

Women for Israel Breakout Session  
Facilitator: Jessica Milstein

**Exec Board Role - Barbara Burry, Incoming Women for Israel President**

What is the National Executive Board?

- FY21 Goals- Raise \$20M dollars through Women's Campaign
  - Invest time in regions that have the potential for continued growth
  - Establish WFI presence in additional regions, with support of local leadership
- Women's National Executive Committee will meet monthly and focus on education, solicitation training and regional mentorship
- Hands on involvement, mentorship and guidance, helping with training with your local WFI committee
- Small community outreach and engagement
- Data driven monthly campaign analysis and guidance to the regions
- Identify where the gaps are and what tactics need to be adopted to achieve their goals.
- Help cultivate potential donors, help move women increase to new levels, retain current donors, and re-engage lapsed donors.
- Provide support, education and mentorship to an assigned region(s) at committee meetings by conference call and/or Zoom once a month.
- Assist in virtual fundraising opportunities
- Provide additional resources, guidance and education through new WFI "Best Practices" Manual that includes everything from how to build a successful campaign, how to train your WFI leadership to how to plan a virtual event, and more
- Discussion Topic: Expanding the role of the executive committee- how can we help you achieve your goals? What type of training, guidance, mentorship or other can we provide?

**Engagement - Ann Zinman, Women for Israel Vice President**

From the National Perspective

- No borders mean we can leverage the national community of women- engaging your friends & family wherever they are

- Yes, there are challenges today, but here our OPPORTUNITIES to keeping connected and valued through a series of programming, WFI National Luncheon, Virtual Tours, Coffee with an Israeli, Exclusive Chai & Sapphire opportunities
- WFI focus on national initiatives: Women's Month in May, Spectacular Sunday, National Breakfast for Israel, Spring Campaign
- Explain how regional leaders will be able to engage their women in supporting national events through recruitment committees and regional breakout chat sessions associated with national events.

#### From the Regional Perspective

- Programming on the local scale: Small parlor meetings, coffee with affiliates, one on one solicitations
- Leveraging regional board leadership and WFI steering committees
- Discussion Topic: What should we be doing differently for WFI specifically in engagement on both the national and regional levels?

#### **The Case for Giving - Roni Wolk, Women for Israel Assistant Vice President**

- Why is there a WOMAN's campaign? Why should women give to JNF WFI?
  - We KNOW women give for different reasons and they give differently
  - Women give from their hearts; they give because something moves them
  - They become involved in WFI to form connections with like-minded women, to network with women who care about Israel
  - And by the way, JNF's WFI campaign makes up close to 28% of JNF's national campaign!
- What type of language creates an emotional connection?
  - Women like to know their giving makes an impact
  - Studies show that women are the influencers in their families and their communities.
  - They are goodwill ambassadors for JNF. And they are "connectors"
  - They share their unique connection to JNF as inspiration

- Women’s campaign “shopping list” at \$360+? Here are just 2 examples:
  - Aleh Negev- \$1,800 – Provides sensory stimulation for residents with visual and hearing impairments through sound, motion, and flashing lights.
  - Lotem- \$1,800 – MOTHER NATURE PROGRAM Sponsors a group of 12 women at a safe and restorative day-long experience outdoors for mothers and their children who are victims of domestic violence that includes hiking, cooking, and art workshops that help promote trust and self-confidence
  
- Discussion topic
  - What obstacles are you encountering?
  - What suggestions can you share?