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N.Y. Times - Jan 5 - Front Page
**Sharp Rise in Immigration
Expected by Israel in '72**

By PETER GROSE
Special to The New York Times

JERUSALEM, Jan. 1—An exhilarating but quite unexpected challenge is confronting Israel in 1972: the absorption of a great stream of new immigrants in numbers expected to be comparable to the new arrivals in the heady first years of statehood beginning in 1948. Israeli authorities received clear indications in the last weeks of 1971 that the trickle of Jews arriving here from the Soviet Union was rapidly increasing. At the same time, a record immigration is expected in 1972 from the United States and other Western countries, building on the momentum that started with the 1967 Arab-Israeli war.

At its last Cabinet meeting of 1971, the Government revised its estimate of 1972 immigration upward by nearly 50 per cent to 70,000 people. Until three weeks ago, economic and social planning was based on the probable need to absorb about 45,000 immigrants.

Welcomed though it is, this influx brings financial, social and psychological problems far more awesome than even those in the normally complex process of absorbing newcomers into an established society. Fully half the newcomers in 1972 are expected to come from the Soviet Union, according to

Continued on Page 14, Column 1

Continued From Page 1, Col. 1

officials of the Jewish Agency, a nongovernmental group that supervised immigration.

All last month, chartered planes arrived daily from Vienna, the transit point for Soviet Jews, carrying them to new homes in Israel. In December alone, three times as many Soviet Jewish immigrants arrived as in 1970.

In 1971, nearly 13,000 Jews arrived from the Soviet Union, according to the Jewish Agency's preliminary figures. This was by far the largest national group of immigrants; in second place were Americans, with 9,700. A total of 43,000 immigrants arrived in Israel last year.

Since Israel was established in 1948, one of its fundamental purposes has been to attract Jews from abroad to settle, whatever the costs and dislocations involved. For the last few years, immigration authorities have focused their greatest attentions, and hopes, on the Soviet Jewish community, estimated here at nearly three million people, which by and large has been barred by Soviet policy from emigrating.

Now that campaigns of Israel leaders and Jews around the world seem to have helped bring about a liberalization in Soviet emigration policies—though the basis and extent of the change is still unclear—Israeli planners concede that they are not fully equipped to cope with the sudden influx.

Uzi Narkiss, director of the Jewish Agency's immigration department, warned a few days ago against discouraging or neglecting "immigration from the free countries because of the pressure from the Soviet Union." He told a Haifa audience, "God forbid that potential immigrants from the United States would delay their coming, just to enable Israel to deal with the problem."

New York Times
Front Page
1/2/72

- MORE -

Israel Sees Sharp Immigration Rise in '72, Rivaling Big Influx in Early Years

Facilities Insufficient

The Cabinet heard reports that existing and projected housing, job openings and certain immigrant facilities will not be sufficient this year, considering the larger number of anticipated new arrivals.

Finance Minister Pinhas Sapir, already cutting back sharply on budget requests of the various ministries, told a committee of the Knesset, or parliament, this week that an additional sum of \$200-million would have to be found from revenues and foreign contributions to support the costs of increased immigration.

He estimated that it costs about \$35,000 to settle the average family arriving in Israel. People arriving from the United States and other Western countries generally have adequate means to establish themselves, with only marginal Government assistance, but the Soviet immigrants usually arrive virtually penniless.

Israelis in general seem to feel that immigration and absorption of the immigrants is one responsibility that must be carried if modern Israel is to have any meaning as a homeland for Jews.

Some Benefits Cut

Even so, the Government has moved reluctantly to cut the tax and financial benefits accorded to newcomers, partly to soften the burden of immigration on the Treasury and partly to alleviate resentments of poorer people who immigrated years ago but see new arrivals starting at a higher standard of living than they have yet attained.

The reduced benefits, which will mainly affect Americans and other Westerners after they arrive here, involve restrictions on duty-free imports and less favorable mortgage terms and automobile purchases.

"Of course we do not like having to do this," said one senior Treasury official "but we cannot believe that it will have any effect on the immigration from the West—people coming here from the United States already know that their

New York Times

1/2/72

(Cont)

standard of living will have to drop."

The cost is almost the least of the problems posed by large-scale immigration. Officials pointed out that even if additional funds were immediately available it would not be physically possible to provide enough new housing for the expected newcomers.

Mr. Sapir has tentatively suggested that established families take immigrants into their homes until new apartments can be constructed. Some newspapers have raised the prospect, distasteful to Israelis that temporary tent or camp com-

munities may have to be put up, as in the westerly early years of statehood.

Professional opportunities are an even more serious long-term problem for which no clear solution has yet emerged. This shows up most acutely with the Soviet immigrants. Unlike the thousands of Middle Eastern and North African Jews who arrived in the early years, the Soviet Jews are generally educated and skilled professionals who cannot be expected to be content with manual labor or unskilled jobs.

Israel already has full employment, and openings for

trained professionals in various fields, especially persons not fluent in Hebrew, are few.

American and Soviet Jews, with clearly defined national identities and habits, often are uncomfortable adapting to Israeli ways. Americans complain bitterly of the bureaucratic mentality of many Israeli officials, of pettyfogging attitudes of clerks and minor officials trained in rural Eastern Europe.

The grievances of the Georgian Jewish immigrants—nearly one-third of the Soviet arrivals—pose an urgent problem. The Georgian Jews are an ancient and strongly Orthodox group,

accustomed to congregating in large clans and living under stricter religious law than is found in much of Israel.

Their spokesmen have bitterly condemned as insensitive the bureaucracy that has been unable so far to provide the same opportunities to live and worship together that they apparently had in Soviet Georgia. Most Soviet Jews have been accustomed to bigger homes than Israel can provide. Sit-down strikes at Lydda Airport are common these days as they discover that they will not be given apartments in Jerusalem or Tel Aviv but in the spartan,

often remote, development towns built quickly for newly arrived families.

Israeli officials express helplessness in dealing quickly with such families as one that arrived last week from Moscow and refused to accept the apartment assigned in remote Migdal Haemek. This family asked instead for housing "in the vicinity of Zahala," a Tel Aviv suburb.

This would be roughly comparable to an immigrant family arriving at Ellis Island in the old days and expecting to go straight to its new home in Scarsdale.

02/60487

15 Ibn Gabirol
Jerusalem
02/66921

3 January 1972

Mr. Irving Bernstein
United Jewish Appeal
1290 Avenue of the Americas
New York, N. Y. 10019

Dear Irving:

I received a call from this fellow, who was once Consul General in Atlanta, asking if we would be interested in having him speak in the States. I told him that our schedule was pretty full, but that I would forward his curriculum vitae to you anyhow.

I also had a long talk with Reuven Poratt, the Navy Commander. He is interested in joining the ranks of UJA or Keren Hayesod on a permanent career basis. He is 41 years of age, and has 23 years in the Navy. He does not want to leave Israel permanently, but would be willing to work in the United States for a few years on a leave of absence from the Navy. I think he would be a first-rate professional man -- well organized, disciplined, orderly, excellent English and impressive. In my mind he would make a fine regional director. I am telling Kreutner about him as well.

Incidentally, one of the things he brought to my attention was the fact that no letter of thanks had ever been received at the Haifa Naval Base, either for the big October study mission, or the many other missions which visit there and go out on the boats. He says that between us and the Keren Hayesod the base receives an average of three visits a month.

I am, therefore, doing two things -- one, having a plaque made to be signed by both Zuckerman and Ezra Shapiro, to hang in the Commander's office, thanking the officers and men for their cooperation. If we can get the plaque done in time, we will have Operation Israel #6 Chairman present it to the Commander when they visit the base on 13 January. The second thing was that the enlisted men, in their club room, do not have a radio. I discussed this with Eddie and he authorized the purchase of one. These two simple acts will repair our PR.

As ever,

HAF:SS
Enc.

M E M O R A N D U M

January 4, 1972

To: National Officers

From: Irving Bernstein

Attached are the following for the January 9 meeting:

- 1) Fact Sheet on the total cost to the Jewish Agency and the Israel Government of immigration from the Soviet Union. I have asked for a separate line-by-line breakdown of budgeting items for which the Jewish Agency will be responsible, and I expect a reply shortly.
- 2) For your information, just in case you did not see it, a clipping of an interesting article which appeared in "The New York Times" on Sunday, January 2.
- 3) Contingency planning for Russian immigration.

IB:bga
Encs.

January 7, 1972

Mr. Martin Peppercorn

Herwan E. Rosen

MINUTES OF THE FIELD STAFF MEETING WITH IRVING BERNSTEIN -
WEDNESDAY, DECEMBER 29 - PARK SHERATON HOTEL, NEW YORK CITY

Mr. Bernstein discussed the increasing emigration of Jews from the Soviet Union to Israel and the resulting heavy expenditures required for resettlement and absorption.

He said Russian immigration had proceeded at the rate of 100 per day during the past several weeks, and that more than 12,000 Russians would enter Israel in 1971. It is anticipated that the immigration will continue into 1972 at the same or even greater rate, presenting a serious financial problem.

Mr. Bernstein estimated the cost per family for transportation, housing, job training, education, Ulpan, etc. at \$35,000. If the present Russian immigration rate continues, he projected approximately \$200 million for Russian immigration over and above the 1972 budgeted immigration figure.

Mr. Bernstein then asked the staff to consider three questions and suggest a plan of action.

1. If immigration continues at the present rate, what should UJA do on a short-term basis?
2. If immigration continues at the same rate, what do we do on a long-term basis?
3. What do we do about the threat of a major war in the Middle East?

In the ensuing free-ranging discussion, the following points were made:

1. We should consider asking the small or non-Federated communities to campaign for additional sums for Russian immigration at this time. The same request from larger more sophisticated communities should be held in abeyance awaiting a definite immigration trend.
2. A publicity hot line to the communities should be established so that they may be kept fully advised.

Mr. Martin Peppercorn

Minutes of Field Staff Meeting ...2

3. The UJA Regional structure should be utilized for alerting the communities to the Russian immigration and for mobilizing them for an all-out effort in case of war.
4. Premature announcement of crisis could have an adverse effect on some contributors who might hold back in expectation of a subsequent resolicitation.
5. Each national leader should be assigned several communities for personal responsibility and follow-up in case of all-out emergency.
6. The question of a Christian campaign should be reconsidered.
7. Short-term loans are not being considered at the present time because options should be left open in case of future emergency.
8. Communities should be advised through PCB process that a real austerity program exists and that allocations to other agencies should be frozen.
9. Members of the Field Staff should be advised of all field assignments in order to expedite intra-staff communication.
10. Operation Israel trips should be extended to two weeks instead of ten days, and trips should be planned for March and October.
11. Israel Bonds should be urged to be more cooperative in case of all-out war, particularly since free dollars are vitally needed by the Israeli Government.
12. The idea of a three- or four-day community mission composed of a small number of big givers, who are to be solicited in Israel, was generallyy applauded.
13. The Bar-Lev meeting in Washington, January 20 should be dramatized for maximum attendance.

Finally, Mr. Bernstein summed up, touching on the following campaign aids which should help promote the 1972 Campaign:

1. Person-to-person solicitation.
2. Proper use of leadership.
3. Proper planning of parlor meetings.
4. Pledge dynamics (Norfolk plan).

Mr. Martin Peppercorn

Minutes of Field Staff Meeting ...3

5. Baltimore plan for community missions.
6. Operation Upgrade.
7. Resident-Israeli solicitors.
8. Use of Russians.

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UJA

FROM THE
GENERAL
CHAIRMAN

A G E N D A

UJA NATIONAL OFFICERS MEETING -- 12 NOON, SUNDAY, JANUARY 9, 1972

Versailles Room -- St. Regis Hotel, New York City

1. CASH REVIEW
2. STATUS OF CAMPAIGN
3. ASSIGNMENT OF CAMPAIGN RESPONSIBILITIES
4. OPERATION ISRAEL
5. JANUARY 20TH WASHINGTON MEETING
6. SIGNIFICANCE OF EMIGRATION TO ISRAEL FROM SOVIET UNION
7. CONTINGENCY PLANNING

Irving Bernstein

file

January 14, 1972

*received
14 March
sent by surface mail*

Dear Herb:

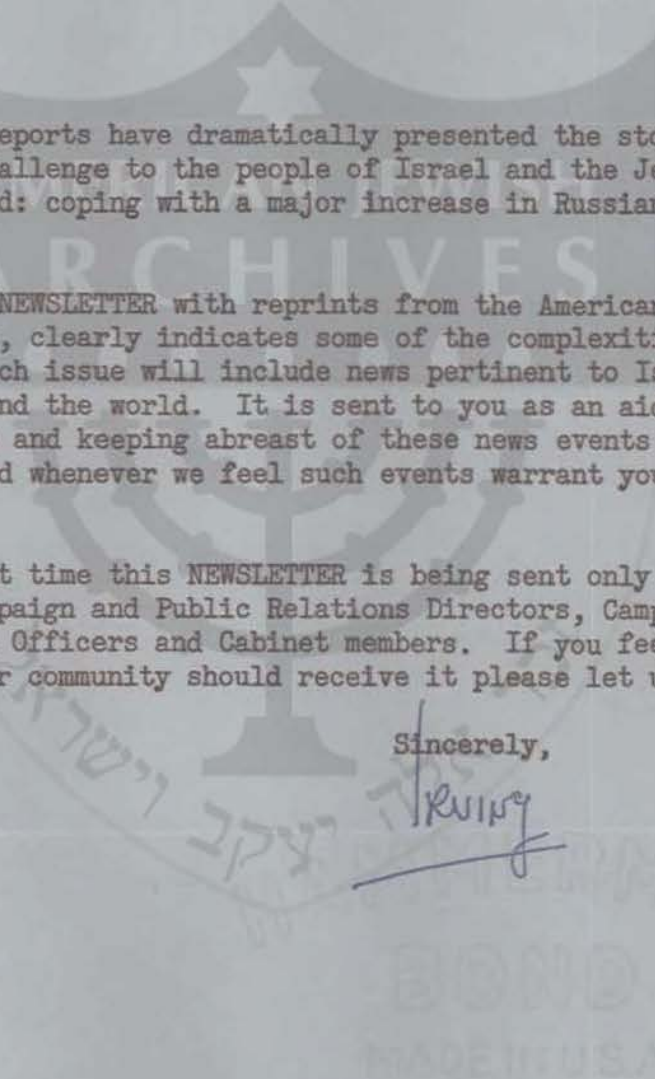
Recent news reports have dramatically presented the story of the newest challenge to the people of Israel and the Jews of the free world: coping with a major increase in Russian immigration.

