A photograph of a woman and a young girl dancing in a park. The woman is wearing a white shirt and black pants, and the girl is wearing a blue and white dress. They are both smiling and appear to be in motion. In the background, other people are visible, some standing and some walking, under large trees with green and yellow leaves. The overall scene is bright and cheerful.

FUNDRAISING GUIDE



entwine

ONE JEWISH WORLD, INTERCONNECTED

Dear Insider Trip Participant:

We are thrilled that you will be participating on a JDC Entwine Insider Trip. Our trips are for young Jewish adults and are designed with an eye towards the interests of this specific demographic. They are dynamic and sophisticated experiences where the diversity of the group is essential to the experience. Each of our trips offers a unique opportunity to understand and impact global Jewish and humanitarian challenges around the world.

We've created this Fundraising Guide as a tool in order to make your participation more affordable. Within this guide you will find the following:

- JDC Entwine One Pager
- Fundraising 'How-To'
- Fundraising Letter Template
- Phone Fundraising Call Script Template
- Phone Fundraising Tips
- Additional Funding Resources
- Campaign Instructions (GoFundMe)
- Campaign Tips
- FAQ

We would hate for the financial component to prevent your participation. Past participants have been extremely successful fundraising from Jewish organizations, synagogues, alumni associations, employers and using platforms like GoFundMe. All of the resources within this Fundraising Guide will give you the tools to fundraise for your trip.

Please do not hesitate to reach out with any questions. We wish you the best of luck and success in your fundraising endeavors!

Sincerely,
JDC Entwine Team

A FUNDRAISING HOW-TO

Getting Started

Before you can ask people to support your fundraising efforts, you must be prepared to describe the JDC Entwine Insider Trip experience and the overseas community which you will be visiting and why it is so important. Relate the issue to your target audience, and make them feel they have a vested interest in the project – because it will make a difference for them and for others as well.

Below are some general tips for getting started:

- **Set your goal**
- **Create a timeline.** Set strict deadlines for the various steps that must be taken to reach your final goal and stick to them.
- **Know your audience.** Create a few varieties of your ‘pitch’ so as to gear it for the unique audience you are addressing. Emphasize the parts of your project with which your audience will be most likely to connect.
- **Provide in-depth information about your cause.** People want to know exactly where and to whom their donations will be going. They are not likely to offer blind donations without specific information about the cause, the recipient community, and exactly how their money will be used.

Diving In

Now for some different methods for raising money:

The “Individual Ask”

One of the most effective ways to raise funds is to simply ask people for money—one-on-one. Here are some ways to ask:

- **Send solicitation letters and e-mails to friends and family** describing your effort and asking for money (see sample solicitation letters at the end of this document). Letters require little effort and provide a personal touch that will encourage those close to you to support a cause that is important to someone they care about.
 - A few tips:
 - If you are requesting donations by mail, include a self-addressed, stamped envelope with each letter. Keep detailed records of who you have sent letters to, who has responded, and who has sent a donation.
 - Include information on the online payment page. Provide the link to the payment page in your letter and let your friends and family that they can make a payment in your name using the online payment page.
- **Ask your rabbi.** Remind the rabbi of the synagogue in your home town of your involvement. He or she will most likely be glad to support your attempts to assist other Jewish community members in need.
- **Approach synagogues, religious schools, Jewish youth groups,** and other organizations that may already have a *tzedakah* campaign and invite them to choose your program as a recipient of their philanthropy.

**In general, remember to send a “thank you” note immediately following each contribution (see sample acknowledgement letter).*

Events

Events are a great way to raise funds and awareness for your cause, while having fun in the process! Below is an example of a great event idea:

- **Host a benefit dinner.** Benefit dinners can bring in enormous amounts of money, especially if you can persuade local eateries to provide the meal for little or no money. Send letters to local restaurants explaining the cause for which you are raising money, and then follow-up with a phone call. (If you do not find a restaurant willing to donate food, the meal can be prepared by group members). Charge admission based on the cost of the food and the profit you wish to make. Consider selling raffle tickets before or during the meal (you can ask local businesses to donate items for the raffle).

Social Media

Market yourself and your cause on social media. Use Facebook, Twitter, Snapchat, and Instagram to help fundraise! BE CREATIVE!

Insert Date Here

Dear NAME:

I have been selected for a competitive leadership program for Jewish young adults from around the world. I will be joining JDC Entwine's Insider Trip to (Location), JDC Entwine's week-long service and learning trip to (Location) this (Month). Together with my cohort of young leaders along with JDC Entwine staff and senior professionals, we will explore issues of social responsibility, international development, leadership, and voluntarism. I am confident that through this experience, I will gain invaluable tools to be applied both in and outside of the workplace.

