

SPONSORSHIP OPPORTUNITIES

**JEWISH  
NATIONAL  
FUND**

**BREAKFAST  
FOR  
ISRAEL**



# JEWISH NATIONAL FUND BREAKFAST FOR ISRAEL

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## Yom Ha'atzmaut

Sunday, April 18, 2021

10:30 am EST & 10:30 am PST



JEWISH  
NATIONAL  
FUND

*Your Voice in Israel*





# What Is Jewish National Fund?

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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 trucks 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.

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# Sponsorship Benefits

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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.



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# Our Depth and Reach

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## Website

*300,000+ Page Views per Month*

## Email

*300,000 Donors*

## What to Watch Weekly Newsletter

*300,000 Donors*

## YouTube Channel

*6,200 Subscribers*

## Facebook

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

## Twitter

*17,800 Followers*

## Instagram

*11,500 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*

## Direct Mail

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

## JNF Impact Blog

*Reaches 2,500 readers per month*



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# Sponsorship Opportunities

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## \$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
- 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
- One Year Membership in JNF’s Real Estate Division, if applicable

## \$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:
- 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





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