The enclosed NEWSLETTER with reprints from the American and Israeli press, clearly indicates some of the complexities involved. Each issue will include news pertinent to Israel and Jews around the world. It is sent to you as an aid in understanding and keeping abreast of these news events and will be issued whenever we feel such events warrant your attention.

At the present time this NEWSLETTER is being sent only to Executive Campaign and Public Relations Directors, Campaign Chairmen, UJA Officers and Cabinet members. If you feel that others in your community should receive it please let us know.

Sincerely,

Irving



newsletter

Vol. 1 No. 1

United Jewish Appeal • 1290 Avenue of the Americas • New York, N.Y. 10019 • (212) PL 7-1500

1/14/72

This is passed on to you for your information. The UJA does not necessarily confirm the information or endorse the point of view expressed here.

NEW YORK TIMES

Sharp Rise in Immigration Expected by Israel in '72

By PETER GROSE
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1971 Has Seen Soviet Sharply Ease Curb on Emigration to Israel

By HEDRICK SMITH

Special to The New York Times

MOSCOW, Dec. 29—So dramatic has been the change in Soviet policy toward Jewish emigration during 1971 that Muscovites tell of a woman who changed her nationality officially a few years ago from Jewish to Russian with a discreet bribe, but who now wants her Jewish nationality back in order to emigrate.

Among other minorities—nationalities, in Soviet parlance—such as Armenians, Lithuanians, and even Soviet Finns, complaints are heard that Jews have an advantage in getting exit visas because of the wide publicity given their cause.

Western diplomatic sources now report that an unexpectedly heavy year-end surge brought Jewish emigration to a record level of about 15,000 in 1971, much more than had been expected when Moscow's emigration policy was first liberalized last spring.

Although Jewish applicants for exit visas still encounter harassment and even loss of jobs and some Soviet sources have hinted that the emigration will be shut off next year, diplomats here believe that enough pressures have developed for the relatively high level of emigration to continue and perhaps even to increase in 1972, especially as long as the Kremlin pursues a policy of improving relations with the West.

Few From Major Centers

Perhaps as many as two thirds of the 1971 emigrants reportedly came from Soviet Georgia and the Baltic states of Latvia, Lithuania and Estonia. A disproportionately small fraction was said to have come from such major Russian and Ukrainian centers of Jew-

ish population as Moscow, Leningrad, Kiev and Odessa.

Georgian Jews, mostly clerical workers and small tradesmen, constitute a very different group from the highly intellectual and often well placed Jews in urban centers elsewhere.

In the Baltic states, Western diplomats suspect, local leaders may have felt that letting out disgruntled Jews would make it easier to cope with local nationalist problems.

But in general, the unexpectedly sharp jump in Jewish emigration, from 1,000 in 1970 to 15,000 this year, is attributed by Western specialists to the well-organized Jewish emigration movement here and to the influence of world public opinion, including influential Communist parties in France, Italy and elsewhere, in favor of the Jewish right to emigrate.

Western diplomats believe that the Kremlin relaxed restrictions on emigration not only to try to reduce a domestic irritant but also to reduce the embarrassment to its leaders of encountering persistent criticism on their visits to France, Canada, Scandinavia and elsewhere this fall.

It is noted, for example, that Moscow was sufficiently worried about the reaction in France just before Leonid I. Brezhnev, the Communist party leader, went to Paris, to have the Soviet Ambassador meet privately with leading French Jews to explain Moscow's Jewish policies in the most favorable terms then possible.

Moreover, the largest wave of emigration came after Premier Aleksei N. Kosygin said at a news conference in Can-

ada in late October that most Jews who had applied to emigrate were to be allowed to go.

Soviet authorities have not disclosed how many Jews have applied for exit visas. But a common estimate is 50,000, with the total continuing to grow as Soviet policy is liberalized.

"Six or seven months ago I would never have thought of leaving because of the difficulties," a Jewish professional man told a foreign friend this fall. "But the situation has changed. Other people are leaving. Why shouldn't I?"

200,000 Might Leave

If the gates were literally thrown open and there were no risk of recriminations, Western diplomats estimate that as many as 200,000 to 300,000 Soviet Jews would leave, many using Israel as a jumping-off point for Western Europe or North America. That is slightly over 10 per cent of the official census figure of 2.15 million Jews in 1970.

Despite the easing of visa restrictions, the Kremlin is still trying to combat the emigration movement through exten-

sive propaganda against Zionism as well as exploiting stories about Soviet Jews who have been disappointed with life in Israel and have returned here.

The Belorussia film studio made a documentary interview with one such Jew and it has been given wide circulation. Izvestia, the Government newspaper, carried a Tass dispatch this week reporting on the adjustment problems of Soviet Jews in Israel.

Moreover, many Jews say there is still harassment and recrimination when they ask for the employers' recommendation that is required for an exit visa application.

Earlier this fall, a fairly well known Russian writer, Grigory Sversky, was reportedly expelled from the Soviet writers union when he applied for a recommendation, known in Russian as a "kharakteristika."

A number of other Jews have reportedly lost their jobs, including the former deputy director of news for the Moldavian radio network, a former director of the Moscow radio and television orchestra, university professors and engineers.

Other Jews have taken menial jobs to cushion the impact of economic harassment and to avoid having visa applications rejected on the ground that they possess skills too valuable for the Soviet economy to lose. Two, an engineer and a hospital anesthetist, have taken jobs in a bakery and a third, also an engineer, is working as a production hand in a puppet theater.

Jews in Moscow are also uneasy over the fact that the authorities have allowed six weeks to pass without naming a new rabbi for Moscow's central synagogue to replace Rabbi Yehuda Leib Levin who died on Nov. 17 at the age of 76.

Policy Has Fluctuated

Although the Jewish emigration movement is reportedly less cohesive than earlier this

year, activists have held two protests this month. On Dec. 5, International Human Rights Day, 28 Jews were arrested for attempting to stage vigils outside the United Nations Information Center.

Last weekend, 172 Jews, including 27 in prison camps and 145 others in nine Soviet cities, staged a three-day hunger strike to protest the sentences imposed on the defendants in the Leningrad hijacking trial a year ago.

Although Soviet Jewish policy has fluctuated widely during the last year, foreign analysts have not been able to identify which Soviet leaders have favored a hard line and which have been more moderate.

From the Jewish movement itself came the unexpected word several weeks ago that even top secret police officials and Soviet commanders in key posts in the Warsaw Pact countries favored the easing of restrictions. But this report has not been reliably substantiated.

Generally, however, the watershed is considered to have been the Leningrad trial, in which 13 persons, 11 of them Jews, were prosecuted for an alleged plot to hijack a Soviet passenger plane. Death sentences were given to two defendants.

The world outcry against the heavy sentences not only led to reduction of the death penalties to 15-year prison terms, but also reportedly cost the jobs of some of the hard-liners in Leningrad who had managed the trial.

Mati Golan (Dec. 17) "The two main things which interest the newcomer from Russia are employment and housing. Unfortunately, in these two areas there is a basic difference between conditions in Israel and those in the U.S.S.R. The Russian newcomers are used to the idea that one gets a job, but an apartment one can choose. In Israel the newcomer is told that the job he can choose, but an apartment he gets. The Russian newcomer cannot understand why he has to run from one employer to another, to be interviewed and be asked questions, and then the decision remains with the employer. In Russia they are used to a different system: once you finish your studies, you are given a job, and this is obligatory for 'you and for your employer'. In Israel the newcomer is told: 'Here is an address where you may get a job. Go and talk to the person.'

The Russian newcomer thinks that his profession speaks for itself and he doesn't accept the idea that he must also be personally suitable for the new place of employment. After several disappointments he returns to the Absorption Office and says: 'What's happening here? Give them instructions to give me the job.'

(Continued on page 6)

Soviet Jews to Israel

A mini-flood of Soviet Jews streamed into Israel the last few weeks and months of 1971. During all of last year about 13,000 of these immigrants arrived, a record number that has stimulated great hopes for continued immigration this year. Most of the recent arrivals are Georgian Jews, but many are also from Moscow and other large Soviet cities as well as from the Baltic states. The number of such immigrants is less than 1 per cent of all Soviet Jews, but its absolute magnitude is great enough to suggest a drastic Kremlin policy change on Jewish emigration.

There is no shortage of theories seeking to explain this dramatic policy shift. There are those who argue that the Kremlin now realizes that the most nationalistic Soviet Jews are not assimilable, and that to deny their applications for emigration is only to increase frustration within the Soviet Union while insuring bad publicity abroad. The corollary to this view is the notion that all Soviet Jews who really want to go to Israel will be able to do so in time.

According to a different view, Moscow is simply trying to exert pressure on the Arab states in retaliation for anti-Communist moves this past year in the Sudan and Egypt. In addition, Moscow may be hoping that the sharply increased costs to Israel of absorbing the new arrivals will cool Israeli enthusiasm for more immigrants, while also producing disillusioned Jews who want to return to the Soviet Union. Perhaps the most fascinating explanation has been offered by Soviet mystery man Victor Louis, who has informed an Israeli newspaper that Soviet airline and railroad officials pushed for this exodus at the end of last year to fulfill their annual international passenger travel quotas and collect their bonuses. Whatever the reason for this surprising change in Soviet policy, it is welcome and its continuation is to be hoped for.

SYRIA ACCUSED OF HARASSING JEWS

American Committee Says Several Are in Prison

By HENRY GINIGER

Special to The New York Times

PARIS, Jan. 1—Syria is the only Middle East country still persecuting and harassing its Jewish minority and forbidding its emigration, according to a year-end survey by the American Jewish Committee of the situation of Jews in the Moslem world.

The survey said that 4,000 Jews remained in Syria and their plight has become "particularly critical" since last July. At present, 11 Jewish men are in prison after attempts by them or their relatives to flee the country and some of them have been tortured, the committee charged.

Also said to be in prison serving five-year sentences for attempting to leave are three Jewish women from El Qamishliye on the border with Turkey. A Damascus woman and her daughter, missing since July are also believed to be in prison, according to reports reaching the European office of the committee here.

In recent years, Syria, Egypt and Iraq were considered the three countries with the harshest policies toward their Jewish nationals. The committee said Iraq had greatly reduced the pressure on the fewer than 1,000 Jews that are left there. The Egyptian Government did not trouble the few hundred Jews, mostly old people, that remained in Egypt in 1971.

Syrian Denial Noted

Last Dec. 7, Syria's President, Lieut. Gen. Hafez al-Assad, dismissed as "Zionist propaganda" charges that the Government persecuted Jews in Syria.

He declared that the Arab struggle was with Israel "as an expansionist state" and "not with the Jews as people, a religious sect or race." The Arab east, he said, "has been a haven where all religions coexisted peacefully before the Zionists established their state in Palestine."

The American Jewish committee said that about 160,000 Jews remained in the Moslem world compared with the million living there at the end of World War II. The biggest Jewish populations today are found in Iran, with 80,000; Morocco, with 35,000; Turkey, with 25,000, and Tunisia, with 9,000.

The Jewish communities of Iraq and Egypt are disappearing as did those of Aden, Yemen and Libya, the committee said. From 600 to 700 are still believed to be living in Yemen and Southern Yemen and 40 are left in Libya. The committee noted that a promise made in 1970 to reimburse with 15-year bonds the value of Jewish properties sequestered or nationalized by the Libyan Government has yet to be carried out.

Psychological Pressures

Where major Jewish communities remain—in Morocco, Algeria, Tunisia, Turkey, Iran and Lebanon—their Governments have maintained basic human rights and security. But local incidents, such as the assassination of Rabbi Mazouz Masliab in Tunis last January, and continued tension between Israel and the Arab states, have contributed to psychological and material pressures that are leading Jews even in those countries gradually to leave.

In contrast to these countries, however, Syria is accused by the committee of "conscious policy measures" against Jews. After a few Jews escaped from Syria early this year, police officials reportedly caught five men, six women and a 4-year-old child also trying to get out. A family of four in Damascus was also arrested, presumably for the same reason.

Of the five men, three are in a military hospital after undergoing torture, according to Jews who have since fled. The two others are believed to have been given jail sentences of six and four years respectively.

The Syrian police were said to be cracking down on relatives of Jews who have succeeded in leaving the country. After the arrests in July, some 20 Jews were reported to have been brought in for questioning and given rough treatment. The six women arrested were released but still face the threat of trial.

IRAQI JEWS LEAVE IN A STEADY FLOW

5 or 6 Families Going Weekly
Despite Eased Conditions

(Special to The New York Times)

BAGHDAD, Iraq, Dec. 3—

"It's so terribly lonely here now," an aging Iraqi Jew said, tears coming to his eyes. He has sent his family abroad and hopes to follow soon.

The Iraqi Jewish community, which was one of the great centers of Hebrew culture, numbered over 250,000 at one time but it has dwindled to fewer than a thousand.

The Iraqi Government has relaxed restrictions on Jewish travel abroad since last April and five or six families are now leaving the country weekly. They leave with tourist visas but are not expected to return.

