

A special update for Jewish Federation Board members ... April 2016

Dear Board members,

Shalom from the South of Israel! We have an inspiring group of federation leaders on the ground visiting our partners and seeing the amazing work we do.

Our professionals have been hard at work promoting and reaching out to current and future donors, prospects and community members. I want to share with you some of the numbers that we've seen these past months in their work. They give you a good idea of the scale of our work, and the horizons and challenges ahead. As promised last year, we're starting to pull together standardized metrics and evaluations to report to you on progress and challenges. This is the beginning of that process – and we'll have a lot more to show.

But in the meantime see how far we've come ...

Our **Outreach & Engagement Department** (to remind you, this is an entirely new department this year), chaired by Mindy Goldberger and directed by Amy Biloon, has run 24 events from July 1st to June 30th.

942 participants came to 20 of the events (4 are scheduled for the coming months), of whom **272** were new to Federation. **404** are 'non-givers', showing us a clear new avenue of participation and involvement. How will we integrate these 404 non-donors (and those who will follow) into the annual campaign, you ask? Good question. Here's the answer:

- (1) Every case is unique, and each case is handled individually. Each event has a comprehensive follow-up plan in place, including social media, phone calls, invitations to meetings and further events.
- (2) We're not yet there. Participating in a few events in just six months isn't yet enough time to build the goodwill and overcome the perception of hostility of many in these demographics to seeing a 'flip' from events to solicitation. We'll get there, though.

A few highlights:

- At the December "*Latke Vodka*" event, 170 participants attended, 60 of whom had never come to a Federation event before and 96 had never made a gift before. By virtue of a built-in \$18 gift, all of those non-givers have now given at least \$18 to the Campaign.
- The February "*Challah Bake*" event had 214 participants, of whom 61 were new to us. The other week we had a follow-up program, "Beyond the Braid" designed for those (and other) newcomers to learn more about who we are and what we do.
- Last month we held a "*Pack-A-Purse*"—a collaborative program of YLD and the Center for Volunteerism. In an effort to lower geographic barriers to participation, this event was held simultaneously in two locations (Maplewood and Morris County). Between the two sites, we had 72 families (nearly 200 people!) participate, with 21 first-time Federation event attendees.

Our **Global Connections Department**, chaired by Paula Saginaw, managed by Sandy Green and directed by Amir Shacham, hosted over 100 people in November to celebrate the work our Federation does overseas and to launch our exciting new structure. We learned about the four Global Connections platforms that represent the areas in which we work - *Yama* (Overseas), *Kedma* (Israeli Shared Society), *Tsafona* (Local Israel Engagement) and *Negba* (Negev Partnerships).

Everyone joined a platform (or two!), which have been meeting to delve further into their fields, and we've continued to build on the enthusiasm by hosting educational opportunities about our work called 'Global Connections University.'

Our **Campaign Department**, chaired by Maxine Murnick and directed by Rebecca Pollack, has run 17 events and 90 planning meetings with leadership for campaign events and campaign outreach, from July 1st to June 30th.

We had a great time being awestruck by Oz Pearlman (seriously ... how did he guess those answers?) and entertained by Boomer Esiason at LIVE on March 17th. There were 420 people in attendance and we raised a record \$284,000 for the Annual Campaign – this was the largest amount we've raised at a LIVE event since 2008! In addition, \$67,000 of what was raised counts towards new or increased gifts that will be matched dollar for dollar by our Matching Gift Challenge. A great success for the community and the Annual Campaign!

Since July 1st, we've sent 102 people on seven **Missions**, chaired by Ellen Goldner and directed by Heidi Kuperman, including 38 on the NJ State Legislators Mission. Except for the legislators, everyone else has made a gift to the 2016 UJA Campaign. We have two Missions planned for the rest of the Campaign year (U'faratzta Global Connections Mission/P2G@20 Mega Event, where I'm writing to you from now, and Poland & Israel Mission) with 36 more people expected to participate.

Our Missions Department is working with three local synagogues to plan day trips to our partners and programs while they are in Israel. We've also welcomed many GMW guests in Israel on personal business and came to visit our programs.

In addition to the events sponsored by other departments, the **Events** Department, directed by Julie Rosenberg, planned these events:

- (1) Forty people came to the *Matan Gottlib* Event in October for an emotional evening in memory of Matan, a Diller alumni who was killed during Operation Protective Edge. Matan's parents were at the event and spoke about their son's legacy
- (2) Over 35 people joined our delegation to the GA in Washington DC in November. In addition to GA sessions, we met with staff from JAFI, JDC, the Israeli Reform and Masorti movements for important updates. For the second year, we organized a reception for representatives from all of the NJ federations, with over 100 attendees. Our team ran a preparation meeting before the GA, and a debrief after, to give recommendations for GA 2016. Everyone also received a GA Survival Kit, with some vital equipment (water, hand sanitizer, mints, tissues ... all the useful stuff).

- (3) For the first time in six years, we held a *reunion in Florida* for our snowboards. We had sixty attendees at a lovely February event chaired by Ken and Mimi Heyman. Our guests enjoyed reconnecting with old friends, hearing updates about Federation and the featured speaker. We received extremely positive feedback, so we'll make this an annual event. Sarabeth, Maxine and I spent a week visiting snowbirds and connecting to our donors and friends.
- (4) Our *Board of Advisors* is an entirely new entity, launched this year to deepen the opportunities for counsel, guidance and expertise in the federation. This group of 104 members has met twice already and will meet once more in May. The meetings include speakers, updates on Federation, and opportunities to give feedback on important issues facing Federation. The Board of Advisors Steering committee was created to oversee the BoA and they have met over six times to make sure this advisory board is effective and accomplishes its goals.

Our **CRC**, chaired by Rabbi Elliot Matthias and directed by Melanie Roth Gorelick, has hosted hundreds of people at its events in the past few months. Highlights include:

- 40 Teens attended “Will You Stand Up For Israel on Your College Campuses”
- Over 120 people attended the Fair Trade Fair at Community College of Morris last week
- 70 teachers attended the “Abolitionist Showcase: Mobilizing Teachers to Address Human Trafficking in NJ” last month
- 20 Rabbis are participating in our Interfaith Partners for Peace initiative

I'm proud of our efforts to date and I hope that you are too. We'll have more reports and updates in the months ahead.

Please don't hesitate to contact me if you have any questions.

Warmly,

Dov

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