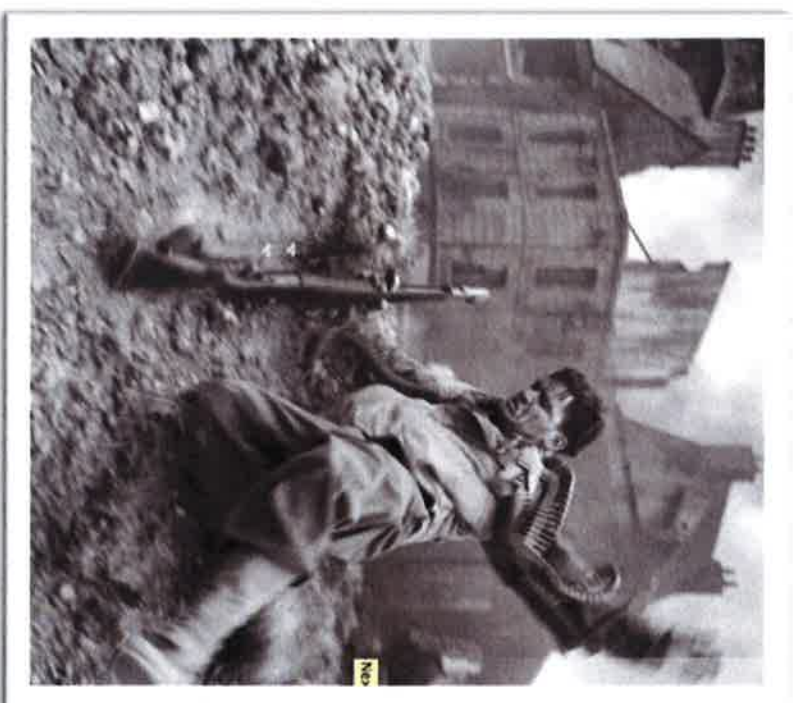
Elements of Story

1. A hero or victim.



Elements of Story

2. A triggering event
3. An object of desire/quest or journey.
4. Obstacles & failed attempts



Elements of Story

5. Turning Point
6. Resolution



Spike Your Presentation





The Four Framing Questions

1. Who am I talking to?

Who in the audience are you truly seeking to persuade? *Not just who is in the room.*

Speak to that person/those people. Share your comments to persuade them specifically.

2. What do I want them do to?

Call to action.

What action do you ultimately want them to take?

Join a society? Attend an event? Something else?

3. What is the relevant context?

What else is happening in the world of the target audience that should be factored in to your comments?

Recent events? Important issues?

Key figures? People they

particularly respect or dislike?

4. What are their options?

Other than what you want them to do,
what else could the audience do?

Apply the framing questions

Do not pose the framing questions in your comments.

Keep the answers in mind as you develop your comments.



MAFPI Setup

Setup influences credibility and attention

Room setup needs to put the speaker in control.

Podium? Table? Where do your notes go?

Seating arranged for a presentation? Empty chairs?

Audio setup and tested?

Microphone for the audience during Q&A?

Signage?

Distractions? Temperature. Windows. Food situation.

Handouts

CHICAGO YOM HAATZMAUT
COMMUNITY CELEBRATION

Monday, May 1, 2017

Anshe Emun Synagogue

51 Mount Carmel Street, Chicago, IL

7:00 PM

7:00 PM

7:00 PM

JNF SPORTS BONANZA

CHADWILL DOLL

MEET SOME OF THE
MOST FAMOUS OF THE
JNF SPORTS BONANZA

1988 MISSILE NETO

1989 MISSILE NETO

1990 MISSILE NETO

1991 MISSILE NETO

1992 MISSILE NETO

1993 MISSILE NETO

1994 MISSILE NETO

1995 MISSILE NETO

1996 MISSILE NETO

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2010 MISSILE NETO

2011 MISSILE NETO

2012 MISSILE NETO

2013 MISSILE NETO

2014 MISSILE NETO

2015 MISSILE NETO

2016 MISSILE NETO

2017 MISSILE NETO

2004 OF SPACE Showtime

How to dress

Dress one step above what you expect the audience to wear.

Men: No odd ties, white or light blue shirt, proper tie knot, clean shoes, clothes fit properly, pen, no light jackets.

Ladies: Balanced jewelry, balanced makeup.

Key Questions for a Program

What's the order?

Who is doing the introduction? Or, self-introduction?

How long do we go?

How are we handling Q&A?

Who is closing off the Q&A?

Who is making the close?

Introductions

Performed by someone most familiar to the audience.

Concise: 1 x 3

One minute, three points of interest

Highlight a connection to the group

Taking center stage

Look at the person who introduced you as you approach.

