



## Sample Scripts

### 1. Phone call script **SMILE when you speak. People hear smiles! Personalize to make it YOUR OWN.**

- Hi, my name is \_\_\_\_\_ and I'm a volunteer for Jewish National Fund.
- I'm calling you today because we are celebrating Israel's 70<sup>th</sup> birthday and we need your support. (wait for reaction... continue)
- As you know, JNF has evolved into a global environmental leader, from finding water scarcity solutions to R&D, building new communities in the Negev Desert & Galilee, providing state-of-the-art rehabilitative services & special education for people with disabilities and so much more.
- In the past you made a donation of \_\_\_\_\_. (See pledge card for amount)
- We would be delighted if you would consider a meaningful gift of \$\_\_\_\_\_ this year. (Ask for an increase)
- No? Will you match your past donation of \$\_\_\_\_\_?
- No? Is there an amount you feel comfortable with?
- Would you like to put this on a credit card? (Read back number & expiration date)
- May I verify your address, please?
- May I also have your cell phone number for our records?
- Thank you very much for your generous gift!
- *If they sound interested, please ask if they would like to meet you & your professional for a cup of coffee. We always want to try to get a meeting.*
- *If they say: Send me an email with info. Verify email address & we will.*
- *If they say: Send me something in the mail. Verify address & we will.*

#### **Talking points: (if needed)**

- Ten years ago Jewish National Fund and our *Blueprint Negev* program took on the realization of Ben Gurion's dream of making the future of Israel in the Negev Desert. Today, we are seeing real results. 10 years ago Be'er Sheva was considered a backwater. Now, it is the fastest growing city in Israel with many of the world's best hi-tech companies putting down roots along with new residents. Much of that is attributable to JNF's Be'er Sheva River Park and other transformative initiatives funded by JNF.
- Today we are bolstering Northern Israel through our Go North program with initiatives to support critical modern infrastructure, increased tourism, and opportunities for education and employment.

#### **Water Solutions:**

- You enabled Israel to Recycle 85% of its Water and SHARE ITS EXPERTISE WITH THE WORLD.
- Jewish National Fund bolsters Israel's water economy by developing alternative water sources, advancing Israeli agriculture, and improving water quality.



***The below stats are for this year alone unless stated otherwise.***

#### **Zionist Education**

- Through your generosity and the many high school & college programs you fund, we are building future leadership for our homeland.
- 1,200 high school students developed a stronger connection to Israel and their Jewish identity at our Alexander Muss High School in Israel.
- 150 AEPi chapters took part with Jewish National Fund in this year's Tu BiShvat Across America.
- Close to 7,000 young Israelis participated in JNF Partner Green Horizons Youth Movement education and outdoors programs.

#### **Forestry**

- You planted 3 million trees – over 260 million to date.
- JNF donors purchased 12 new firetrucks, lifesaving equipment, and the building of new fire stations in Israel.

#### **Community Building**

- Thanks to you, we continue to build new communities in the South & North to realize the full potential of our homeland.
- More than 15,200 people were treated at the Arava Medical Center.
- You funded 803 housing lots to date in 11 communities in the north and south.
- Our Lauder Employment Center has created 2,250 new jobs, and partners with 40 employers.
- Over 15,000 tourists passed through the doors of the new JNF Western Galilee Tourist Information Center in Akko – to see all the Galilee has to offer.

#### **Disabilities and Special Needs**

- You provide services for 45,000 people with disabilities.
- JNF's Red Mountain Therapeutic Riding Center at Kibbutz Grofit provided over 10,000 therapy sessions to riders in 2017. 160 children were able to receive 9,200 therapy sessions as a part of the Center's scholarship program.
- Special in Uniform has expanded its presence to include 22 IDF bases with 300 soldiers serving, 60 of whom have received their official IDF ID cards. Over the past year, 20 soldiers have graduated from the program and successfully integrated into the workforce and Israeli society.

