

General Campaign New Tools for 2021

Campaign Summit

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FUND**

Your Voice in Israel



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Objectives for 2021 General Campaign

General Campaign consists of donors who give between \$1,000 and \$4,999

General Campaign is the gateway to major gifts.

The new tools: The new Eretz Society and Gift Opportunities. They will put us in a strong position for the future.

Donor Unit Goal = 4,375 donors

Campaign Goal = \$5 million

The Tools to Close

- ❖ **New Eretz Society** – Gifts of \$1800 - \$4999
- ❖ **Expanded Gift Opportunities** – The link to the affiliate relationship

New Eretz Society



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- New Donor Society For Ribbon Recognition
 - First step on JNF's ladder of Societies
 - Eretz, Chai (Women's \$1,800 Division) Herzl, President's, Negev, Century, King Solomon & World Chairman's Council
 - Consistent next step from JNFuture (22-40) Root Society Division (\$1,000)
 - Gifts between \$1,800 and \$4,999
 - Recognizes Men, Women and Couples with Eretz ribbon
 - Targeting donors \$500 annually and less than \$1,800 (4,540 nationally)



Gift Opportunities – 2021 Expansion Program

- Designated gifts to JNF affiliates with donation options at \$1800, \$2500, \$3600, \$5000
- Expansion of 2020 Pilot Program includes most affiliates
- Designed for ZOOM Parlor Meetings & Professional/Donor/Affiliate Solicitations
- The link to the Affiliate Relationship
- Encourages affiliate to maintain relationship with General Campaign donor
- Creates a new donor pool with vision for future growth



YOUTH LEADERSHIP

JEWISH NATIONAL FUND provides engaging Zionist educational opportunities for youth of all ages in both the United States and in Israel and works with Israeli youth in grades 5-12 throughout the Negev and Galilee to create meaningful connections with the land and its people, build interpersonal and leadership skills, and instill self-confidence and independence to help them grow into responsible citizens who want to step up for their country and society.



Green Horizons

JNF affiliate Green Horizons offers educational outdoor hiking and camping trips for youth in Israel that foster the development of interpersonal and leadership skills and social responsibility, while promoting Zionist values and connection to the Land of Israel. Many go on to play significant roles in Israeli industry, government, and IDF command positions.

► FUNDING OPPORTUNITIES

\$1,800 – SCHOLARSHIP PER STUDENT FOR ONE YEAR

Includes the cost of hiking and camping trips throughout the Negev and Galilee that promote self-confidence, independence, social responsibility, and an appreciation for Israel's history and natural beauty.

\$2,500 – OUTDOOR EQUIPMENT AND SUPPLIES FOR UP TO 5 STUDENTS PER YEAR

\$3,600 – COLLEGE SCHOLARSHIP FOR COUNSELORS

One-year scholarship per counselor to attend college in Israel's North or South while they lead Green Horizons groups, encouraging them to move to those regions and fulfill JNF's vision.

\$5,000 – SUMMER COUNSELOR COURSE

Sponsor this 4-8 week course for a counselor and develop a future leader.

New Online Donations



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- After ZOOM parlor meeting fundraiser/lay leader solicitor calls attendees to discuss donation options and emails gift opportunity sheet.
- If donor asks for link to donate email is sent with link to donate to Green Horizons.
- If donor makes a pledge fundraiser puts in system to be billed from New York office.
- Trackable donations for future campaign planning, affiliate newsletters, etc.





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CREATE MY PAGE

JOIN A TEAM

DONATE



Green Horizons offers outdoor, educational activities to Israeli youth in grades 5-12. This transformative program takes participants on hiking and camping trips throughout the country, with the goal of building interpersonal and leadership skills and fostering a strong connection to the land of Israel. Separated from their smartphones, television and computers and immersed in nature, Green Horizons participants learn about Israel's history, geography, and culture through various activities. The program emphasizes the importance of social participation, tolerance and personal responsibility, using group dynamics to help the youngsters acquire essential values and skills.

Funding Opportunities

\$1,800: Scholarship per Student for One Year

Includes the cost of hiking and camping trips throughout the Negev and Galilee that promote self-confidence, independence, social responsibility, and an appreciation for Israel's history and natural beauty.

\$2,500: Outdoor Equipment and Supplies for up to 5 Students per Year

\$3,600: College Scholarship for Counselors

One-year scholarship per counselor to attend college in Israel's North or South while they lead Green Horizons groups, encouraging them to move to those regions and fulfill JNF's vision.

\$5,000: Summer Counselor Course

\$0

raised of \$100,000 goal

2 Donations
received



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DONATE

Thank you for supporting Green Horizons!
Choose Your Recipient

Fundraiser

Team

General

Donation Amount

\$

USD

\$5,000

\$3,600

\$2,500

\$1,800

\$1,000

\$500

\$100

\$50

\$25

Donation Information

Name

Name



Email

Email

Message

Type a message to be displayed with your donation on the recipient's fundraising page

Display Name Options

Display my name

Gift in Honor/Memory of

Tribute Type

- Make a selection -

Notify someone

Payment Information

Address

Address

City

State

Zip/Postal

UNITED STATES

Promoting the New Tools



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- Eretz Society
 - Step-up Opportunity for existing donors
 - Couples' recognition
- Gift Opportunities
 - The close at the end of Parlor Meetings/Zoom Calls
 - Affiliate follow-up/relationship builder
 - 'Come see your project/program in Israel' when travel resumes
 - Provides follow-up opportunity for fundraiser/lay leader solicitor and affiliate