



## 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 you have been a valued supporter of Jewish National Fund in the past and I'd like to share some of our accomplishments from the last 12 months. Do you have a few minutes to speak?
- If they are not a former supporter, consider saying: I'm calling you today because I'm a supporter of Jewish National Fund and, as a friend, I'd like to share with you why supporting JNF actually helps make the world better. Do you have a few minutes to speak?
- *[If they agree to listen, say: Jewish National Fund-USA and our partners have transformed Israel into a global environmental leader, from creating solutions for water scarcity, to working on cures for diseases like ALS through our Research & Development, to building new communities in the Negev Desert & Galilee, to providing state-of-the-art rehabilitative services & special education for people with disabilities and so much more.]*
- **Otherwise, continue with:**
- *I am excited to share that Jewish National Fund has raised over \$570 million toward our One Billion Dollar Roadmap for the Next Decade campaign transforming the land and the lives of those living in Israel.*
- We are investing in the imagination, innovation, and integrity of a nation.
- Thanks to the donors who move us forward, Jewish National Fund-USA and our partners have transformed Israel into a global environmental leader, from creating solutions for water scarcity, to working on cures for diseases like ALS through our Research & Development, to building new communities in the Negev Desert & Galilee, to 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)



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- 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. Ten years ago, Be'er Sheva was considered a place to just stop on the way to Eilat. Now, it's 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 due 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.
- **Now we are raising \$220 million for 90 new reservoirs to meet the demand of a growing nation and agriculture that helps feed the world.**

*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.
- 55,000 school children and 150 AEPI chapters on college campuses took part with Jewish National Fund in this year's Tu B'Shvat Across America.
- Close to 7,000 young Israelis participated in JNF Partner Green Horizons Youth Movement education and outdoors programs.
- **Now we are looking to raise \$250 million for the new JNF Israel Education and Technology Center, to be located in Be'er Sheva, and be a state-of-the-art world class educational institution offering a new campus for AMHSI, a Zionist Education Center for people to come from across the globe to learn, and an Internship Center for college students because of the enormous cyber and hi-tech opportunities available nearby.**



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## FORESTRY

- You planted 3 million trees - over 260 million to date.
- JNF donors purchased 14 new firetrucks, lifesaving equipment, and the building of two new fire stations in Israel.

## COMMUNITY BUILDING

- Thanks to you, we continue to build new communities in the south and north to realize the full potential of our homeland.
- More than 16,000 people were treated at our Arava Medical Center and 15,000 received treatment at our Halutza Medical Center. Now we are looking to build a regional medical center near the northern town of Kiryat Shmona.
- You funded 1,000 housing lots to date in 19 communities in the north and south, creating 900 jobs in the process.
- Our Lauder Employment Center last year placed over 3,000 people in new jobs, and partners with some 300 employers.
- Over 18,000 tourists passed through the doors of the new JNF Western Galilee Tourist Information Center in Akko - to see all the Galilee has to offer.
- **Now we are raising \$10 million for our International Institute of Culinary Arts in Israel and a Food Technology Center, to define Northern Israel as a food technology and culinary capital. Both will bring some 50,000 new jobs to the region!**

## DISABILITIES AND SPECIAL NEEDS

- You provide services for 55,000 people with disabilities.
- JNF's Therapeutic Riding Center provided 230 children over 10,000 therapy riding sessions in 2018.
- Special in Uniform has expanded its presence to include 25 IDF bases with 360 soldiers serving, 65 of whom have received their official IDF ID cards. Over the past year, 52 soldiers have graduated from the program and successfully integrated into the workforce and Israeli society.
- **Now we are raising \$50 million for a brand new Rehabilitation Center at ALEH Negev to provide comprehensive physical therapy and rehabilitative care to serve 100 patients.**

## 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 R&D Center, biologists are focused on finding cures for cancers, Alzheimer's, and ALS.
- You educated 1,200 students from third world countries in Israel at our 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 C-46 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.
- **Now we are raising \$100 million to help restore and maintain important historical heritage sites at the Secret Bullet Factory at the Ayalon Institute, Ammunition Hill, and Atlit Detention Camp, to name a few.**



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