"There is no Jewish problem now," the Minister of Information, Shafiq al-Kamaly, said in a recent interview. "All Iraqi subjects are free to travel abroad."

Statements from leaders of the Jewish community almost always reflect the official Iraqi position that Jews have equal rights with Moslems. Only last April the Grand Rabbi of Iraq, the late Sassoon Khdouri, issued a statement declaring that Iraqi Jews enjoy "full civil and citizenship rights" and appealed to Israel to allow Iraqi Jews in Palestine to return to their homeland.

'An Iraqi Patriot'

The Grand Rabbi died the next month at the age of 91 and was hailed by the Baghdad Observer as "an Iraqi patriot." No successor has been appointed to lead the Jewish community.

"Now the situation is very normal from every point of view," the principal of Baghdad's Jewish primary school, a woman in her fifties, said this week to a group of newsmen who were accompanied by an official from the Information Ministry.

Asked about the steady exodus she explained that, "It's

a long time since they travel and since they get passports easily now it's a good occasion to see parents and friends abroad." When pressed, she said that she did not know whether the travelers would return.

Naji Chachak, secretary of the Jewish community, occasionally makes press statements praising the present Baath Arab Socialist Government for lifting passport restrictions and allowing regular services in the four synagogues.

"What does freedom of worship mean when they have killed our people?" one Jewish source said.

Improved Conditions

Privately most Jews here agree that though their situation is difficult it has improved considerably this year.

But ever since the Palestinian crisis of 1947 Iraqi policy has alternated between periods of calm and repression, depending on changes of government in Iraq and events in the Middle East.

Last April a number of arrests were made of Jews accused of trying to leave the country with large sums of money. Three persons are said to have been condemned to death at the time but have since been released on bail. Several Western Governments were said to have put discreet pressures on Baghdad for leniency.

There are no Jews in prison now, according to informed Jewish sources.

In May the authorities began to issue passports to Jews and there was a rush to Western embassies for tourist visas. Later, from July 15 to Aug. 15, clandestine departures were tolerated. A total of 750 people were said to have fled to Iran during that period.

The main Jewish complaint is isolation. Not only have most of the Jews left but Moslems are generally afraid to have contacts with Jews. Foreign residents here also avoid contact with Jews on the ground that it would bring trouble. And it is said to be very difficult for a Jew to make a living here.

Now people are leaving legally. There is no feeling of catastrophe as in the past, but many Jews feel they have no future in Iraq.

(Continued from page 3)

"Then there is the question of suitability from the professional point of view. It is true that in Russia everybody can learn a skill or study, but the vocational skill is not on a very high level. There is a great deal of political teaching of Marxism etc. Vocationally, the courses are very limited. An Israeli construction technician knows many fields in his area of work, while a Russian technician knows only one area, and the Israeli contractor is not happy with him.

"There are Russian newcomers with vocations which do not exist in Israel at all. What kind of a job can you give to a Russian subway specialist, or to a 'chemist for shoe manufacturing'? In Israel such a worker is called a cobbler. In Russia he specialized in producing glue for shoes which were not stitched but glued together. In Russia he was famous as a highly skilled chemist with many inventions to his credit. In Israel he went to 26 places and he couldn't get a job until Hamegaper (rubber boots and tire repair plant) accepted him. When he showed them his inventions he was told that they were outdated and he was offended. It took him a while to adjust to the idea that he will have to work according to Israeli methods. Some Israeli employers are afraid to hire a former engineer and department manager to work as a simple technician and be subordinate to a department manager who is not even an engineer. Others are afraid of competition. Then there are linguists and lawyers and artists who are experts in the Russian language, but cannot be utilized in Israel. Some of them can be re-trained, and some cannot. Often it means a lower status and lower pay, and some of the newcomers feel deeply offended.

"The young Russian Jew is, in most cases, very eager to study and most Jewish youth from the Soviet Union have been given the opportunity to obtain a higher education. The combination of an almost military regime in the studies, too, together with the natural Jewish inclination to study, proved itself a good mixture. When a youngster from Russia was asked in Israel what his attitude towards study is, he said: 'Every person has a task in life. My task as a student is to study.'

"The kindergartens in the Soviet Union are open from 8 A.M. to 4 P.M., so the women can work. In Israel the hours of the kindergartens are shorter. But in view of the fact that 99% of the Soviet women newcomers are working women, the short day in the kindergarten is a great handicap for them and some of them cannot go to work because of this. Being forced to stay home and unable to supplement the family income, they are resentful. There is a similar situation in the lower classes of the public school, where the child still needs the mother's supervision in after-school hours. Another important point is discipline. In the U.S.S.R. discipline is very strict, while in Israel children get more freedom. The other day Russian newcomer children were asked what they think about Israeli children. They said: 'They are wild and behave like street urchins.'

"But children adjust easily to new situations. Not so their parents. They are disappointed with the fact that in Israel, responsibility for discipline, good manners, etc., is left to the parents instead of to the school and the youth movement. This conflict between two educational methods causes worry to the parents from Russia, who are afraid that their children may become rebellious and difficult.

"In the high schools there is a great difference in the level of studies between Israel and Russia. Mathematics, for example, which is popular in Russia, is not very popular with the Israeli students. Therefore, the Russian students sometimes say that in certain areas they know more than the Israeli students. They have great difficulties in studying literature and Bible, and their parents are afraid that because of these studies they will miss out in other fields."

Survival
means
sacrifice

file

United Jewish Appeal

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS.

1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019
PLAZA 7-1500, CABLE ADDRESS: UJAPPEAL, NEW YORK

January 21, 1972

Rabbi Herbert A. Friedman
United Jewish Appeal
P.O. Box 92
Jerusalem, Israel

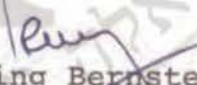
Dear Herb:

We checked our records on Zeev Dover as a speaker and find that his past experience with us was just adequate.

In view of the fact that we have more than enough at the present time, I would suggest holding off on him as a speaker for this campaign.

Best wishes.

Sincerely,


Irving Bernstein

IB:afk

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*Member, Executive Committee

NAF

January 27, 1972

TO: Executive Staff
 FROM: Seymour Lesser
 SUBJECT: SCHEDULE OF MEETINGS - Fri. 1/28 thru Mon. 1/31/72

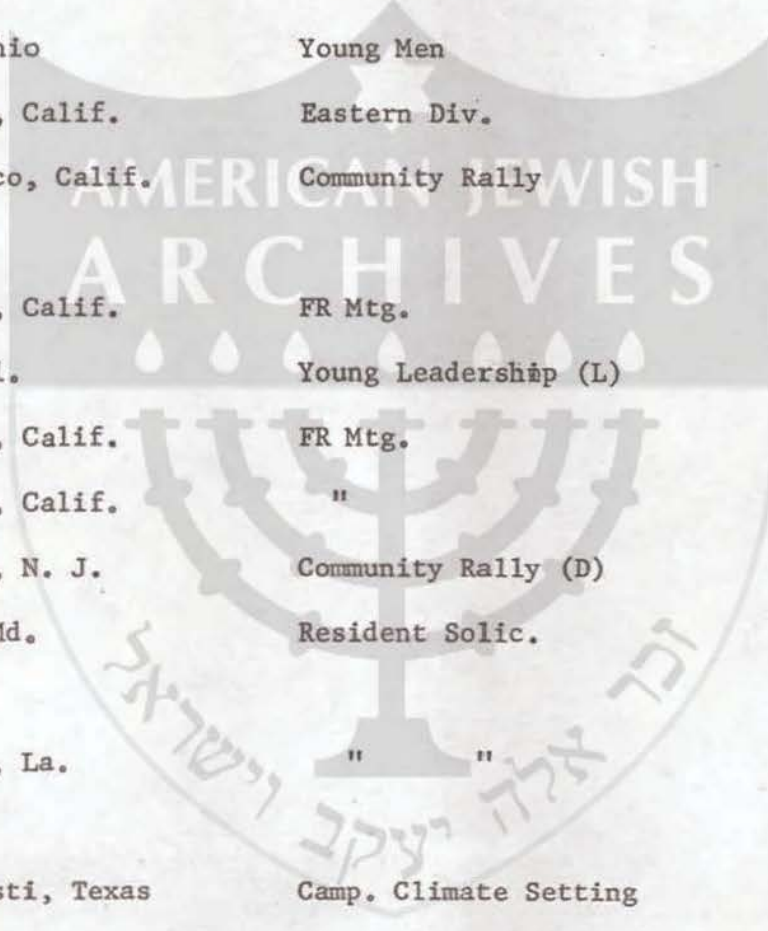
<u>DATE</u>	<u>COMMUNITY</u>	<u>TYPE OF MEETING</u>	<u>SPEAKER</u>
1/28	Baltimore, Md.	Resident Solic.	Wellesley Aron
1/28	Miami, Fla.	" "	Yehuda Prihar
1/28	New Haven, Conn.	" "	Dr. A. Biran
1/28	New Orleans, La.	" "	Capt. Dov Shaphir
1/28	Los Angeles, Calif.	Camp. Mtg.	Capt. David Nir
1/28	Indianapolis, Ind.	Federation Sabbath	Rabbi Joseph Asher
1/28	Phoenix, Ariz.	Solic.	James Nobil
1/28	Los Angeles, Calif.	FR Mtg.	Capt. Ilana Navot
1/28	New Haven, Conn.	1) Board of Dirs. 2) Sabbath Services	Zvi Kolitz
1/28	Los Angeles, Calif.	FR Mtg.	Esther Lomovsky
1/28	Los Angeles, Calif.	"	Dora Yamin
1/28	Chicago, Ill.	UJA Sabbath	Arie Freidin
1/29	Baltimore, Md.	Resident Solic.	Wellesley Aron
1/29	New Orleans, La.	" "	Capt. Dov Shaphir
1/29	Indianapolis, Ind.	Advance Gifts	David Schoenbrun
1/29	Phoenix, Ariz.	Solic.	James Nobil
1/29	Los Angeles, Calif.	FR Mtg.	Esther Lomovsky
1/29	Los Angeles, Calif.	"	Dora Yamin
1/29	Chicago, Ill.	Young Leadership	Arie Freidin
1/30	Morristown, N. J.	Wkrs. Mtg.	Dr. Wm. Korey
1/30	Baltimore, Md.	\$1,000 min.	Paul Zuckerman
1/30	Phoenix, Ariz.	Women's Training Session	James Nobil

continued.....

Schedule of Meetings
1/28 thru 1/31/72

January 27, 1972

<u>DATE</u>	<u>COMMUNITY</u>	<u>TYPE OF MEETING</u>	<u>SPEAKER</u>
1/30	Baltimore, Md.	Resident Solic.	Wellesley Aron
1/30	New Orleans, La.	" "	Capt. Dov Shaphir
1/30	Sarasota, Fla.	Big Gifts	Zvi Kolitz
1/30	Columbus, Ohio	Young Men	Arieh Plotkin
1/30	Los Angeles, Calif.	Eastern Div.	Reuven Dafni
1/30	San Francisco, Calif.	Community Rally	Ambassador Y. Tekoah Theodore Bikel Volt Lomovsky
1/30	Los Angeles, Calif.	FR Mtg.	Capt. Ilana Navot
1/30	Chicago, Ill.	Young Leadership (L)	Arie Freidin
1/30	Los Angeles, Calif.	FR Mtg.	Esther Lomovsky
1/30	Los Angeles, Calif.	"	Dora Yamin
1/30	Perth Amboy, N. J.	Community Rally (D)	Arie Freidin
1/31	Baltimore, Md.	Resident Solic.	Wellesley Aron
1/31	New Orleans, La.	" "	Capt. Dov Shaphir
1/31	Corpus Christi, Texas	Camp. Climate Setting	Min. Jacob Barmore
1/31	Harrisburg, Pa.	Solic.	Arie Freidin
1/31	Wilkes-Barre, Pa.	Solic.	Sidney Sussman
1/31	Mobile, Ala.	Orientation	Sol P. Kimerling
1/31	Los Angeles, Calif.	FR Mtg.	Dora Yamin
1/31	Los Angeles, Calif.	"	Esther Lomovsky



UJAF

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note sales*

MEMORANDUM

Date January 28, 1972

To Executive and Campaign Staffs

From Irving Bernstein

Subject CALENDAR OF EVENTS

<u>Dates</u>	<u>Events</u>	<u>Place</u>
January 30	Young Leadership Regional Planning Meeting	Greensboro, N.C.
January 30	Operation Israel Flight #9 - Couples	Israel
February 3	New Jersey Regional Leadership Meeting	New York City
February 6	Operation Israel Flight #10 - Men	Israel
February 6	Nationwide Closed Circuit Radio Network to 150 cities with Minister Sapir and Louis A. Pincus	
February 9	Women's Division - Iowa State Meeting	Iowa
February 12- 13	Southwest Regional Leadership Meeting	San Antonio, Texas
February 13	Operation Israel Flight #11 - Couples	Israel
February 13	Labor Zionist Conference - Greater Miami (National Labor Council of UJA)	Algiers Hotel Miami
	Regional Meetings of Rabbis and Congregational Presidents with Minister of Absorption Natan Peled and Herbert A. Friedman	
February 14		New York City
February 15		Chicago
February 16		Los Angeles
February 17		Miami
February 26- 27	Young Leadership Executive Committee Meeting	Chicago
March 2	Women's Division Virginia & No. Carolina State Meeting	Washington, D.C.
March 4 - 5	Tri-State Regional Conference	Pittsburgh
March 6 - 20	Young Leadership Mission	Israel
March 16 - 19	CJFWF - Committee and Board of Directors Meeting	New York City
March 19	Labor Zionist Annual West Coast Conference (National Labor Council of UJA)	Ambassador Hotel Los Angeles

C A L E N D A R O F E V E N T S

<u>Date</u>	<u>Events</u>	<u>Place</u>
March 30 - April 6	Passover	
May 14	Salute to Israel 8th Annual Parade	New York City
June 1 - 4	Young Leadership Cabinet Retreat	Harrison House Glen Cove, N.Y.
June 8 - 11	Executive Committee Retreat	Williamsburg, Va.
June 15 - 18	CJFWF Board and Committee Meetings	New York City
June 28-August 8	Student Summer Mission to Europe/Israel	
August 25 - 27	UJA/CJFWF Young Leadership Regional Conference	Dallas
September 9	First Day of Rosh Hashanah - 5733	
September 14 - 17	CJFWF Board and Committee Meetings	New York City
September 18	Yom Kippur	
September 23	First Day of Succoth	
September	UJA National Study Conference Sub Missions	Vienna/Rumania/Iran
October 2 - 10	UJA National Study Conference	Israel
October 13 - 15	UJA/CJFWF Young Leadership Regional Conference	Boston
October 20 - 22	UJA/CJFWF Young Leadership Regional Conference	Los Angeles
October 30 - November 13	Young Leadership Mission	Israel
November 8 - 12	CJFWF General Assembly	Toronto
December 6	JDC Annual Meeting	New York City
December 7	UJA Annual Inaugural Luncheon	New York City
December 7	UJA National Women's Division - Annual Board Meeting	New York Hilton
December 7	UJA Annual Inaugural Dinner and Meeting	Americana
December 8 - 10	UJA Annual National Conference	New York Hilton

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Irving Bernstein

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file

January 28, 1972

Dear *Herb,*

In order to improve our communications and to keep you current on campaign activities, Paul Zuckerman has asked me to send you periodic memos as this one. We would appreciate your reactions and comments.