For nearly 100 years, the Joint Distribution Committee (JDC) has provided rescue, relief, and renewal for Jewish communities outside of North America, helped Israel meet the needs of its most vulnerable citizens, and offered a Jewish response to natural and man-made disasters and non-sectarian development needs around the world. JDC's work in over 70 countries is inspired by Jewish values of mutual responsibility. Entwine, an initiative of JDC, is a one-of-a-kind movement of young Jewish advocates, influencers, and leaders who seek to make a lasting impact on the global community.

JDC Entwine offers immersive experiences for young professionals to learn about the work of JDC first-hand, develop relationships with other young leaders from around the world, and participate in meaningful service work and exchange in the communities where JDC operates. For past participants, these trips have been the catalyst for meaningful social action including but not limited to educational speaking engagements, community service projects, and fundraising. I very much feel that my participation in this experience is relevant to NAME OF COMPANY'S investment in social corporate responsibility.

The participation fee for Inside (Location) is (Fee of Program) plus airfare. I am grateful to have been awarded a JDC Global Leadership Grant of \$XXXX which will help offset the cost, and am seeking additional funds to enable me to participate in this worthwhile experience. If you have any questions, I would be happy to connect you to my contact at JDC who can further speak to the leadership development aspects of this program. I am required to confirm my participation by paying a (deposit/final payment) by XDATE and I look forward to your response.

Thank you for your consideration.

Sincerely,
NAME
TITLE

Key Components to a Successful Fundraising Phone Call:

1. Introduction: Answer the questions, who are you? What is your relationship to the organization? Why are you calling?
2. Statement of Larger Purpose: Why are you asking for this donation? What does the contribution go toward?
3. First Ask: Make the initial ask. What is the suggested donation amount?
4. Confirmation: Success! What is the best method of payment and what is the process to receive the payment?
5. Reaction to rejection: You won't always receive the answer you are looking for. How do we respond to common objectives (lack of interest, other giving priorities, does not have the financial ability)
 - Important: for those calls that do not end in success, it is important to help close the conversation gracefully in order to main good relationships!

Phone Call Script Template:

Participant: Hi (Name of Person), how are you today?

Donor: Hi (Name of Person). I am great, thanks for calling! How are you?

Participant: I am great, thank you for asking! I am calling today to let you know that I have been selected for a competitive leadership program for Jewish young adults from around the world! Have you heard of the American Joint Distribution Committee and/or JDC Entwine?

Donor: (one of two answers)

1. **If they answer yes:** Wow that is great, I have heard of JDC and JDC Entwine. What program will you be participating in?
2. **If they answer no:** Wow that is great, I actually have not heard of the JDC or JDC Entwine.

Participant: (one of two answer)

1. **If they answer yes:** I will be joining JDC Entwine's Insider Trip to (Location), JDC Entwine's week-long service and learning trip to (Location) this (Month). Together with my cohort of young leaders along with JDC Entwine staff and senior professionals, we will explore issues of social responsibility, international development, leadership, and voluntarism. I am confident that through this experience, I will gain invaluable tools to be applied both in and outside of the workplace, in my local Jewish community, and my personal life.
2. **If they answer no:** If you have a minute, I would love to tell you a little about the organization and what I will be doing with them.

Entwine is a one-of-a-kind movement for young Jewish leaders, influencers, and advocates who seek to make a meaningful impact on global Jewish needs and international humanitarian issues.

We do this by offering service experiences in Jewish communities around the world, educational events and programs, and leadership development opportunities. Entwine is an initiative of JDC, the largest Jewish humanitarian organization in the world. JDC works in 70 countries, specializing in humanitarian aid, Jewish community renewal and disaster relief.

I will be joining JDC Entwine's Insider Trip to (Location), JDC Entwine's week-long service and learning trip to (Location) this (Month). Together with my cohort of young leaders along with JDC Entwine staff and senior professionals, we will explore issues of social responsibility, international development, leadership, and voluntarism. I am confident that through this experience, I will gain invaluable tools to be applied both in and outside of the workplace, Jewish community, and personal life. If you would like I would be happy to send you a sample itinerary and trip information sheet.

Donor: This sounds like a remarkable experience!

Participant: Yes, it truly does but I need your help in being able to make my participation possible. The participation fee for Inside (Location) is (Fee of Program). My participation fee includes roundtrip airfare from (location), all meals, accommodations, leisure activities, briefings, medical and emergency evacuation insurance. I am grateful to have been awarded a JDC Global Leadership Grant of \$XXXX which will help offset the cost, and am seeking additional funds to enable me to participate in this worthwhile experience. Do you think you will be able to assist me?

