## Making your Voice Heard at Jewish National Fund



Your Voice in Israel

#### The Importance of Storytelling

- Lets the viewer/listener/reader in
- Brings the message to life
- Helps the viewer see themselves in the story; makes them feel like they're there
- Creates a connection!

#### Review of IsraelCast episodes

- What resonated with you?
- What about it? Head vs. Heart?

### Who wants to tell their story?



#### A few key elements to telling a great story

- Tap into emotions; inspire
- Must be genuine and personal to you
- Impart knowledge; pique curiosity
- Convey values
- Leave with a call to action—what do you want people to do after they hear your story

#### Best Platforms for storytelling

- JNF Blog
- Facebook Jewish National Fund and Humans of JNF
- YouTube

- IsraelCast podcast
- Articles and PR
- Word of Mouth

#### Other Platforms

- © Instagram
- Twitter

- in Linkedin
- B'Yachad ביתד
  The Newsletter of Jewish National Fund

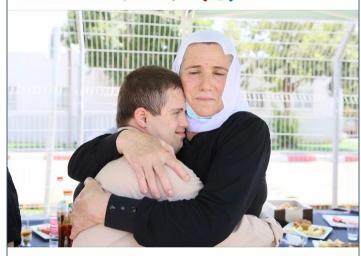


Today a group of 7 soldiers who are members of Jewish National Fund - USA's affiliate Special in Uniform fulfilled a big dream as they officially became fully-enlisted members of the Israel Defense Forces!

Among this group of soldiers was Tarc Tuba, 24, a Druze with Down's syndrome who hails from a village in the Galilee. Tarc is the first Druze soldier with disabilities to join the #IDF.

Israeli Druze are a unique religious and ethnic minority among Arab citizens of Israel that comprises less than 2% of the country's total population. Although their faith originally developed out of Islam, Druze are generally not considered Muslims. Druze devotedly serve in the Israel Defense Forces, and numerous members of the sector have attained senior positions in Israeli politics and public service.

We are so proud of Tarc and wish him success in his service in the Israel Defense Forces.



11,264 People Reached 1,182 Engagements

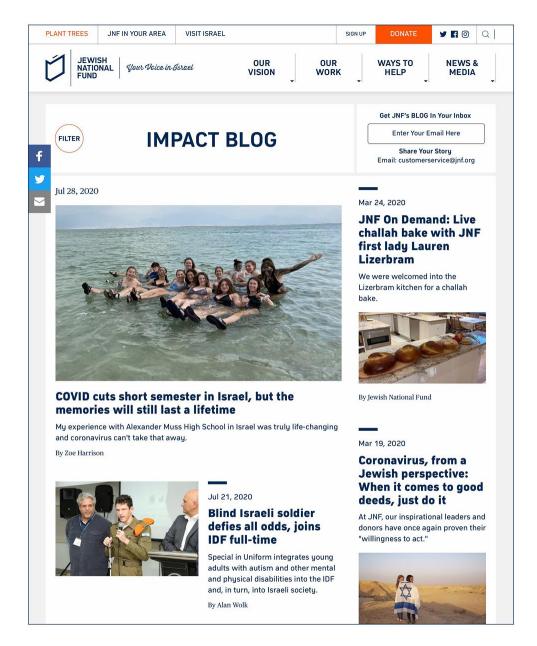
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# Join our storytelling team —we need you!

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