	<u>1972</u>	<u>1971</u>
I. Campaign status as of 1/22	\$82,551,490	\$62,732,056
II. Cash status as of 1/29	\$18,574,387	\$13,042,985

Sidney Edelstein was in the office this week for a meeting with the staff in regard to cash procedures for 1972. We agreed on the following steps:

1. Analysis of \$151,000,000 accounts receivable to determine total amount of lettered stock and other assets which are not liquid.
2. Re-assignment of officers and executive committee to accelerate payment of their pledges in order to bring in needed cash and set examples in communities.
3. Accelerating our efforts to get more communities to adopt the practice of soliciting for cash payments immediately after obtaining gifts for the 1972 campaign.
4. Pin-pointing cash problem communities for task force attention.
5. Listing communities which are not using billings twelve months a year, in order to get them to adopt this procedure.
6. Emphasizing the issue of emigration of Russian Jews in all communities as the justification for the acceleration of the cash program.

III. February 6th Radio Network

As of the present date 130 communities are on the network which may be the largest such network ever put together here or elsewhere. The network will reach over 10,000 people. The program for the network will include Max Fisher, Louis Pincus, Pinhas Sapir and Paul Zuckerman.

IV. Conference on Soviet Jewry

At a meeting in my office attended by Phil Bernstein, Joshua Pratt, Consul of Israel, Isaiah Minkoff, National Jewish Community Relations Advisory Council and Jerry Goodman and Richard Maass of the Conference on Soviet Jewry, we discussed the assistance of the Conference on Soviet Jewry in the campaign. The following steps were agreed upon.

1. In all its publicity, the Conference will ask that in addition to public protest to let Jews out of Russia for reunion with their families, they will also stress the need to give to UJA to absorb Russian Jews after they arrive in Israel.
2. Similar recommendations will be made by the Conference to national Jewish organizations in their programs on behalf of Russian Jewry.
3. In 1971 the Conference prepared a prayer called the "Metzoh of Hope" in behalf of Russian Jewry which was offered to all Jews to read at the Passover Seder. The prayer that will be offered in 1972 will include a message that in order to complete the work, a contribution should be made to the UJA
4. The Conference is seeking one million signatures to be given to President Nixon when he goes to Moscow in May. The Conference is pointing toward a National Solidarity Day for the entire Jewish community on April 30. The aim at present will be to get the addresses as well as the names and to ask at the same time, that the million signatories be a million contributors to the UJA, with the same message delivered in every community participating on National Solidarity Day.

V. A meeting was also held with Yehuda Hellman, the Executive Director for the Presidents Conference to review the February 6th meeting with the Presidents of all national Jewish organizations which has been scheduled to aim for 100% contributions from their membership to UJA.

VI. Splinter Campaigns in Behalf of Russian Jewry

You may be aware of the fact that a news release went out from an organization called the Union of Councils in Behalf of Russian Jewry, denying that the UJA is the principal organization in behalf of Russian Jewry. We have called the man who issued the release, Louis Rosenblum of Cleveland, to New York for a meeting with myself, Phil Bernstein and Joshua Pratt in order to get him and the organization to cease and desist such slanders.

VII. Congressman James Scheuer

Since he was expelled from Russia, there have been many requests for James Scheuer as a speaker. I, therefore, talked to him, and even though he is in difficulty in his district due to reapportionment, he has agreed to speak in our behalf as much as his schedule will permit.

VIII. Telephone Hook-Up

In order to bring you up-to-date on other issues and to get your opinions for the February 6th program as well as other matters, Paul has asked that a telephone hook-up be scheduled for Wednesday, February 2nd at 12:00 Noon. You will be alerted by the telephone company.

IX. Arrivals in Israel from the Soviet Union as of January 28th -- 2,770

Irving Bernstein

February 8, 1972

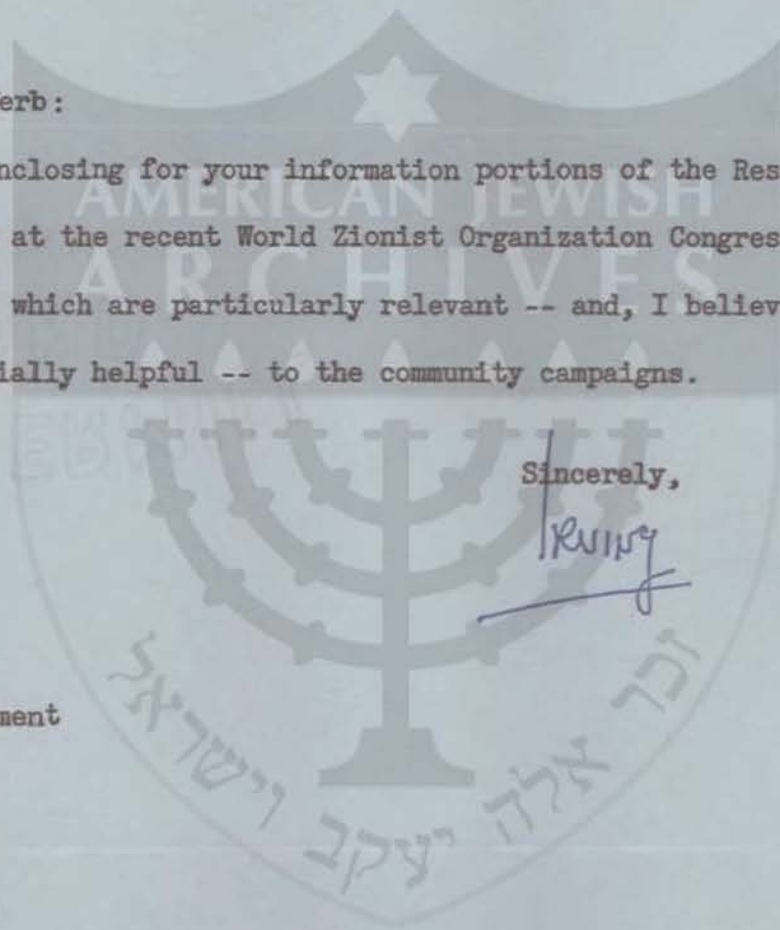
Dear Herb:

I am enclosing for your information portions of the Resolutions passed at the recent World Zionist Organization Congress in Israel which are particularly relevant -- and, I believe, potentially helpful -- to the community campaigns.

Sincerely,

Irving

Attachment



EXCERPTED FROM THE RESOLUTIONS OF THE 28TH CONGRESS OF
THE WORLD ZIONIST ORGANIZATION -- JANUARY 18-28, 1972

Five years after the Six Day War, there is an increasingly heavy burden weighing on the citizens of Israel, stemming from security expenditures required for the defence of the State. In view of this, the Congress calls upon the Zionist camp, and the entire Jewish nation, to take part in a massive rescue action, enlisting its resources through the Keren Hayesod - the United Israel Appeal and the United Jewish Appeal. The aim -- meeting the urgent needs of increased immigration and absorption (and especially those from the Soviet Union); the needs of youth settlement and aliya; the need to reduce the social gap, particularly in the fields of education and housing.

The Central and Senior role of the Keren Hayesod -
The United Israel Appeal and the United Jewish Appeal

- A) The Congress re-emphasizes the central and senior role played by the Keren Hayesod - the United Israel Appeal and the United Jewish Appeal.
- B) The Congress insists that recognized Israeli institutions dealing in raising money for the goals assigned them, must coordinate the timing of their activity with the offices of the central bodies of the Keren Hayesod - the United Israel Appeal, and of the United Jewish Appeal, to preserve the senior rights of these latter two.

The Zionist Movement and Appeal Activities

- A) The Congress calls upon the Zionist Organizations in various countries to increase the participation of their members in the activities of the Keren Hayesod, and the United Jewish Appeal.
- B) The Congress emphasizes the necessity for participation by the Zionist leadership in the activities of the Appeal both through personal contributions by the leaders and their friends, and through placing Zionists in positions of central activity. The Congress emphasizes again that every member in the movement is duty-bound to serve as an example, by his personal contribution to the Appeal, and his devotion to its work.
- C) The Congress again determines, that a person who does not fulfill his duty to the Keren Hayesod - the United Israel Appeal, or to the United Jewish Appeal will not be able to hold any post in the Zionist Movement, whether on the local or the national level, or in any institution affiliated with the movement.

"The Year for New Workers"

The Congress notes with satisfaction the proclamation by the Keren Hayesod, that 1972 should be a year for new workers. The Congress calls upon the Zionist Organizations in various countries to lend their support to the leadership of the Appeal, by enlisting new active members.

The Next Generation

The Congress welcomes the efforts by the Keren Hayesod - the United Israel Appeal and by the United Jewish Appeal, to add young forces to its ranks of active members. The Congress calls upon the next generation in the Zionist Organizations, and especially upon the Zionist Youth Movements, to take an active part in carrying out this mission, in order to ensure continuation in the Appeal leadership.

file
Irving Bernstein



JEWISH TELEGRAPHIC AGENCY
BETWEEN YOU AND ME

FOR RELEASE
FEB. 25, 1972

BY BORIS SMOLAR
(Editor-in-chief Emeritus, J.T.A.)
(Copyright 1972, Jewish Telegraphic Agency, Inc.)

INSIDE U.J.A.: The United Jewish Appeal intends to go out now on a campaign to secure a million new contributors. This has become necessary in view of the increased demands for more funds needed to cope with the mass immigration of Soviet Jews to Israel.

Today there are approximately 1,000,000 Jews contributing to the UJA, while there are about 6,000,000 Jews in this country. Deducting the children and youths, there should be at least another million Jews who could contribute to UJA, but have not done so till now. UJA leadership feels that the time has come to reach them.

An example of the failing by many Jews in their duty to the UJA is the fact that in New York--where there are about 2,500,000 Jews--there are only 125,000 contributors to the New York UJA. They include the largest in the country. The same situation prevails in Los Angeles, which is the second largest Jewish-populated city in the United States. The situation is not much better in other cities with large Jewish populations. Only in the very small communities, where Jews know each other more closely are gifts to UJA given by almost every Jewish family. However, the total sum raised in these small communities is only a very small fraction of the UJA income.

The national leadership of the UJA, headed by its new, energetic national chairman Paul Zuckerman, has therefore decided to double the number of its contributors this year. It is determined to reach "evaders" under all circumstances. This is no easy task. However, effective plans are being made to carry it out.

The Jewish communities all over the country will be galvanized soon under Mr. Zuckerman's leadership to show better understanding for the needs of the agencies which receive their funds from UJA. Concentrated efforts will be made to bring into the ranks of contributors all those who have hitherto been sympathetic to the causes for which the UJA raises its funds, but have abstained from contributing to these funds.

* * *

PLANS AND ACTION: A start in the direction of doubling the number of contributors was made last week by arranging a "telephone conference" from New York with local UJA activists in 130 communities.

(more)

FEB. 25, 1972

Some 13,000 persons most active in their communities attended this unique conference in local halls in their cities. They were addressed from New York by Israel's Minister of Finance Pinhas Sapir, Jewish Agency Chairman Louis A. Pincus, Paul Zuckerman and Max Fisher, president of the Council of Jewish Federations and Welfare Funds.

Reports received at the UJA national headquarters after the "telephone conference" was over indicated that the local participants in the 130 communities were deeply impressed with the facts related to them on the telephone hook-up. They will now start to broaden the base of the number of givers and also seek an upward revision of pledges already given to the UJA for 1972.

The next step the UJA leadership is undertaking, is to make every member of every Jewish organization and of every synagogue in the country become a contributor to UJA, if he has neglected to do so up till now. To effect this plan, the top leaders who addressed the 130 Jewish communities over the telephone have also conferred with leaders of major national Jewish organizations, impressing upon them the need to have every member of each organization be on the roster of UJA givers. Action to this effect will now be taken by these organizations.

Much hope is laid by UJA leadership also on action of rabbis to make the giving to UJA a "must" for every member of every Jewish house of worship. It is estimated that 80 percent of new giving is possible if the months of March and April were dedicated by Jewish organizations and by synagogues to the campaign for new contributors.

