

Community Campaign Breakout Session

Welcome & Introduction - Jim Riola

- Good afternoon and thank you for joining us in the Community Campaign breakout session.
- We will be discussing 3 key campaign segments of the community campaign, and the important role each of you plays in ensuring success in the regions and nationally in achieving our goals.
- We will hear from Alyse Golden Berkley and me as your national breakfast for Israel chairs, community campaign co-chair Sharoni Levison, and Spectacular Sunday co-chair Bob Cohan.
- After we hear from them, Sharon Joy will be moderation Q&A and discussion on each topic, so please hold your questions until we open the virtual floor.
- I now turn it over to national Breakfast for Israel, or BFI co-chair Alyse Golden Berkley

National Breakfast for Israel - Alyse Golden Berkley

- Thank you, Jim! For those who do not know, we are excited to announce two national virtual *Breakfast for Israel* events in FY21
- Our goal is to raise \$1 million through these 2 National Breakfast for Israel dates. Attendance goal of 3000 nationwide- 1,500 per each BFI date:
 - **Tuesday, December 1, 2020** Theme: Giving Tuesday 8:00 am Eastern 8:00 am Pacific
 - **Sunday, April 18, 2021** Theme: Yom Ha'atzmaut 10:30 am Eastern 10:30 am Pacific
- How is it similar?
 - The iconic JNF Breakfast for Israel will continue to be a great tool to bring in new donors and cultivate leadership in your community. The two National JNF Breakfasts for Israel will follow the successful BFI model:
 - Free and open to the community.
 - Use the Table Captain model to recruit attendees.
 - Feature inspirational, influential keynote speakers
 - Includes a clearly articulated ASK
 - Lasts no longer than one hour
 - Focuses on bringing in new donors and closing Community Campaign gifts
 - Leverages technology to make giving as easy as possible, including text, email, online, Venmo and PayPal
 - Requires immediate personal follow up with all BFI attendees

- Our program will look and “feel” similar to our traditional BFI
 - As participants log on, they will be automatically placed in their local community breakout room.
 - The breakout room will be the local leadership opening, personal story and pitch.
 - This means, similar to your in person events, you have the opportunity to personalize the first 20 minutes of the BFI including to the ASK
 - Following your local part, like magic, all participants will be seamlessly welcomed into a “main ballroom” full of energy to enjoy our keynote speaker

- How is it different?
 - This year will be virtual rather than in person, however, we must develop a strategy that will keep our local leadership engaged, informed and motivated
 - We will be sharing a lot of information in the coming weeks- stay tuned!
 - As well, we will be updating our standard guide and provide every region with a “How To: Virtual National Breakfast for Israel” which will be a resource for important information and key points

- **Where we need YOU - Jim Riola**
 - We ask each of you to work with your board of directors and professionals to:
 - 1) **Commit to one of the Breakfast for Israel dates by Oct 1, 2020**
 - 2) Identify a breakfast for Israel Chair in your region
 - a. Work with the chair to recruit table captains and build a committee
 - 3) Set an attendance and financial goal for your BFI
 - a. While the BFI has historically been the event where our donors make their pledge for the year, pre-event solicitations are especially important
 - 4) Have a post-event committee in place to make personal thank you calls after the event, or ask for a gift
 - I now hand it over to community campaign co-chair Sharon Levison who will lead us in a discussion about Spring Campaign

Spring Campaign - Sharon Leveson (4 minutes)

- Thank you, Sharon and good afternoon, to all. I am excited to speak with you about our Spring Campaign will run May 1-June 30, 2021 and begins the third quarter of our annual JNF campaign by **engaging leadership to solicit** lapsed donors of \$250 and over
 - LAPSED donors meaning those that made a gift in our fiscal year 19, fiscal year 20 but have not made a gift in fiscal year 2021
 - Spring Campaign is ***CRITICAL*** to the success of our fiscal year- our goal is to raise \$8M over 8 weeks and close 20% of our lapsed donors
 - Remember- these are LAPSED donors that are already a part of the Jewish National Fund family and we should feel confident in reaching out.
- Who participates?
 - The fun of Spring Campaign is you can include a wide range of people that are willing to make solicitation phone calls on behalf of Jewish National Fund!

