



# \$7Million@70



JEWISH NATIONAL FUND

Your Voice in Israel

## Welcome Lay Leaders & Professionals to Israel's 70<sup>th</sup> Birthday

May 1 – June 24, 2018

**Goal** · Raise \$7 million from 7,000 donors.

**Prospects** · Donors who made a minimum \$500 gift within the past three years but have not yet made their 2018 gift  
· JNFutures who made a gift within the past three years but have not yet made their minimum \$360 gift in 2018.

**Selling Point** · We are actively highlighting Israel's 70<sup>th</sup> birthday—what an achievement!

**Tactics** · **Face-to-face-meetings:** A minimum of 7 per week with your \$500+ donors who have NOT yet made their 2018 contribution. Meet to discuss Israel's 70<sup>th</sup> birthday!  
· **Phone-a-Thons/Office Gatherings:** Invite your friends/family members and colleagues to your homes and/or offices for an Israel@70 birthday party.  
    ◦ 7+ people getting 7+ people to come to a home for 70 minutes to give 70-second pitches. Let's call a minimum of 70 donors per week!  
    ◦ Serve dinner, snacks, plant a tree in honor of people who attend, etc...  
· **Phone calls:** Call your donors wherever phone-a-thons cannot be held  
· **Emails:** Email those you could not reach by phone  
*Pledge cards, information, sample scripts for the phone and email, as well as a link to a special DONATE button will be provided.*

**Structure** 23 regions broken into 4\* action areas:

- 1) Water Solutions
- 2) Community Building
- 3) Research & Development
- 4) Zionist Education & Advocacy

*\*Chart will be provided*

### Winners Prizes

There are four ways to win (although we are all winners):

- 1) The region that closes the greatest percentage of gifts—Dinner with Russell F. Robinson
- 2) The lay leader who closes the most number of gifts—JNF mission to Israel (airfare not included)
- 3) The lay leader overseeing the most successful geographical area—Framed Golden Book Certificate
- 4) The lay leader overseeing the most successful action area—Framed Golden Book Certificate



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