As matters stand, the national UJA anticipates that the 1972 campaign will yield higher results than last year's campaign which brought more funds than any year in the history of the UJA. The total raised by UJA last year was even higher than in 1967--the crucial year of the Six-Day War, when American Jewry was unprecedentedly generous in its contributions to the UJA.

* * *

JDC PROBLEMS: While the need for more UJA funds is precipitated mostly by the large influx of Soviet Jews to Israel, it is also caused by the decline in value of the American dollar in European countries where the Joint Distribution Committee is operating.

The JDC budget for 1972--approved a few months ago--includes the spending of about \$16,000,000 in countries outside of Israel, where the JDC spends more than \$9,000,000 on its Malben aid to elderly people and on other forms of aid. Fortunately, Israel has not revaluated its currency to match the value of the American dollar as did other countries. But the decrease in the value of the dollar in the other countries has already affected JDC relief and rehabilitation operations there to the extent of more than a half-million dollars.

This means that within less than three months after the 1972

(more)

program of work has been approved by the JDC leaders in New York, the organization finds itself in a position where it cannot meet the obligations under its accepted program, unless it receives at least an additional \$500,000 from the UJA. A similar situation also confronts ORT which receives a large part of its budget in dollars from the JDC and the American Women's ORT.

In addition to meeting its present obligations, the JDC faces a situation where it may very soon be called upon to provide aid also for Jewish needs in Latin American countries where the Jewish economic situation is undergoing a severe crisis. This will, naturally, require additional funds which can be raised only when the UJA will succeed in doubling the number of its contributors as its leadership is planning to do.



file

Irving Bernstein

February 29, 1972

Dear Herb:

I have not written to you for some time because I was in London, attending the meeting of the Board of Governors of the Reconstituted Jewish Agency and in Israel with Max Fisher and Henry Ford.

Phil Bernstein will be writing to you in detail about the London meeting. Let me simply tell you that the Board's agreement to sponsor an international institute for fundraisers in Jerusalem was an outstanding development. This favorable decision was largely the result of Henry Zucker's creative work in developing the institute's structure and organization.

Henry Ford, as you know, has been contributing \$100,000 annually to the campaign. His comment on leaving Israel was: "I have been a friend of Israel for years and now I am an even bigger friend."

UJA '72

	<u>1972</u>	<u>1971</u>
Total campaign status as of 2/21	\$123,904,000	\$95,664,500

EXODUS '72

The number of Soviet Jews arriving in Israel through the first 28 days of February was 1,800. January's figure was confirmed at 3,060, making a combined total of 4,660 for the first 52 days of the year. It is still anticipated that 30,000 Russian Jews will emigrate to Israel in 1972.

QUANTUM LEAPS IN GIVING - Representative gifts received in February:
(Comparison of individual gifts in 1971 with 1972)

<u>1971</u>	<u>1972</u>	<u>1971</u>	<u>1972</u>
\$250,000	\$500,000	\$ 1,250	\$35,000*
2,500	375,000*	13,000	35,000
67,500	250,000	400	26,000
35,000	105,000	0	25,000
0	100,000	5,000	25,000
50,000	100,000	10,000	25,000
36,000	75,000	10,000	25,000
15,000	50,000	10,000	25,000
250	35,000*	0	10,000

*: Obtained during "Operation Florida", a two day foray into a number of smaller towns, by UJA solicitation teams. A fourth gift, still open and valued at \$10,000 last year, may top the highest figure on the above list.

CLOSED CIRCUIT RADIO BROADCAST

Most of the 130 communities on the UJA February 6 network called the presentation dramatic and effective and recommended its use again when warranted by events. Almost all felt that campaign and cash collection momentum had been speeded by the broadcast and some are using tapes of it at additional meetings. Tapes and transcripts are readily available from our Public Relations Department.

SUPPORT FROM MAJOR JEWISH ORGANIZATIONS - The campaign base broadens:

On February 6, Pinchas Sapir, Louis A. Pincus, Paul Zuckerman and Max Fisher addressed a meeting of the Conference of Presidents of Major American Jewish Organizations. As a result of this address, the Conference urged every organization "to exert every effort to secure total participation of its membership in the current United Jewish Appeal campaign by giving the maximum of their time, effort and substance".

Representatives of all 26 member organizations and those of 22 others met with lay and professional leaders of the UJA of Greater New York at the Israel Consulate on February 24. After hearing from Consul General David Rivlin, representatives of these organizations told NYC UJA President Herbert Tenzer they would work in full cooperation with the New York UJA, which incidentally has appointed a full time professional as liaison aide.

A similar pattern is emerging nationally, and it seems to me that all federations and welfare funds should arrange meetings with the leadership of all local chapters of national Jewish organizations to channel their particular support through each community campaign. Please let us know if you need any assistance with this effort. Don Klein and David Mark will be the liaison with the national organizations.

Furthermore, the "Matzah of Hope" appeal issued by the National Council on Soviet Jewry, calls for support of the UJA campaign, with million and a half copies ready to be mailed this week. The NCSJ will also welcome campaign literature and pledge cards during its Solidarity Day observances in about 80 cities on April 30 and will provide platform time to campaign spokesmen during the meetings.

RABBINICAL ADVISORY COUNCIL MEETINGS

Over 400 rabbis and lay leaders heard presentations by Israel Minister of Absorption Nathan Peled and by Herbert A. Friedman at 4 regional meetings, February 14-17. Rabbi Joseph Ehrenkranz, Chairman of the sponsoring UJA Rabbinical Advisory Council, called for an intensive effort - again, through local federations - to identify and reach as many non-givers and undergivers as possible, and called for a strong campaign supporting sermons on the Shabbat before Passover and on Passover itself. Again, this effort will succeed only if action is initiated in each community. If you find any resistance, please call on Rabbi Earl Jordan.

OPERATION ISRAEL

The final Operation Israel mission in the 1972 series, a couples' trip from February 13 to 23, showed an effective increase of 102.3% in new money, high for the year. Below are final results of the nine 1972 missions:

<u>No. of Participants</u>	<u>No. of Gifts</u>	<u>1971 Values</u>	<u>1972 Pledges</u>	<u>Pct. Gain</u>
1,390	796	\$2,457,440	\$3,631,783	47.7%

OPERATION UPGRADE

This concentrated program of solicitation of gifts within the \$1,000 to \$10,000 range, headed by Leonard Bell, is encouraging. It chalked up a 48.5% increase on 83 gifts through January 4, and now reports a 48% increase on 134 additional gifts through February 4. Should you want detailed information on Operation Upgrade, please call Jerry Countess.

I hope to write to you soon.

Happy Purim!

Sincerely,

AMERICAN JEWISH
ARCHIVES

Rising



MADE IN U.S.A.
BOND
AMERICAN JEWISH ARCHIVES

*file
Bernstein*

(Dictated March 2, 1972)

March 3, 1972

Mr. Louis Pincus
Jewish Agency
P.O. Box 92
Jerusalem, Israel

Dear Louis:

I hope this letter finds you back at your desk and in good health ready to continue to carry your heavy responsibilities.

This is just to bring you up-to-date as you suggested, and keep you current with some of the developments in the United States which can affect the campaign.

MEETING WITH CHAIM ELIACHAR/LILLIAN WINN

As I wired you, Eliachar believes that he may have a gift which can range anywhere from \$10,000 to \$150,000 for the Mesiftah Hagodolah Yeshiva in Jerusalem. He does not want to approach the contributor to learn the amount of the gift until he learns from you whether or not you are prepared to accept it through the UJA/UIA for the Yeshivah. Please let me know so I can advise Eliachar.

He and Mrs. Winn, by the way, have the greatest respect and affection for you. Therefore, I believe you are in a position to influence them into positive directions.

They are now proposing to solicit gifts from our Sephardic communities. They are concerned, however, about earmarking those gifts for specific projects in Israel. I explained to them the dangers of earmarking, and the principles under which we operate. It so happens that the same day I met with them, I also met with a Russian splinter group which, therefore, permitted me to make very clear to them the problems of meeting the separate needs of individual groups.

They projected the willingness to solicit gifts for the 1972 and 1973 campaigns above and beyond current giving. They are willing to have these gifts go as they now do through the local community federation to the UJA. They ask that an effort be made to attempt to determine how much additional money comes in as a result of their solicitation. However, they feel they cannot do this unless they get some agreement from you that the additional funds would be expended in areas in Israel directly for Sephardim. I pointed out to them that I could not speak for you, but I did not believe that you could agree to earmarking for institutions in Israel. They, therefore, asked whether it might be possible to explore with you the increased allocation of these funds to general areas of social welfare needs. They suggested holding increased funds in trust until

Mr. Louis Pincus

(Dictated March 2, 1972)
March 3, 1972

they work out a formula with you. I told them that this was probably not feasible and suggested that they arrange to meet with you before we could arrive at such an agreement.

MORRIS BRAFMAN - AMERICAN FEDERATION FOR SOVIET JEWS

A meeting was held in my office on February 29 attended by Morris Brafman and four members of his committee including a number of college students, as well as New York City President Herbert Tenzer, Ernest Michel, Sam Haber, Itzik Hamlin, Jerry Goodman and Joshua Pratt.

Brafman's group came into the meeting asking us for \$1,000,000 to stop them from doing their own fundraising in order to permit them to conduct their program in the public relations area in behalf of Russian Jewry.

The end result of the meeting was surprisingly better than the one we had with Leon Rosenblum's group called the Union of Councils for Soviet Jewry, which is still issuing releases stating that only \$2,000,000 of UJA funds are expended in behalf of Russian Jewry.

Brafman agreed not to take any action tentatively in regard to individual fundraising. He admitted that their fundraising would cost the UJA money since solicitation of the same contributors by us would mean larger giving. Herbert Tenzer agreed to arrange a meeting for Brafman with the National Conference on Soviet Jewry to see whether or not the Brafman group could reach an understanding with, and be included in the NCSJ.

ISRAEL BONDS

I called this meeting because I have been disturbed by the publicity and public statements of the leaders of the Bond organization. Attached is a letter which went to leading contributors in the United States which carries misinformation regarding the cost of creating jobs for immigrants. I called this to the attention of Sam Rothberg and Leo Bernstein and they both agreed not to use these figures again.

I then asked Shimon Alexandroni to call a meeting in his office with Leo Bernstein, Gottlieb Hammer and myself. Sidney Green was also present.

I pointed out to them that if the Bond Drive embarked on a campaign of selling bonds to "build houses for new immigrants", "absorb Russian immigrants", "resolve the problems of the disenfranchised", it would blur the UJA-Bond image and the UJA would be hurt and Israel would lose net dollars.

At the end result of the meeting, it was agreed that the Bond drive would not campaign on this basis, but would utilize the Russian immigration story in order to campaign for the creation of jobs.

Even though this is the second time I have met with them, I must give Leo Bernstein a good deal of credit because he is trying to be cooperative and

(Dictated March 2, 1972)
March 3, 1972

Mr. Louis Pincus

trying to hold back those under him who, I believe, are sometimes more concerned with parochial totals rather than the overall good for which we are all united.

Tomorrow we have a meeting of our Executive Committee and as soon as the minutes are completed, I will send them on to you.

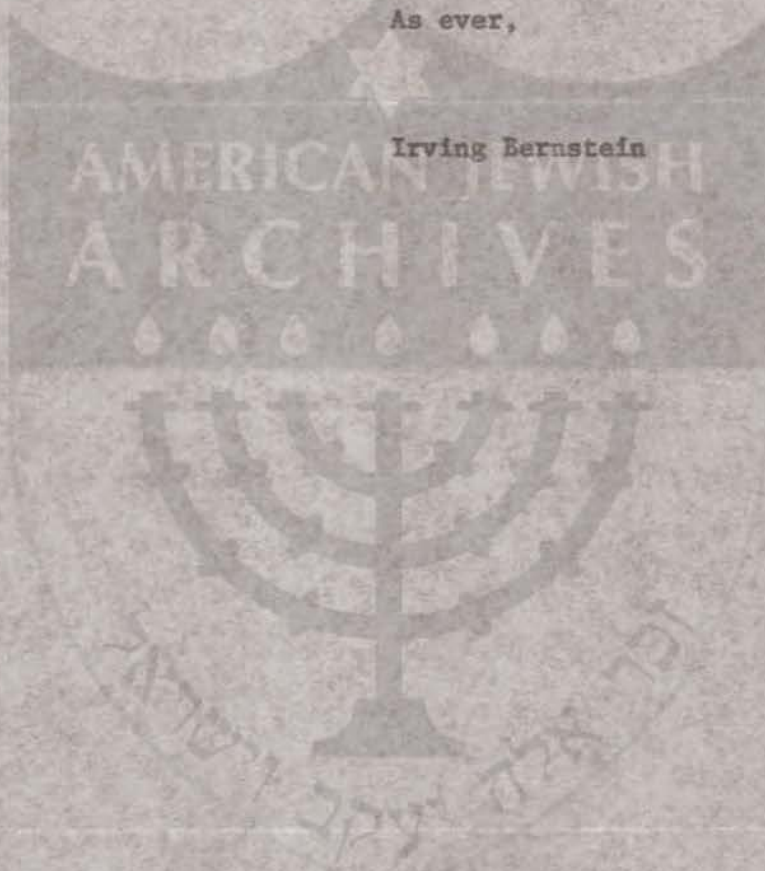
In the meantime, best wishes to you for good health and strength.

As ever,

Irving Bernstein

IB/sp

bcc: HAF



Irving Bernstein

March 6, 1972

TO: UJA EXECUTIVE COMMITTEE
UJA EXECUTIVE AND CAMPAIGN STAFFS
AND EXECUTIVE DIRECTORS

SUBJECT: USING THE OUTSIDE SOLICITOR IN CAMPAIGNS

The attached analysis by Norman Rosenblatt,
Salt Lake City, of the value of outside solicitors should
be of interest to UJA campaigners in all communities.