Donor: (one of two answers)

1. **If donor answers yes:** Yes, I will be happy to help and donate to you!
2. **If the donor answers no:** I am sorry, but I do not think I will be able to help contribute.

Participant: (one of two answers)

1. **If donor answers yes:** Thank you so much! That is great, any amount is greatly appreciated. The best way to make donations is (whatever method you are using: check, campaign, online payment page, etc.)
2. **If donor answers no:** Thank you so much for your time and consideration. I will keep you updated on my travels. If you would like to learn more feel free to check out JDC Entwine's website at www.jdcentwine.org/trips

6 Simple Tips for Phone Fundraising

Don't Ask for Money, Show How to Make a Difference

Don't simply ask for money for your cause. Rather, explain up front how a donation will directly benefit your cause. Nobody wants a phone call after work asking for money, especially if they don't have reason to or don't feel good about it. Sell your cause. The money will follow.

**Use the JDC Entwine One Pager*

Know When to Call

Be mindful of people's schedules. Remember, most people work from at least 9 to 5. It is suggested to call after work for the best results. Also, if you're calling people across time zones, schedule your calls in order so you can stay ahead of the time zones.

Make the Experience Standardized AND Authentic

We recommend using a script (*template provided in guide*) with some key components. Making the experience standardized is good because you want your message to be both professional and consistent, however making the donor's experience genuine is also important.

Keep the Focus on the Donor

Below the surface, fundraising is not about what a donor can do for you, it's about what you can do for a donor, namely making them feel good about making a difference. To accomplish this you need to gather as much information as you can. Ask them questions, and bounce their questions back with more questions of your own. Find out what makes this person tick and how giving to your cause could be a good decision for them.

Practice makes perfect! Assess your list of targets; call those who you are comfortable with first. For example, you should call your parents before calling your father's boss. By practicing on your loved ones, they'll be sympathetic and can give you great, constructive feedback.

Stay Organized

During this process, it is very important to stay organized! Having an organized record of donations and leads can be very helpful. Records not only keep tabs on past giving history, but can give you a system through which to record other useful information about donors.

Follow Up

Sometimes the Follow Up can be more important than the 'ask.' Not only should you thank your donor on the phone, but also follow up with a formal Thank You! Whether it is in the form of a hand written thank you note or a personalized e-mail, saying thank you goes a long way. You might want to send the donor a post-trip follow up note so they can see how impactful the experience was. A great way to do this is by posting photos or blogging!

Additional Funding Resources

JDC does not want the cost of the trip to prevent your participation. Besides applying for a JDC Global Leadership Grant there are other resources and organizations that can help.

General Community Sources

Jewish Federations: Jewish Federations are located all around North America. These federations are very helpful when it comes to funding Jewish experiences. To find contact information for your local Federation, check out <http://www.jewishfederations.org/> and click on “Jewish Finder” at the top of the page. Please contact the Federation in your area for assistance.

Jewish Community Centers: Jewish Community centers are always a good resource for scholarships; they make have their own scholarships or may know of private scholarship funds. To find your local JCC go to www.jcca.org and click on “Find a JCC.” This search will lead you to the contact person in your area!

Synagogues: Sometimes your synagogue will have money set aside for scholarships to send their congregants or professionals on Jewish experiences. Ask your Education Director or Rabbi about these opportunities.

If you your synagogue cannot provide you with funding, they are great connectors to other people and organizations who may be able to, make sure to ask if they know of other scholarship opportunities, as a follow up question.

Hillel: Hillel is a great place to look for funding, even as an alumnus. Hillel loves to see their current students and alumni continue on their Jewish journeys. There is never harm in asking. Offer to bring back your experience to educate other students on campus and to give back. Visit the Hillel website for more information www.hillel.org.

The Web: It never hurts to do an online search for scholarship opportunities. Be specific with you• Scholarship opportunities for Jewish young professionals/ college students

- Available funding for global Jewish experiences

Before submitting any private information make sure to call and verify the organization.

Niche Funding Opportunities

ROI: If you are a member of the ROI community there is additional funding available for you through the Charles and Lynn Schusterman Foundation. Apply for a Micro Grant! ROI members are eligible for two \$1,000 grants per year for personal and/or professional development. You can find more information [here](#).

BBYO: In partnership with JDC Entwine, BBYO is offering additional funding (that will be included in your Global Leadership Grant) for young professional alumni. Make sure to note in your application that you are alumni and list your past involvements!

