

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**
Stephanie Kelman, President, JNFuture
Jason Zenner, President-Elect, JNFuture
- 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