Your comments are welcome.

Sincerely,

Irving Bernstein

attachment

USING THE OUTSIDE SOLICITOR IN CAMPAIGNS

Based on comments by Norman Rosenblatt - Salt Lake City, Utah

UJA SOUTHWEST REGIONAL LEADERSHIP CONFERENCE

December 18 - 19, 1971

Chairman - Bram Goldsmith

VALUES AND ADVANTAGES

The outside solicitor brings a fresh approach into the community. No matter how effective the techniques and practices of any given campaign leadership in a community may be, what worked last year will of course be utilized this year and next year. An outside solicitor brings in stimulating new ideas and new directions in campaigning.

He can be more serious in approach and have more credibility than some hometown solicitors. This may be particularly true in smaller towns where everybody knows everybody else but the need for a new face at the right time to solicit a gift which has not responded as well as it should to familiar solicitation is universal.

He can effectively help create higher levels of giving. Communities of all sizes often base their evaluation of their giving level on past history or favorable comparisons with other communities, rather than on maximum potential. A good outside solicitor can change that kind of narrow perspective. He can quietly and persuasively embarrass a community into a realization of the higher level of giving it should expect and demand of itself.

He is usually himself an example of higher level giving. If he himself gives at a good level for his particular circumstances, every prospect must listen to him and consider his own responsibility in that light.

He can provide a source of leadership inspiration in the community. There are plenty of potentially dynamic leaders in all communities but many haven't been "turned on". A good outside solicitor for whom UJA campaigning is a mitzvah can often provide the needed spark.

QUALIFICATIONS

The qualities that make a good outside solicitor are largely intangible and difficult for a community to prejudge. A good salesman is one who gets orders. Perhaps the same applies to a UJA solicitor. There are, however, some obvious criteria. He must be a sensitive person, a fairly dynamic person and one whose real concern for Jews and Israel is evidenced in his own level of giving.

ACHIEVING MAXIMUM EFFECTIVENESS

The outside solicitor is not a campaign speaker. He should not be used to make the emotional appeal at a large dinner or luncheon unless he can also do that job well and not until his individual solicitations - which are his primary function - are finished. He should not be used to solicit the 15-20% tough marginal fringe that never gives anyway; he can best help to bring about a successful drive among committed Jews.

In every community, however, there may be some legitimate "sleepers"; Jews whose attachment is marginal and who resist solicitation or give zero or close to it despite repeated attempts at solicitations... and yet who have some potential for involvement. Some of these people sometimes can be effectively solicited by an outside man.

Only top people in the community should work with him. Appointments should be made only with prospects of real potential. The community should know which prospects need to be seen with appointments and which can be visited with a spontaneous call; in either case, the outside solicitor's time should be fully scheduled, primarily with face-to-face meetings. There should be no time lost sitting around hotel rooms between widely separated appointments.

The outside solicitor can be most effective if he goes into solicitations with bold but realistic ratings. The community must have such ratings ready when he arrives.

The chairman or the campaign committee in the community must decide on the minimum gift to be handled by an outside solicitor. Generally, he should only see substantial prospects.

He can also be useful in breaking up what sometimes become mutual protection societies in communities. Unfortunately, those being protected are often the pace setters of the community campaign and they are too often not effectively solicited because they are hidden. If the leadership is not committed to getting rid of the mutual protection society, there is no possible chance for an effective campaign with or without outside solicitors.

TECHNIQUES

In making an appointment with a prospect to bring in an outside solicitor, the community contact must very frankly and firmly tell him why he is to be seen. No prospect should have the "out" of being surprised and therefore resentful when he finds he is being solicited for UJA. The prospect should know that the outside solicitor has come to the community on his own, at his own expense, out of a real concern for the needs of his fellow Jews.

Having made that introduction, the community contact should sit and listen, permitting the outside solicitor to do most of the work. When he pitches in, it is always in support of the outside man's presentation; he should never get involved in any defensive reactions by the prospect and should never permit himself to be used as a buffer.

A FINAL NOTE

If a community expects to have solicitors see only the marginal few or, on the other hand, make the whole campaign for them, it won't work. They can be a most effective supplement if properly used to solicit selected prospects from among the basic giving corps of a community. They can make the difference between a good campaign and a very good campaign.

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Irving Bernstein

March 7, 1972

Dear Herb:

We have been advised that a limited number of copies of a special luxury presentation edition of David Ben-Gurion's recent book, entitled A PERSONAL HISTORY are now available. This book is leather bound, numbered, and includes Mr. Ben-Gurion's photograph and signature. The price is \$100 a copy.

I am alerting you because we believe the book is appropriate for award presentations and as gifts for occasions when special recognition is desired.

If you wish to purchase one or more copies, please let me know, and we will arrange to have the book or books sent directly to you.

Sincerely,

Irving

IB:wm

MANAGEMENT COMMITTEE MINUTES

MARCH 13, 1972

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IB

Attendance:

Irving Bernstein
Melvyn Bloom
Donald Klein
Martin Peppercorn
Marc Tabatchnik

MISCELLANEOUS

Several miscellaneous items were covered, including an evaluation of Outstanding Values, the setting up of a meeting to discuss the Cash status and the calling of a meeting to flesh out plans for the "Six Days in June" program.

CASH

In addition to the above-mentioned items, the group was alerted that the need for cash must be a priority in everything we produce, with examples as follows:

- A. The Women's Division Record should feature cash.
- B. Direct Line should feature cash.
- C. Cash should be included in all Field Representatives' reports of meetings.
- D. Our speakers should all be briefed on cash.
 - 1. Public Relations is to prepare a memo to be used by Seymour Lesser with our speakers.
- E. A letter is to be produced from Paul Zuckerman to the entire Cabinet highlighting cash needs.

MAILING STUDY

Marc Tabatchnik reports that the study on mailings is now in progress.

CHANGE OF OFFICES

Mr. Bernstein requested and was promised by Marc Tabatchnik a chart of office changes before the 15th.

POPULATION STUDY

Before the end of the day, Mr. Bernstein requested the listing of Jewish population and number of gifts in each city. These were to be put on the chart in his office.

NEW YORK CITY UJA OPENING MEETING

The National UJA is committed to take one table. Donald Klein is to secure ten reservations and call Maurice Cerier with the results.

PERSONNEL

A discussion of the UJA Campaign in our office was held and the announcement was made that David Mark has been appointed the Chairman. The first meeting will be held on March 20 for \$1,000 and over prospects in our office. Pre-solicitation will commence immediately.

VACATIONS

Every attempt will be made to schedule vacations to insure that full coverage is available at all times. Where possible, executives will be asked to split their vacations.

OPERATION ISRAEL STAFF

Before the end of the week, Martin Peppercorn will come in with his recommendation as to who will be handling Operation Israel.

WATTS ANALYSIS

The analysis of the full telephone system is now in progress, reported Mr. Tabatchnik. A memo will be written to the staff indicating that all telephone calls on both private lines and through the switchboard will be monitored as to length.

WILLIAMSBURG RETREAT

A discussion was held on changing the format and program of the Williamsburg Retreat. Many suggestions were put forth. An attempt will be made to find someone to analyze the conditions in Russia, as they affect Jewish emigration. We will also attempt to find an expert who can deal with the problems of Israel society with highlight on the absorption problem. In addition, we will present a full analysis of campaign trends, which will lead into a presentation of strategy for 1973. Every attempt will be made this year to insure full participation from attendees.

- a. By May 15, Marc Tabatchnik will prepare a full analysis of the campaign, leading to a discussion of trends.
- b. By May 1, Martin Peppercorn will prepare the strategy for 1973.
- c. By May 15, Melvyn Bloom will prepare material on the theme of the 1973 campaign.
- d. Marc Tabatchnik and Melvyn Bloom will attempt to find experts to handle the analysis of Russia and of Israel society.
- e. By March 27, Donald Klein will prepare a tentative Williamsburg agenda.



MINUTES

MANAGEMENT TEAM MEETING

Wednesday, March 22, 1972

CASH LETTER - Mel Bloom will have a redraft of the cash letter to Irving Bernstein by the end of the day.

WILLIAMSBURG RETREAT - A very tentative outline of program for the Williamsburg Retreat has been submitted. Before discussing it in detail, the group was reminded of deadline dates for securing the names of possible guest experts. Marc Tabatchnik and Mel Bloom are currently investigating several individuals who may make the presentations on the situation in Russia and on the absorption problems in Israel.

POSITION PAPER ON RUSSIAN IMMIGRATION - Marc Tabatchnik is now expediting this project.

BUDGET - Irving Bernstein reiterated the need to tighten our budget wherever possible. He stressed that large savings can only come in the areas of personnel and program and asked all to reevaluate traditional approaches. The group felt that the Communications Center was a highly effective tool and encouraged its expansion as a means toward greater efficiency and lowered costs. The group further felt that all efforts should be made to consider our entire office staff as a central pool thus encouraging secretaries who may not be as heavily burdened at specific periods of time as natural adjuncts to help out other departmental secretaries who may have peak loads.

MAILINGS - Though the mailing study is now in progress regarding increasing the efficiency of the operation, Melvyn Bloom was asked to undertake a separate study of the public relations aspects of our mailings with respect to their effectiveness of approach.

NEW IDEAS - Irving Bernstein asked the group to think of new ideas to help finish the 1972 campaign; new ideas to accelerate cash; and new ideas for 1973.

While time was short for a full discussion of this matter, some discussion ensued on suggestions for strengthening the approach to broadening the base of support through organizational participation. Melvyn Bloom was asked to develop an ad for the Anglo-Jewish press to replace one that already has been planned. The ad would list national organizations encouraging support of the Israel Emergency Fund to meet the needs of Russian immigration. He was also asked to prepare a letter to be suggested to the chairmen of the Presidents Conference to be sent to organizational heads encouraging them to take the initiative in approaching community professionals with the offer of involvement of their organizations in community campaigns. Melvyn Bloom was also going to compose a letter to public relations directors encouraging them to push for greater involvement of the mass community.

BRIDGEPORT COMMITTEES - Don Klein was asked to revitalize each of the Bridgeport Committees with meetings to be scheduled by each shortly.

RETREAT PROGRAMS - Don Klein was to secure preliminary Retreat programs from the Young Leadership and the Women's Division before Friday. He was also to make sure that progress reports from various departments were submitted on time.

MISCELLANEOUS - David Mark has been asked to draw up a list of special programs underway in the 1972 campaign with an explanatory paragraph on each. Examples would be Operation Upgrade, the radiocast, the rabbinical meetings, etc.

The possibility of task forces of laymen and professionals of the UJA going into specific communities to help them complete their 1972 campaigns was suggested. Don Klein was to try this idea out on one or two communities for their reaction.

DK:md



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המגבית | היהודית | המאוחדת

file
TEL. 39261 טל.
Beunstem
UNITED JEWISH APPEAL—Israel Office

April 7 1972

JERUSALEM P.O.B. 92 ירושלים ת.ד. 92

Rabbi Herbert A. Friedman
United Jewish Appeal
Jerusalem

Dear Herb,

Since we will not have an opportunity to see each other before I leave tomorrow morning, let me bring you up to date on the meetings which took place this week.

Paul met the following people by himself: Golda, Sapir, Pincus and Dinitz.

I met with Sapir and Rivlin by myself.

Paul and I together saw Sayan, Elazar and Pincus.

Paul invited both Pincus and Dinitz to participate in the Williamsburg Retreat, and both accepted.

Hammer is at the Hilton with Congressmen Halpern and Bingham of New York.

Bob Russell is at the Park Hotel.

Jack Weiler is coming in tonight to the Hilton.

This brings you up to date.

Best wishes

Irving

Irving

Summary Minutes - Special Meeting of Problem Communities

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April 28, 1972 at 9.30 a.m. UJA Offices

Attendance: Bert Rabinowitz, Irving Bernstein, Martin Peppercorn, Marc Tabatchnik, Melvyn Bloom, Donald Klein.

Purpose - The group was called together to brainstorm on the approach that should be taken to problem communities in order to maximize the fund-raising result for UJA. The approach to this subject to date has been basically one of short-term ad hoc activities related to individual gifts within communities in the current campaign which appeared in jeopardy.

Approach - For the UJA to make maximum impact with problem communities, the subject must be handled on two levels -- short-term and long-term. On the short-term, we will have to continue to 'put out fires.' To do this most effectively, as much information as possible on the entire structure of the community involved should be made available to the individual or teams involved. As for the long-term approach, we cannot continue to count on the drama of overseas developments to carry us, but must help build community campaigns which are solid and mature.

Definition of a problem community - The group attempted to define the term 'problem community' and agreed that 'problem' can take many forms. The primary definition arrived at, however, was, 'a community that has far greater potential than it is now producing.' This holds even in the cases where communities have been steadily on the rise, as well as for communities which are in our traditional definition, 'in trouble.'

It was further agreed that it is essential to treat each case separately.

To sharpen our perspective, the following criteria were developed for a model city, one which is the ultimate setting for maximum fund-raising. The corollary to this model city point by point defines a 'trouble community.' The following points were cited:

1. A viable, strong lay leadership - one whose giving is viewed as maximum, one whose personal activity is that of involvement in the leadership of the community and the campaign; one which shows continuity of interest and activity.
2. A broad base of leadership at all levels with a program well thought out for development of same.
3. A strong central organization (Federation or UJA) which is the central address in the community, respected and called upon.
4. Strong professional leadership.
5. A complete campaign mechanism involving every aspect, such as Young Leadership, Women's Division, Students, Rabbinic.
6. The ability to call upon a variety of resources in the community such as rabbis, Jewish educators, etc.
7. A well developed system of local services in which community involvement of leadership coincides and complements.
8. An attitude on the part of leadership of non-provincialism (leadership that is active both on a national and a local level).
9. A feeling of pride in accomplishment.
10. A well educated, Israel-oriented leadership - one which has been to Israel and maintains its connections.
11. Maintains a cash flow on a steady basis and an appropriate share of the community dollar for the UJA.