Smile! Everyone is now looking at you.

Turn to the audience with a smile.

Greet the audience, thank the person who gave the introduction, and thank the audience for the opportunity to speak today...

Checklist for a strong presentation

- ☐ Be cheerful.
- ☐ Engage the audience with your eyes.
- ☐ “Tell them what you’re going to tell them, tell them, and tell them what you told them.”
- ☐ Tell a story.
- ☐ Incorporate your answers to the four framing questions.

Evidence. Action. Benefit.

Sound and persuasive arguments

Avoid making unsubstantiated claims that leave you vulnerable.

When making key points, cite three parts....

Evidence

Use a fact or anecdote to define the problem.

Tell a quick story about a person illustrating the problem.

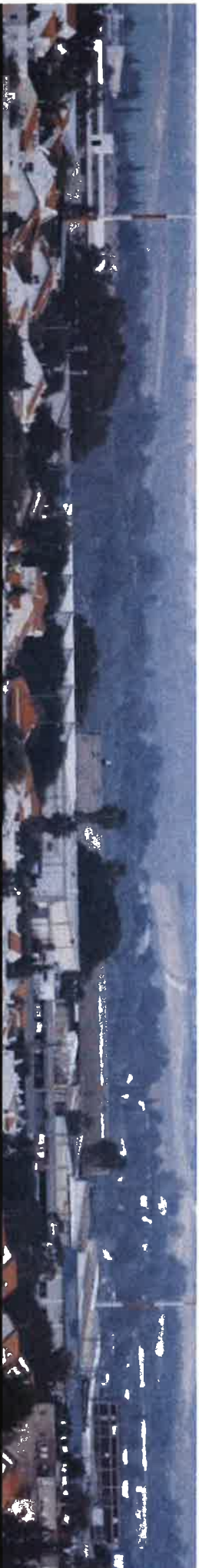
Action

Define your solution to the problem.

How does your idea or qualifications contribute to solving the problem?

Benefit

Describe in human terms who will benefit from your solution, and how.



