

SPONSORSHIP OPPORTUNITIES

**JEWISH
NATIONAL
FUND**

**BREAKFAST
FOR
ISRAEL**



JEWISH NATIONAL FUND BREAKFAST FOR ISRAEL

Giving Tuesday

Tuesday, December 1, 2020

8:00 am EST & 8:00 am PST

Yom Ha'atzmaut

Sunday, April 18, 2021

10:30 am EST & 10:30 am PST





What Is Jewish National Fund?

Unparalleled in the Jewish philanthropic world, Jewish National Fund-USA's strategic vision has been, and always will be, to ensure a strong, secure, and prosperous future for the land and people of Israel. Everything we do—every project, initiative, and campaign we take on—is integral to our vision of building and connecting to our land. We plant trees, build houses and parks, source water solutions, buy fire truck and fire stations, and improve the lives of people with special needs. We boost tourism, support Aliyah, promote Zionist education and engagement, build medical centers and trauma centers, fund agricultural and culinary research, and run an American semester abroad high school in Israel. We do all these things because each project, each program, each partnership, is consistent with our strategic vision—population growth in the north and south, connecting the next generation to Israel, infrastructure development, ecology, forestation, heritage preservation, and more—all for the land and people of Israel.





Sponsorship Benefits

Jewish National Fund-USA is the leading philanthropic organization that connects American Jewry to the land and people of Israel. Increase your exposure to the right demographic by partnering with Jewish National Fund-USA. You will:

- Reach 3 million potential clients and customers.
- Align your brand with a philanthropic movement that the community has trusted since 1901.
- Convey your support for the land and people of Israel.



JEWISH
NATIONAL
FUND

Your Voice in Israel

Our Depth and Reach

Website

300,000+ Page Views per Month

Email

300,000 Donors

What to Watch Weekly Newsletter

300,000 Donors

YouTube Channel

5,600 Subscribers

Facebook

80,700 Followers, Reaching over 250,000 users per month

Twitter

17,650 Followers

Instagram

10,700 Followers

IsraelCast — JNF Podcast

Over 82,500 downloads in over 67 countries

Text Messaging

220,000 Donors

B'Yachad Magazine

Reaches 800,000+ Households, 3x year

Interactive Robinson Report

An exciting weekly Video Briefing from our CEO - 90,000+ followers

Direct Mail

Reaches over 650,000 people, over 4 times a year

JNF Impact Blog

Reaches 2,500 readers per month



JEWISH
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Your Voice in Israel

Sponsorship Opportunities

\$1,000

- Sponsorship opportunity for one local Breakfast for Israel
- Recognition on local Breakfast for Israel online marketing materials emails to local database
- Recognition during local segment of one Breakfast for Israel
- Option to sponsor “What to Watch” Weekly Newsletter or Robinson Report
- One Year Membership in a JNF Professional Society (Lawyers for Israel, Doctors for Israel, or Rabbis for Israel), if applicable

\$1,800

- Opportunities from the previous level, plus:
- Membership in JNF’s Eretz Society, with a minimum annual commitment of \$1,800
- Banner Ad on Regional Web Page for 1 month

\$2,500

- Opportunities from the previous level, plus:
- Recognition on all national Breakfast for Israel online marketing materials
- Recognition during national headline segment of Breakfast for Israel
- One Thank You post on a JNF Social Media channel
- Thank You Mention in “What to Watch” Weekly Newsletter

\$5,000

- Opportunities from the previous level, plus:
- Sponsorship opportunity for both Breakfast for Israel dates—December 1, 2020 and April 18, 2021
- Membership in JNF’s Herzl Society for donors with a minimum annual commitment of \$5,000
- Access to exclusive Major Donor programs and briefings
- One additional Thank You post (two total) on a JNF Social Media channel
- Sponsor a 5-day Virtual Tour with mention every day of the tour
- Recognition at National Board and Local Board Meeting, and opportunity to distribute business promotional material
- Banner Ad on JNF Homepage for 1 week
- Recognition at a National and Local Board Meeting

\$10,000

- Opportunities from the previous level, plus:
- Membership in JNF’s President’s Society, for donors with a minimum annual commitment of \$10,000
- Banner Ad on Homepage for an additional week (two total)
- Two additional Thank You posts (four total) on a JNF Social Media channel
- Eligible to participate in a highly subsidized President’s Society Mission to Israel in 2021
- Recognition at American Independence Park, located in the Judean Hills
- Listed on Thank You ad in B’Yachad
- Sponsor Robinson Report for 1 week





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