Planning - To implement further activity, it was agreed that the model above be further sharpened; against this profile, cities should be measured; a short and long-range program be projected for these cities. It was recognized that the implementation of the program would vary from city to city, but that these guide lines would be most helpful for all.

Specifically, by May 3rd, the group will further develop the profile of the model city; will select between six and twelve cities which we feel should be given priority; would begin to develop a plan for these cities against the profile.

On May 3rd at 9.30 a.m., the group will meet again with an expanded force and will further refine the specific plan and approach for each city.

The meeting was adjourned at 11.30 a.m.



dhk:ss

April 18, 1972

Mr. Alvin H. Gilens

Irving Bernstein

LOS ANGELES, CALIFORNIA

This is a summary of activities during the April 14 - 15 visit to Los Angeles.

SOLICITATION

As you know, Chester Firestein accompanied me to Marvin Mirisch and Irvin Field was with me when I met with Seymour Rosenberg.

Mirisch increased from \$10,000 to \$20,000; Rosenberg increased from \$30,000 to \$50,000.

We are now trying to arrange a trip to Israel for Rosenberg. There is no doubt that his gift in 1973 will be \$100,000.

Furthermore, Rosenberg solicited two gifts himself -- Georges Abitboul, a sephardic Jew from zero to \$5,000 and Elliott Basch from zero to \$25,000.

JOSEPH MITCHELL

Mitchell indicated again that he will not make his gift until November. Albert Adelman has indicated that he has influence with him. I asked MF to get Adelman to try to make an appointment with Mitchell. Chester Firestein agreed to set up other appointments for Adelman whenever he should come to Los Angeles.

SEYMOUR VIGMAN

Vigman was again out of town and will not return until next week. Ralph Kaplan called him and is arranging a meeting for him with me. I will return to Los Angeles whenever Kaplan can set up the appointment.

JACK WARNER

Chester and Max Firestein will try to see Jack Warner between now and May 15 in order to get him to increase his 1972 gift. If they should fail to reach him, we will again ask HAF, on May 15, to attempt to arrange an appointment for Warner prior to his visit to the United States in June.

ANNON BARNES - Barnes has been away from Los Angeles a great deal. His gift is still not resolved. Los Angeles is having difficulty with him. Therefore, I asked MF to try to get WR to follow up since WR has had some relationship with Barnes.

JOHN FACTOR - The John Factor gift solicited by EG and Chester Firestein is in jeopardy. John Factor has indicated that he cannot honor the commitment he made earlier this year. Firestein does not want any national involvement at this time. He wants to try to resolve the gift by himself or together with his father.

CASH - I met with the Los Angeles Cash Committee in order to set up their Cash Campaign for 1972. They will take advantage of our concept of using the Six-Day War for a concentrated campaign on both the upper and lower levels of the campaign. They have 130 cards which owe over \$7,000,000 for the 1971 entire campaigns. They will begin this cash effort on May 15th and they hope we can give them Sidney Edelstein, our National Cash Chairman, for that date.

However, beginning immediately they will start contacting those leaders who have made their 1972 gifts already.

BRAM GOLDSMITH - Bram Goldsmith is still the most important leader in the Los Angeles scene. He is leaving on a month's vacation on April 27th for a tour of Europe. Therefore, you must use all the time left for both the region and Los Angeles. He should be involved in the planning for the solicitation of remaining \$10,000 and over cards. He has the ability to maintain the proper spirit in the campaign and to supplement Chester Firestein's efforts. Since your relationship with him is excellent, I urge you to meet with Goldsmith on this question before it gets too late.

1973 LEADERSHIP - Goldsmith has also played a key role in eliminating Al Spiegel from continuing for a third year as President. It would appear at the present time that Ed Sanders will be president for 1973.

However, there is a problem regarding 1973 Chairmanship. The candidates are Irky Goldenberg, Bud Feldman, Herb Glazer and Irwin Field. None of the four are actually outstanding candidates for 1973, and this is a problem we have to pay attention to.

OTIS CHANDLER - Elaine Goldsmith has learned that Otis Chandler, publisher of the LA Times, as well as his editor and editorial chief will be in Israel in June. They are being handled by the Foreign Ministry. I will alert our office to their visit.

NESHER - Neshier had done very well in Los Angeles and Firestein wants him back at least three more times before the end of the Campaign. I spoke to MF today and asked him to reach Neshier in order to rearrange his schedule.

OPERATION UPGRADE - The Upgrade program scheduled for Los Angeles is an exciting one and can have tremendous significance for the country as well as for L.A. Please do not leave this for Ralph Zimmerman alone but spend time with Ralph as well as with Chester to be sure that we do not waste energy, effort and money. The program must be adequately prepared in order to make it work effectively.

PAUL ZUCKERMAN - Paul Zuckerman is in the schedule for May and May 2. I do not want PZ to go to L.A. unless they have five or six active prospects for him to see. Therefore, you must accept personal responsibility to check into this scheduling in order to be sure that it works out right. If they do not have the appointments, then Zuckerman should be cancelled the Friday before his scheduled visit.

EDWARD GINSEBERG - I told them that Ginsberg would not be able to visit Los Angeles during the months of April or May.

IB/sp



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UNITED JEWISH APPEAL

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019
CABLE ADDRESS: UJAPPEAL, NEW YORK

May 2, 1972

Rabbi Herbert A. Friedman
United Jewish Appeal
P.O. Box 92
Jerusalem, Israel

Dear Herb,

Just a note to tell you that our friend Fima Savella is not having the impact in America that we both anticipated.

In New York City-Michel is having only headaches with him and does not want to use him anymore. We, therefore, will pick him up and try to use him for the balance of his stay.

The problem is lack of discipline and too much independence.

The other Russians that we have are working just beautifully.

My very best,

As ever,

IB/sp

*Eddie sent me your letter
re insurance - Do you want
me to try to get you all
the information?*



file

UNITED JEWISH APPEAL

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019
CABLE ADDRESS: UJAPPEAL, NEW YORK

May 5, 1972

Dear Herb,

Thanks ever so much for the text of the Sadat speech which we have distributed to our Executive Committee.

If you want to cross any other interesting items of any kind, please don't hesitate to send them on to me. You know better than anyone else the kind of material which has impact on our leadership and our constituents.

Hope you had a wonderful time in London.

As ever,

Rabbi Herbert A. Friedman
United Jewish Appeal
P.O. Box 92
Jerusalem, Israel

26 June 1972

Dear Irving:

Enclosed you will find one duplication of the "Times" supplement, which you wanted.

I am also enclosing a set of negatives from which additional duplications can be made.

I hope all is well with you, Judy and the boys and that you will have a wonderful healthy and happy summer.

I'm really looking forward to seeing you soon. My best to you and anyone else you may think will be interested.



HAF

TO EXECUTIVE DIRECTORS SHOWING REPRESENTATIVE GIFTS MADE
ON PRIME MINISTER'S MISSION

September 19, 1972

The attached list showing representative gifts announced on the Prime Minister's Mission from all over the country is an encouraging sign for the 1973 campaign. Bear in mind that these gifts were made in August and by men who have already reached high standards of giving.

From every sign we are able to read, gifts on the forthcoming Study Conference (October 2-10) will continue this level of achievement. As of September 12, we have 336 participants, representing 169 gifts. There is still room for more, and more than enough time to join.

The third event in our three-part breakthrough in top gifts for 1973 is the all-important Million Dollar Meeting with Moshe Dayan at William Levitt's house in New York on November 15. If you have any prospects for this meeting -- do not hesitate -- please call us -- and together we will arrange for appropriate solicitation.

For your information: Our Public Affairs Director, Ray Levy, is on loan for a year to coordinate the activities of the American Committee for Israel's 25th Anniversary Celebration, established by the Conference of Presidents of Major American Jewish Organizations; I know you will give Ray your full cooperation. Our Labor Zionist campaign director, Zev Baumgold, is on a temporary assignment to the JDC in Argentina in order to aid in organizing a failing Jewish educational system. You will also be interested in knowing that Irv Kessler of Hartford, Connecticut played a vital role in developing the structure and curriculum of the International Fund-Raising Institute established in Jerusalem by the Jewish Agency. You will be hearing from both Phil Bernstein and myself about the Institute's formal training program, which will begin on December 1.

Sincerely,

Levy

IB:DMS
Enclosure

<u>Community</u>	<u>1972</u>	<u>1973</u>
Denver, Colo.	\$1,000,000	\$2,000,000
Harrisburg, Pa.	350,000	400,000
Pittsburgh, Pa.	300,000	350,000
Milwaukee, Wisc.	250,000	325,000
Cleveland, Ohio	215,000	250,000
New York City	150,000	200,000
Essex County, N.J.	125,000	160,000
St. Louis, Mo.	70,000	100,000
St. Louis, Mo.	50,000	100,000
Union County, N.J.	50,000	100,000
Union County, N.J.	50,000	100,000
Nashville, Tenn.	30,000	100,000
San Francisco, Calif.	50,000	75,000
Union County, N.J.	50,000	75,000
Paterson, N.J.	50,000	60,000
Philadelphia, Pa.	40,000	55,000
Miami, Fla.	35,000	50,000
Columbus, Ohio	30,000	50,000
Miami, Fla.	25,000	50,000
Los Angeles, Calif.	25,000	40,000
Houston, Tex.	25,000	35,000
Rochester, N.Y.	7,000	25,000
Columbus, Ohio	10,000	25,000
Houston, Tex.	12,000	25,000
Englewood, N.J.	13,000	20,000

U**J****A**

המגבית | היהודית | המאוחדת

UNITED JEWISH APPEAL-Israel OfficeIB
TEL. 39261 טל.המשרד בישראל: ירושלים ת.ד. 92 P.O.B. JERUSALEM
10th October, 1972.Rabbi Herbert Friedman,
15 Rehov Ibn Gvirol,
JERUSALEM.

Dear Herb,

When you told me about your differences with the policy of the UJA and the State of Israel, on the question of Russian ransom, I thought it was just a personal opinion.

Therefore, I was frankly shocked to learn that you expressed this view publicly to the Women's Division mission the night after we spoke together. Obviously you are entitled to every personal opinion - but when you address a group such as this, you cannot avoid speaking to them as Executive Vice-President of the UJA.

Therefore, it was only natural that some of the women should go to Paul in confusion as to the question of which is correct - the policy we are following - or the point of view you are projecting.

When we talked together, you said that because of the "contradictions" ~~you undertook that~~ you would not mention the question of ransom at all. In fact, we even argued about it.

I urge you to follow the policy that we are all following so that we may work together and not separately. I know you don't want to create confusion and controversy.

Paul asked for a transcript of your speech and in fact just read some of it to me over the phone. Herb, your reference to our Executive Committee Meeting made publicly to the UJA Women's Division group was just not in good taste.

We can have personal differences of opinion - but we should not project them publicly to UJA missions.

This is the kind of thing that I would much rather discuss with you in person - as the Israelis say - between four eyes - but unfortunately it all just happened and it's late at night and I have to get up at 5 o'clock in the morning to catch my plane.

Good luck.

Leomy

file

SENT TO EXECUTIVE DIRECTORS RE: STUDY CONFERENCE, LEVITT DINNER & INAUGURAL DINNER

October 18, 1972

Early results at the big gifts level of our 1973 campaign continue to be highly encouraging. The Study Conference which just returned from Israel was successful on many levels. One hundred and sixteen men announced gifts totaling \$12,025,000 as against \$8,750,000 in 1972 values. The wives of participants met in separate caucuses and pledged \$616,075 of that total for 1973, as against \$457,131. It was joyful, buoyant giving, reflecting a pervading sense of closeness with the people of Israel, a feeling of "oneness" unmatched in previous missions.

This spirit of solidarity was indelibly captured by the special 25th Anniversary show presented in honor of the Study Conference in Tel Aviv's Mann Auditorium. The stirring theme song written especially for this presentation, "All Israel is One" - a lilting celebration of Jewish unity - sung first by the children of Lachish, the children of an early immigration, and then by 90 members of the Vilna choir now living in Israel, symbols of today's great historic immigration from Russia - seemed to be expressing the Study Conference's renewed sense of brotherhood.

As these choruses combined for a soaring reprise to a standing ovation, our hearts went out to all those still waiting in Russia whose homecoming hangs in the balance, and to the 11 young men who died in Munich and who will no longer rise to the music of brotherhood and nationhood. This rare and powerful combination of celebration mingled with tragedy and oppression created an indescribable deep feeling and, with it, an outburst of spontaneous new giving -- at separate men's and women's caucuses which began at midnight and ended in the early hours of the morning.

That depth of feeling - less tangible than the gift results but perhaps even more important - must not be allowed to fade in the course of our campaign. It must be communicated to all our contributors, at all levels, immediately and then persistently. It must reach the American Jewish heart as it reached our hearts on the Study Conference.

Following the record Prime Minister's Mission in late August and the unanimous endorsement of the 1973 campaign goal by the Council of Jewish Federations and Welfare Funds, the success of the Study Conference conclusively shows that the American Jewish community is ready, willing and able to raise more money this year.

Our next pivotal campaign event is the Million Dollar Meeting at William Levitt's house in New York on November 15, with Moshe Dayan. Please discuss with us any potential donor at that level in your area.

Our Inaugural Dinner at New York's Americana Hotel on December 7 must be more than just another fund raising meeting. With the minimum set at the cost of saving one Russian Jewish family, it can be the vehicle through which American Jewry will indicate how many families it is prepared to rescue from Russia in 1973. As a further expression of the sense of solidarity generated during the Study Conference we are asking all participants to contact and activate every potential \$35,000 contributor they know and to bring two or three with them.

