

Making your Voice Heard at Jewish National Fund



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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?



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Who wants to tell their story?



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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
-  LinkedIn
- **B'Yachad** ביחד
The Newsletter of Jewish National Fund



Humans of JNF

July 23 at 11:36 AM · 🌐



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.

[#LoveGrowsInIsrael](#) [#poweredbyJNF](#) ❤️🇮🇱💙



11,264
People Reached

1,182
Engagements

[Boost Post](#)

You and 261 others

36 Comments 97 Shares



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Jul 28, 2020




COVID cuts short semester in Israel, but the memories will still last a lifetime

My experience with Alexander Muss High School in Israel was truly life-changing and coronavirus can't take that away.

By Zoe Harrison

Jul 21, 2020



Blind Israeli soldier defies all odds, joins IDF full-time


Special in Uniform integrates young adults with autism and other mental and physical disabilities into the IDF and, in turn, into Israeli society.

By Alan Wolk

Mar 24, 2020

JNF On Demand: Live challah bake with JNF first lady Lauren Lizerbram

We were welcomed into the Lizerbram kitchen for a challah bake.




By Jewish National Fund

Mar 19, 2020

Coronavirus, from a Jewish perspective: When it comes to good deeds, just do it

At JNF, our inspirational leaders and donors have once again proven their "willingness to act."




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Join our storytelling team
—we need you!



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