#### **Research & Development**

- Jewish National Fund is a leader in researching and developing cutting edge technology that puts it at the forefront of meeting and exceeding global challenges.
- At JNF's Central Arava R&D Center, biologists are focused on finding cures for cancers, Alzheimer's, and ALS.
- You educated 1,100 students from third world countries in Israel at the Arava International Center for Agricultural Training.
- Heritage Sites
- Jewish National Fund is committed to ensuring that heritage sites around the country are preserved for future generations.
- A new exhibit at the Atlit Detention Camp is a C46 airplane that tells the heroic story of the covert "Operation Michaelberg" mission that brought 150 clandestine immigrants to Israel by air from Iraq and Italy.
- Raise \$7 million from 7,000 donors.

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**2. Email/letter** Dear \_\_\_\_\_ ,

I would like to thank you for your past commitment to Jewish National Fund and to the land and people of Israel.

As I write this, Israel is celebrating its 70<sup>th</sup> birthday! Israel’s success today is thanks to donors like you.

With the establishment of Jewish National Fund in 1901, thousands of acres of land were purchased in Israel, transforming Herzl’s dream into reality. In 1947, when the United Nations drew the border lines for the State of Israel, it was that very land owned by Jewish National Fund that helped determine the borders of our homeland.

Thanks to you, we have seen the Negev Desert—an area in southern Israel that comprises 60% of the country—boom. With your dollars we are bolstering Northern Israel through our *Go North* program, ensuring no Israeli is left behind thanks to our work for people with disabilities, boosting Israel’s water economy by developing alternative water sources, advancing Israeli agriculture, improving water quality, and so much more.

On this special occasion commemorating 70 years since Israel announced its independence, there is much still to do and we ask that you pledge a new commitment.

Your generous contribution of \_\_\_\_\_ will help to ensure a stronger, healthier, more secure Israel.

Thank you again for your past support to Jewish National Fund and the land and people of Israel.

Thank you and Shalom,

P.S. Remember, your contribution to Jewish National Fund is tax-deductible.

**3. Text message**  
*(To be used when appropriate)*

Hi \_\_\_\_\_ , this is Your Name from Jewish National Fund reaching out to celebrate Israel’s 70<sup>th</sup> birthday with you! Thank you for your past support. We hope you continue to help us create a secure and promising future for the land and people of Israel. Please respond at your earliest convenience by donating at [jnf.org/7millionat70](http://jnf.org/7millionat70).

**4. Thank You Letter**

Dear \_\_\_\_\_ ,

Thank you for your generous contribution. Your support, along with the hundreds of others who are participating, is making an impact on the land and people of Israel

Thanks to donors like you we are halfway through our One Billion Dollar Roadmap for the Next Decade with more than \$503 million raised to date in just under 4 ½ years.

This unprecedented plan for Israel’s future focuses on connecting all generations to the land and people of Israel while also implementing unique long-term projects. Jewish National Fund’s *Blueprint Negev* and *Go North* campaigns are transforming Northern and Southern Israel, providing new economic development opportunities, growing tourism, increasing employment, offering educational and housing options, increasing water resources, and making these regions a more desirable place to both visit and live. We are developing infrastructure, working with people with special needs, preserving heritage sites, and more—these initiatives improve the quality of life for all the people of Israel and ensure a brighter future for our homeland.

Jewish National Fund is connecting and growing our future leadership in communities across the U.S. through JNFuture, Alternative Break, Campus Fellows, Alexander Muss High School in Israel, and so much more. Additionally, JNF’s Boruchin Israel Education & Advocacy Center has proven to be a revolutionary game-changer in Jewish philanthropy, funding innovative projects and training our next generation in partnership with individuals, foundations, and other nonprofits.

All this and so much more would not have been possible without your support. Thank you for being a valued member of the Jewish National Fund family, and for making JNF Your Voice in Israel.

Thanks again for your support.

Kind regards,

Your Name



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