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AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 1: Sermons, Speeches and Writings, 1949-1982.

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New Gifts Task Force Ad Hoc Committee Meeting address. 16
April 1981.

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1981 UNITED JEWISH WELFARE FUND
ISRAEL EMERGENCY FUND

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NEW GIFTS TASK FORCE AD HOC COMMITTEE MEETING

DATE: Thursday, April 16, 1981
TIME: 4:00 P.M.
PLACE: 6505 Wilshire Blvd., Room 'A'

S U M M A R Y

ATTENDANCE: Myke Barash, Sunny Caine, Fred Cowan, Gary Dalin, Dorothy Goren, Connie Harris, Leo & Pauline Hirsh, Stan Hirsh, Dr. Emanuel Honig, Joshua Kheel, Ruth Karp, Annette Levey, Melvin Rifkin, David Sacks, Richard Weintraub.

GUEST SPEAKER: Herb Friedman, Past Executive Vice President, United Jewish Appeal.

CHAIRMAN: Ruth Karp

Herb Friedman: In order to obtain new gifts, the main problem is to recruit an army of "askers".

The Plan: There are probably 10,000 or more Jewish college students in Los Angeles. It is possible to have a large P.R. Campaign to recruit as many as 2,000 college students. This could be done through a rock concert or a giant meeting with the Prime Minister of Israel or some combination of movie stars, etc., possibly including a film. They are then recruited to sign-up for a special day of solicitation, where they will go out as an army to solicit new prospects. Each person will have an I.D. card to identify themselves, some instructions, etc. The solicitations can be followed by a party afterwards. The important thing is to create a mood and this will yield volunteers.

There also has to be receipt books with accountability for any money that is raised to avoid certain problems.

(continued)

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Herb Friedman (cont'd):

This kind of program will have multiple affects of inspiring the college kids, giving them a positive experience and getting our prospects solicited. It should not be done as a pilot; but it must be done all the way.

In order to work, it must have an enormous amount of publicity, radio spots, ads, etc., making this into an event that is important. The secret of this is that you are doing it in a mass group. You create psychological authenticity in the presentation and the peer pressure that is necessary to pull it off.

In order to recruit the core people who are already involved in campaign, it may be important to send them a letter announcing the big event now for the Fall or whenever; thereby keep them in touch as it goes along. But, the key to it is having the right kind of speaker, the attraction, someone like Neil Diamond or Bruce Springstein might work.

I reiterate, I never saw people just just walk up to a charity and throw in money like in a bank. People who have not given, have to be approached individually in order to have success. This plan will build a quick army of solicitors for one shot purpose and because we are dealing with young people, the effort will be well worth whatever happens.

Should you choose to go all the way with this program, I will be pleased to come out here to help you with it.

Ruth Karp: Our next meeting will be an executive session, where we will consider all the ideas we heard to date and begin working towards programming. We will meet on Thursday, April 30th at 5505 Wilshire Blvd., 10th Floor Conference Room at 4:00 P.M.