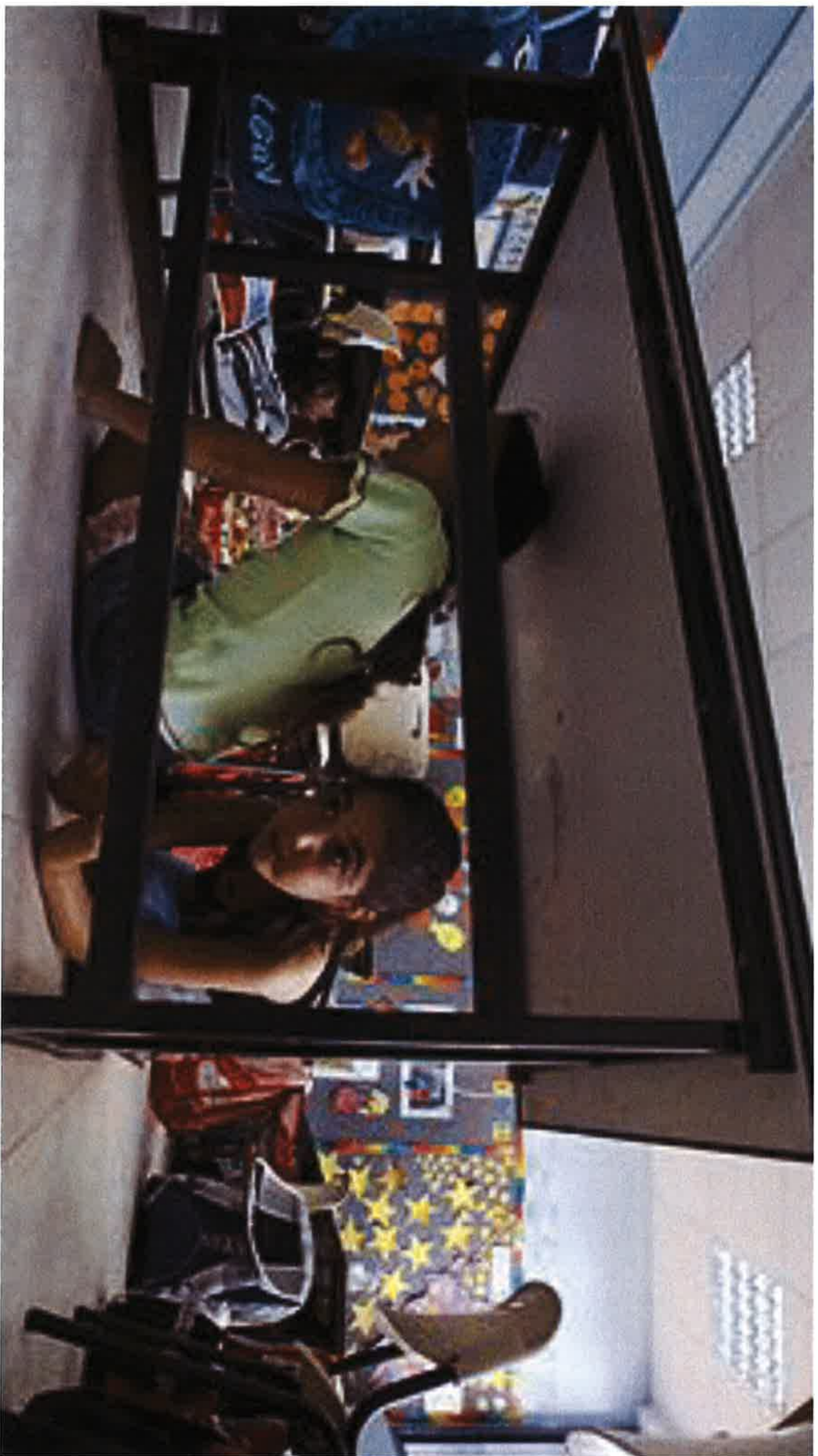
Sderot: Evidence













Sderot: Action

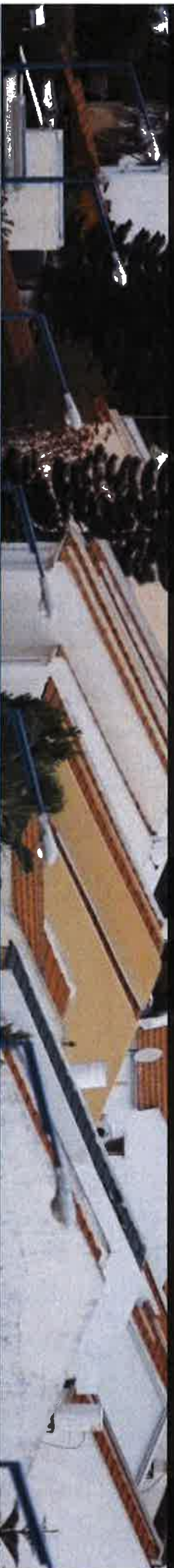








Sderot: Benefits



- ✓ **Restored a sense of normalcy to the region.** Peace of mind for parents and kids.
- ✓ Play areas double as bomb shelters, ensuring that all occupants can quickly reach safety during a rocket attack.
- ✓ The center is used for community events and as a meeting place for social service groups, and features therapy rooms to help children suffering from post-traumatic stress disorder.
- ✓ During periods of conflict, the center serves as a safe haven for children and adults. In November 2012, when attacks from Gaza began to intensify and Israel launched Operation Pillar of Defense, JNF mobilized immediately to keep the facility open 24 hours a day and provide sleeping accommodations.



**Step up your vocals to evoke emotion
(or, “Why Not to Read Your Presentation”)**

Use tone to give your words meaning





“**WE** will build a stronger Israel.

“We will **BUILD** a stronger Israel.

“We will build a **STRONGER** Israel.

“We will build a stronger **ISRAEL**.

**Vary the pace and volume to build audience interest
and evoke emotion**

Loud		Anger, Outrage, Alarm.
Soft		Sympathy, Compassion.
Fast		Excitement, Enthusiasm.
Slow		Calm, Understanding.

"Today each of us has a choice. We can continue to passively support Israel from afar, reasonably confident in her future security. Or we can commit to a cause that is bigger than ourselves. We can step up, we can put ideas into action, and create a future Israel that is not just secure but is a thriving home for the Jewish people not just for this generation, but for eternity. That's what I'm going to do, and I'm asking you tonight if we can do it together. Thank you.

"Today...each of us has a choice. We can continue to passively support Israel from afar...reasonably confident in her future security... Or we can commit to a cause that is bigger than ourselves. We can step up, we can put ideas into action, and create a future Israel that is not just secure but is a thriving home for the Jewish people not just for this generation...but...for...all...eternity... That's what I'm going to do...and I'm asking you tonight if we can do it together. Thank you.

Handling Q&A

Summarize



QUESTION



2 points



Pause



Repeat



(The other) 10 commandments

1. Do not receive a long, boring introduction.
2. Do not begin with an apology.
3. Do not speak without the attention of the audience.
4. Do not read to your audience.
5. Do not lecture to your audience.
6. Do not yell at or argue with your audience.
7. Do not bore your audience.
8. Do not speak without reviewing your outline.
9. Do not end without a summary.
10. Do not end without a specific call to action.