The Baltimore Associated: If you are from the Baltimore area there are additional trip specific subsidies.

GoFundMe Campaign Instructions

What is GoFundMe?

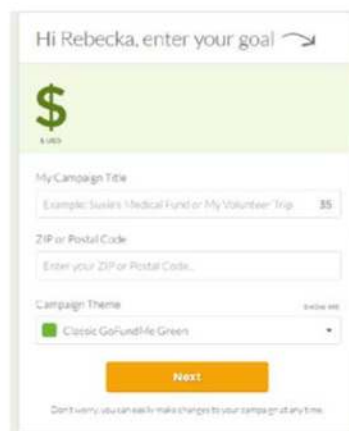
GoFundMe is a personal online fundraising website that is perfect for individuals, groups, and organizations trying to raise money for a cause.

How does it work?

GoFundMe is a very simple tool and can be set up in a few steps. See below for instructions on how to get started with your campaign!

Campaign Instructions:

1. Sign up by going to www.gofundme.com then select sign up on the welcome screen.
2. Once you successfully register, you will see a screen that looks like this:



Hi Rebecka, enter your goal →

\$ 1,000

My Campaign Title
Example: Susan's Medical Fund or My Volunteer Trip 35

ZIP or Postal Code
Enter your ZIP or Postal Code...

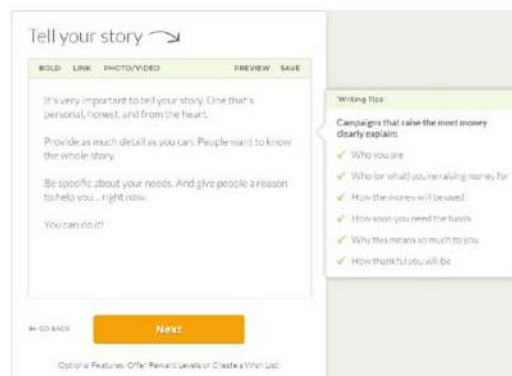
Campaign Theme
Classic GoFundMe Green

Next

Don't worry, you can easily make changes to your campaign at any time.

Please enter the information in accordance to your specific trip and fundraising goal.

3. When uploading a photo please make sure you to use the JDC Entwine Trip flyer. You can receive this flyer by reaching out to Rebecka Handler at Rebecka.handler@jdc.org.
4. Next, it is your turn to tell your story! You will see a screen that looks like this:



Tell your story →

BOLD LINK PHOTO/VIDEO PREVIEW SAVE

It's very important to tell your story. One that's personal, honest, and from the heart.

Provide as much detail as you can. People want to know the whole story.

Be specific about your needs. And give people a reason to help you... right now.

You can do it!

Writing Tip:
Campaigns that raise the most money clearly explain:

- ✓ Who you are
- ✓ Who (or what) you're raising money for
- ✓ How the money will be used
- ✓ How soon you need the funds
- ✓ Why this means so much to you
- ✓ How thankful you will be

GO BACK Next

Optional Feature: Offer Rewards Levels or Create a Virtual List

5. Once you are done with this step, your campaign will be ready to share.

- You will be able to share your campaign by e-mail or use the link provided to share on social media.

Please note: GoFundMe even gives you the option to set up an automatic sharing feature on Facebook which allows you to choose how often you would like to share your campaign.

6. You can sign into your GoFundMe account to check your fundraising status whenever you would like.

7. When you are ready to withdraw the money that you have raised. You will need to verify your account by entering your phone number. A unique code will be sent to your phone that you will be asked to enter on the website. You will need this phone any time you want to access the withdrawals. This code will be an extra layer of protection for your account.

Frequently Asked GoFundMe Questions:

Will GoFundMe charge me any fees?

GoFundMe will automatically deduct a 5% fee from each donation you receive. If you don't receive any donations, then you won't pay anything at all.

Since our fee is deducted from each donation in real-time, you'll never need to worry about getting billed or owing us any money. Your donors are never charged fees. Remember, GoFundMe is the best fundraising solution available and all those extra donations you collect will more than make up for the fee.

Please note there is also a payment processing fee that will apply. These vary depending on your location. Visit our Pricing page for more information.

Is the donor's donation tax-deductible?

Donations made to a GoFundMe Personal campaign are generally considered to be personal gifts and are not guaranteed to be tax-deductible. You can always check with a tax professional to be sure. Only donations made to a GoFundMe Certified Charity campaign are guaranteed to be tax-deductible.

CAMPAIGN TIP SHEET

1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**