

Agenda

2019 CAMPAIGN PLANNING SUMMIT

August 12–13, 2018
Ronald S. Lauder JNF House



JEWISH
NATIONAL
FUND

Your Voice in Israel

Sunday, August 12

- 11:00 am** **Food and Schmooze**
Patio
- 12:00 pm** **Welcome and Opening**
Dr. Sol Lizerbram and Bruce Gould
1st Floor Bernstein Hall
- 12:30 pm** **Jewish National Fund- Building Israel and a Community of Donors in the U.S.**
Russell F. Robinson
1st Floor Bernstein Hall
- 1:15 pm** **JNF Branded Events to Project the Strength and Prestige of JNF-USA**
Jerry Abramson, Susan Farber, Amy Penchansky, and Don Morris
1st Floor Bernstein Hall
- 2:15 pm** **Breakout Sessions by Division**
- Major Gifts**
Ben Gutmann
1st Floor Bernstein Hall
- Women for Israel**
Nina Paul and Myra Chack Fleischer
2nd Floor Board Room
- General Campaign**
Robert Cohan and Robert Weiss
2nd Floor Conference Room B
- Community Campaign**
Marcy Needle and Jim Riola
2nd Floor Conference Room A
- Planned Giving**
Bernice Friedman
5th Floor Conference Room
- 4:00 pm** **Division Reports and Discussion**
1st Floor Bernstein Hall
- 5:00 pm** **Using Social Media to Educate and Inspire the Marketplace**
Vivian Grossman
1st Floor Bernstein Hall

Continued

- 5:45 pm** **Adjourn and walk to Park East Synagogue**
164 E. 68th Street (between Lexington and 3rd Avenue)
- 6:00 pm** **Reception**
Park East Synagogue
Entrance: 164 E. 68th Street
*Entertainment by Tzofim Friendship Caravan Remarks
by Ambassador Dani Dayan*

Monday, August 13

- 8:30 am** **Food and Schmooze**
Patio
- 9:00 am** **Asking for Money Can be Intimidating – 10 Ideas You Can Put into Practice Today to Help JNF Reach our \$1 Billion Goal**
Sheryl Buchholtz
1st Floor Bernstein Hall
- 10:00 am** **Presentation of 2019 Marketing Materials**
Steven Crystal and Jodi Bodner
1st Floor Bernstein Hall
- 10:45 am** **Helping Communities Use Data to Evaluate and Develop Local Campaign Strategies**
Rick Krosnick and Stephen Bach
1st Floor Bernstein Hall
- 12:30 pm** **Lunch**
Patio
- 1:00 pm** **National Board of Directors Meeting**
(Open to All Campaign Summit Attendees)
1st Floor Bernstein Hall