

SPRING CAMPAIGN



May 1 – June 21, 2019

Goal · Close \$12 million from lapsed and current donors

Prospects · Donors who made a minimum \$500 gift within the past three years but have not yet made their 2019 gift
· JNFuture members who made a gift within the past three years but have not yet made their minimum \$360 gift in 2019.

Selling Point · *One Billion Dollar Roadmap for the Next Decade: What's Ahead*

Tactics · **Face-to-face-meetings:** Weekly meetings with your \$500+ donors who have NOT yet made their 2019 contribution
· **Phone-a-Thons/Office Gatherings:** Invite your friends/family members and colleagues to your homes and/or offices for a Jewish National Fund: Year in review parlor meeting
◦ 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
· **Direct Marketing Campaign:** Captains to send personalized letters sharing highlights from Jewish National Fund's year in review to lapsed donors asking them to renew
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 Regional Captains, Makor members, JNFuture, AMHSI-JNF Impact Fellows, Campus Fellows, and Caravan for Democracy Alumni

Spring Campaign Calls Schedule
Wednesday, May 1 at 2:00 pm EST
Tuesday, May 14 at 2:00 pm EST
Tuesday, June 19 at 2:00 pm EST

Prizes There are three ways to win!
1. The region that raises the most money – Dinner with Russell Robinson for captains
2. The region that closes the greatest percentage of lapsed gifts – Framed Large Be Inscribed Certificate for captain(s)
3. The lay leader that closes the greatest amount of lapsed gifts – Framed Golden Book Certificate for captain(s)

Note: All gifts made to the Women's Campaign from May 1-31 will be matched up to \$1 million.



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