



**JEWISH  
NATIONAL  
FUND**

*Your Voice in Israel*



## How to Facilitate a Zoom Parlor Meeting?

- Etiquette
- On time
- Troubleshoot/Dry run/Sound Check
- Don't have too many people on the screen



## How to Solicit via Zoom?

- **Who is participating:**
  - Israeli Affiliate
  - Lay Leader
    - Who is the right lay leader for the solicitation?
  - Professional
    - The right professional for the specific donor/ask



## How to Solicit via Zoom?

- **The Small Talk:**
  - Know the donor (Giving History; Institutional Knowledge; Bio)
  - Get the donor to know you (why is lay leader involved with JNF/Project)
  - Short and Sweet
  - Share pictures from last visit to Israel
  - Update about previous donation/project



## How to Solicit via Zoom?

- **The Ask:**
  - Share the Magic
  - Who is presenting?
  - What is the goal/\$\$ Amount?
    - Remember: Lay Leader's time is to be considered
  - Have a dialog with the donor; don't lecture
  - Leave time for questions