 - This includes: Community campaign leadership, past Spring Campaign chairs and teams, regional board of directors, past Breakfast for Israel chairs or table captains, Makor, JNFuture National Board and regional Presidents, AMHSI-JNF Impact Fellows, Campus Fellows, and Caravan for Democracy Alumni in your region

 - Where we need YOU
 - Spring may seem far off, however, lapsed donors amount to \$25-30M each year, and a year-round strategy to close these donors is a critical part of an integrated campaign strategy

 - **Please confirm your Spring Campaign Chair by November 1 2020, and have your Spring Campaign teams in place by February 1, 2021**

 - Thinking about your spring campaign captain and teams now ensures you are set up for success come May, and helps you focus on the 3 keys to success:
 - **Build a winning strategy!** Whether a phone-a-thon, virtual parlor meeting, virtual affiliate visits or other, make sure you have a timeline and plan that is ready to launch on May 1st
 - **BE CREATIVE!** Spend the next few weeks and months to explore and discuss new ideas and tactics to close these donors, work collaboratively with national leadership and other regions to share best practices on our community campaign calls
 - **MAKE THIS FUN** and let's make this competitive! Did I mention there are PRIZES? The regions that close the highest percentage or lapsed donors, reach their income goal or raise the most money during Spring Campaign will win exclusive prizes and recognition, and of course, bragging rights as Spring Campaign winners!

 - I now hand it over to Spectacular Sunday co-chair Bob Cohan

Spectacular Sunday - Bob Cohan (4 mins)

- On June 14, 2020, history was made through Spectacular Sunday: A Day of Giving Coast to Coast, the most ambitious fundraising event in our 119-year history.
- This unparalleled, four-hour program raised \$1.4 million not including a generous \$1M match!
- Some incredible successes to highlight:
 - Over 52,000 people tuned-in to the live event on Facebook and YouTube
 - Over 850 volunteers and JNF professionals made calls reaching out to over 14,000 households
 - 38 gifts made of \$5,000 or more
 - 125 gifts made of \$1,000 - \$4999
 - 149 gifts made of \$500 - \$999
 - Most remarkable, 860 **first time** gifts to JNF totaling over \$70,000
- Over 600 peer-to-peer fundraising pages were created, which accounted for nearly 50% of funds raised through Spectacular Sunday!
 - This was the secret to our success and we should make this a focal point for next year

What we learned

- Lead time! We have well over a year to plan accordingly to ensure Spectacular Sunday is as successful as possible
- The more volunteers the better!
- Volunteers need access to their call lists as far in advance as possible (while still maintaining fresh data)
 - The data shows a higher success rate in closing donors by phone during the weekday
- The portal on both ends (JNF professional making assignments and volunteers) needs to be easier to manipulate and user friendly
- All volunteers will be better trained on creating fundraising pages, making calls and the portal

Where we need YOU

- Spectacular Sunday will take place on September 12, 2021 providing an opportunity to close our annual campaign with a strong national presence
- **Your region should have a Spectacular Sunday strategy in place by July 1, 2021, following Spring Campaign**
- Our goal is to have well over 1,000 volunteers participating
- Work with your board of directors and professional to identify a Spectacular Sunday chair for your community

- Ensure you have planned far in advance to schedule virtual training sessions to use the peer-to-peer page
- I now hand the virtual microphone to Sharon Joy

Q & A Sharon Joy to moderate (15 minutes)

- Thank you, Jim, Alyse, Sharoni and Bob for your outstanding presentations today
- We now open up the virtual floor for questions, comments and ideas. You may send a chat, use the “raise your hand” feature in Zoom, or raise your actual hand I will get to as many questions as possible!

Close - Sharon Joy (1 minute)

- Community Campaign has a wide range of leadership opportunities and leadership development- be strategic when planning
 - Breakfast for Israel, Spring Campaign and Spectacular Sunday
- Engage a robust cross section of leadership
 - Utilize the affinity groups JNFuture, LFI, DFI, WFI and Rabbis for Israel
 - Provide opportunities for more seasoned lay leaders to mentor newer leaders
- Community campaign is where we get to showcase Jewish National Fund to as many people as possible, staying educated and up to date on our work in Israel is key!
- THANK YOU!!