Attached is a sample line of Study Conference gifts.

Sincerely,

Lang

IB:DMS
Enclosure



REPRESENTATIVE GIFTS

UJA 1973 STUDY CONFERENCE

<u>COMMUNITY</u>	<u>1972</u>	<u>1973</u>
New York, N.Y.	\$420,000	\$650,000
Harrisburg, Pa.	360,000	400,000
Miami, Fla.	250,000	300,000
Philadelphia, Pa.	250,000	300,000
Philadelphia, Pa.	200,000	250,000
Detroit, Mich.	200,000	225,000
Detroit, Mich.	180,000	200,000
Miami, Fla.	100,000	150,000
Providence, R.I.	115,000	150,000
Detroit, Mich.	110,000	125,000
Oakland, Calif.	75,000	100,000
Essex County, N.J.	75,000	100,000
Essex County, N.J.	50,000	100,000
New York, N.Y.	60,000	100,000
York, Pa.	25,000	100,000
Milwaukee, Wisc.	60,000	80,000
Chicago, Ill.	50,000	75,000
Chicago, Ill.	50,000	75,000
Detroit, Mich.	50,000	75,000
Tulsa, Okla.	45,000	70,000
Houston, Tex.	45,000	70,000
Philadelphia, Pa.	40,000	60,000
Los Angeles, Calif.	25,000	50,000
Orlando, Fla.	25,000	50,000
Chicago, Ill.	--	50,000
Detroit, Mich.	38,000	50,000
New York, N.Y.	30,000	50,000
New York, N.Y.	--	50,000
Rochester, N.Y.	5,000	50,000
Houston, Tex.	25,000	50,000
Los Angeles, Calif.	25,000	40,000
Chicago, Ill.	20,000	40,000
Wichita, Kansas	20,000	40,000
Youngstown, Pa.	30,000	40,000
Harrisburg, Pa.	17,000	25,000
San Francisco, Calif.	9,000	21,000

October 16, 1972

TO EXECUTIVE DIRECTORS RE: GOLDA MEIR FILM AND COPIES OF DAN ALMACOR SONG

October 30, 1972

As the outpouring of both feeling and giving which took place among the participants in the Prime Minister's Mission and the Study Conference has shown, our 1973 campaign is going to be invested with a high degree of emotion. While responding to the pride and joy evoked by the celebration of the 25th Anniversary of the State of Israel, American Jews are also deeply disturbed by the tragedies of Munich and Lydda and by the crass Soviet "sale" of Jewish academicians.

As Jews who are ourselves subject to these same feelings, and as professionals responding to the demands of a challenging campaign, we must take advantage of every opportunity to help sustain this emotional climate and translate it into higher levels of giving. Two such approaches, in the form of a moving film and a stirring song, will be available to us very shortly, and I am writing to alert you now, so that you can begin to make plans for their best possible campaign use.

The film is a biography of Prime Minister Golda Meir produced by the British Broadcasting Company, to which we have obtained exclusive rights to TV showing in this country, limited to two showings in each community. It is a gripping film documentary, taking the form of an interview with Mrs. Meir, which vividly intertwines her personal life with the events of the century that have shaped Jewish destiny, especially the history of the settlement in Palestine and the formation and growth of Israel. We expect to have prints on hand before December 1; you will be informed directly by our Public Relations Department as soon as they are available, but please contact your local TV outlets to schedule this unique and valuable campaign aid into your calendar.

The song is the one I described to you in my recent letter about the Study Conference. It captures the very essence of the feeling of oneness which is at the heart of our work. Its title is Kol Israel Arevim Ze Laze-All Israel is Responsible for One Another. We are now arranging for a recording in Israel and will have records or tapes ready for distribution soon. I urge you to select the events at which this song may best be featured - as recorded, or in a live performance you can arrange locally. The sheet music and a translation are enclosed.

Sincerely,

King

IB:DMS
Enclosures

עם ישראל - עם אחד

Am Israel - Am Ehad! *

מלים: דן אלמגור (עפ"י המקורות) לחן: אילן מוכיח

Lyrics: Dan Almagor Music: Ilan Mokiakh



Am Israel Am Ehad!

עם ישראל - עם אחד

Kol Israel arevim zeh la-zeh.

כל ישראל ערבים זה לזה.

Kol Israel arevim zeh la-zeh.

כל ישראל ערבים זה לזה.

Kol Israel arevim zeh la-zeh.

כל ישראל ערבים זה לזה.

Kol Israel - ahim

כל ישראל אחים

Am ehad - lev ehad

עם אחד - לב אחד

Am ehad - she'hem ehad

עם אחד - שכם אחד

Am ehad - ke'ish ehad

עם אחד - כאיש אחד

She'ma Yisrael - Am ehad

שמע ישראל - עם אחד

All the people of Israel

Are responsible one for another.

All Israel are brothers.

One nation - one heart

One nation - shoulder to shoulder

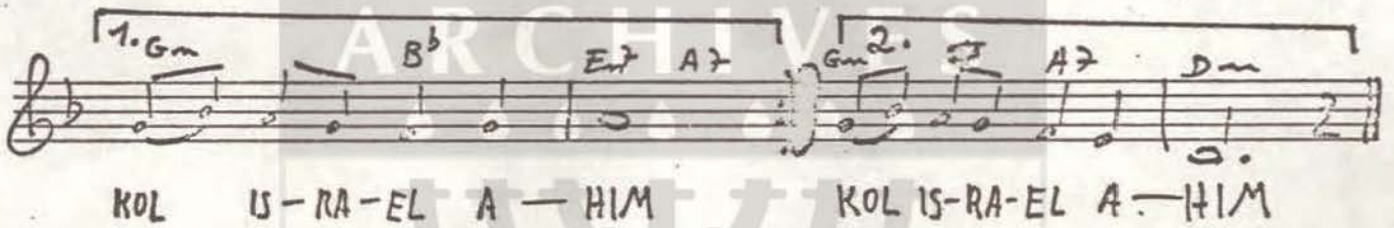
One nation - as one man

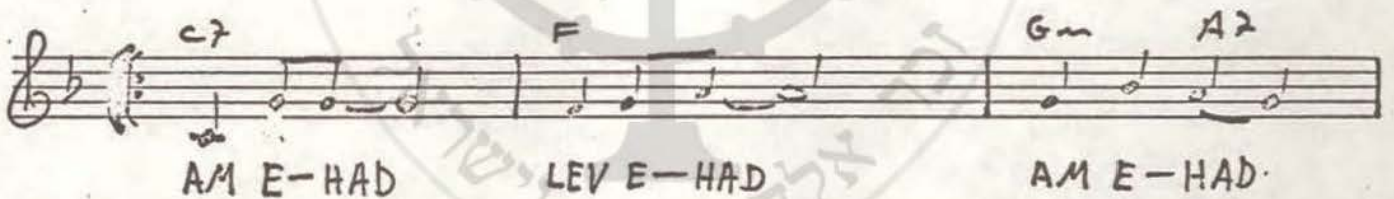
She'ma Yisrael - one people

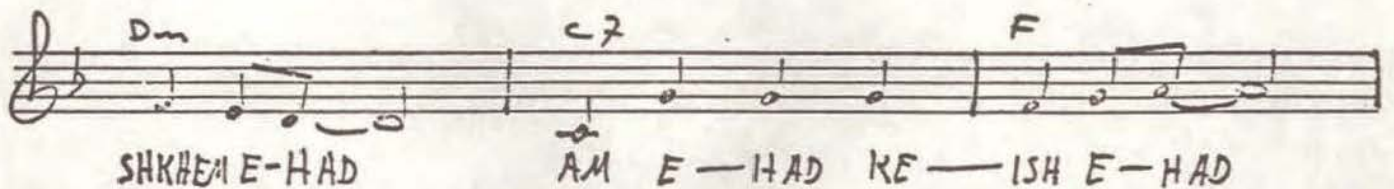
* This song was especially written for The First 25 Years show, which was presented before the delegates of the U. J. A Study conference at the Mann Auditorium in Tel-Aviv on October 5, 1972.

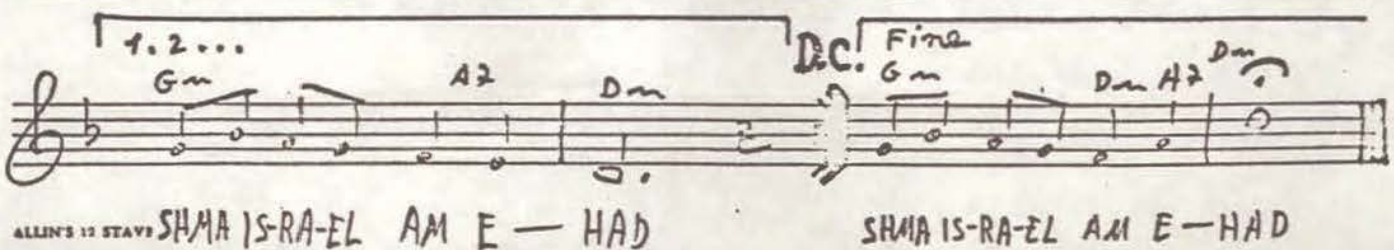

 Dm A7 Dm F
 KOL IS-RA-EL A-RE-VIM ZELAZE KOL IS-RA-EL A-RE-


 C7 F Gm C7 F
 -VIM ZELAZE KOL IS-RA-EL A-RE -VIM ZELAZE


 1. Gm Bb Eb7 A7 2. Gm F A7 Dm
 KOL IS-RA-EL A-HIM KOL IS-RA-EL A-HIM


 C7 F Gm A2
 AM E-HAD LEV E-HAD AM E-HAD


 Dm C7 F
 SHKHEM E-HAD AM E-HAD KE-ISH E-HAD


 1. 2... Gm A2 Dm DC. Fine Gm Dm A2 Dm
 SHMA IS-RA-EL AM E-HAD SHMA IS-RA-EL AM E-HAD

November 2, 1972

NOTES ON MEETING OF UJA SPEAKERS
OCTOBER 27, 1972

The meeting was held at the office of the United Jewish Appeal in New York City. A list of the speakers attending is attached. Mr. Irving Bernstein presided.

COMMUNITY CLIMATE Mr. Bernstein noted meetings with speakers have been held for a number of years prior to the start of UJA annual campaigns. The present meeting would be different in several respects. It was not intended to tell those assembled what to say or how to say it at meetings they addressed -- but rather to have an exchange of views on what, in a larger perspective, the speakers expected of the UJA and the UJA expected of them. Obtaining these views, and properly implementing them, should make speakers' community visits on behalf of the UJA more productive.

It was pointed out that marked changes have been occurring in the UJA operation and the American Jewish community. Quantitatively, this year's campaign results are the greatest ever achieved. The total pledged in the communities should amount to some \$370,000,000 by the end of the year, of which about \$270,000,000 will be allocated to the UJA. The cash that hopefully will be realized from these pledges in the month of December alone will be greater than the amount raised in the entire year of 1966. These larger totals reflect greater understanding by American Jews and demand more intelligent and sensitive analysis by UJA speakers.

Mr. Bernstein observed the 1972 campaign achievement is largely in response to the challenge of large scale Soviet Jewish emigration, and the intensified feeling of oneness which the spirit of the Russian Jews is evoking in Jews everywhere. The climate in the communities now has been further charged by the shock of the additional exit fees for academics being imposed by the Soviet Union, particularly because this is the first time we have ever been faced with "the public sale of Jews". And there is every evidence the Munich tragedy, with all the events that have since clustered around it, has -- though, of course, different in magnitude -- more deeply affected Jewish consciousness than any occurrence since the 1967 war.

In terms of 1973, there is already considerable feeling in the communities that next year's results can be greater than in 1972. To help realize this expectation, it is important for speakers to aid in the solicitation process on a person to person basis. They can also help more generally by drawing on their experiences in the communities to advise the UJA of ways and means to increase the effectiveness of speakers' visits.

1973 CAMPAIGN Mr. Bernstein noted the 1973 UJA campaign is developing as follows:

The Jewish Agency's Board of Governors has approved a budget indicating requirements for immigration and absorption, for housing, health, welfare, education and higher education, youth care, agricultural settlement in Israel will total \$785 million next year. Of this amount, the American Jewish community has been asked to provide \$505,000,000. The Council of Jewish Federations and Welfare Funds Board of Directors, in an eloquent resolution passed at its meeting in mid-September, accepted the goal as the American Jewish community's responsibility in 1973. Even before this, on the August 28 - September 1 Prime Minister's Mission for top level contributors, 132 gifts were announced in Israel totaling \$14,355,000 as compared to \$11,600,000 in 1972 values. This Mission also resulted in the first \$2,000,000 contribution in UJA history.

At the October 2 - 10 UJA Study Conference in Israel for \$20,000 minimum contributors, there were 116 announced pledges totaling \$12,025,000, as against \$8,750,000 in 1972 values. The spirit created in the participants was distinct and remarkable. Mr. Bernstein described how their sense of solidarity was captured by the special 25th Anniversary show presented in Tel Aviv's Mann Auditorium. The stirring theme song written for this presentation, "All Israel is One" -- a celebration of Jewish unity -- sung first by the children of Lachish, the children of an early immigration, and then by 90 members of the Vilna choir now living in Israel, symbols of today's historic immigration from Russia -- seemed to be expressing the Study Conference's renewed sense of brotherhood. Copies of the song will be distributed to UJA speakers.

Mr. Bernstein urged the speakers' help to the fullest extent possible in their community visits with regard to the following:

The end-of-the-year community cash drives. The critical need for funds overseas requires the payment of outstanding pledges quickly. Unpaid pledges inhibit future giving. Moreover, the economic facts being what they are, every dollar received at present will go further than later on.

Seeking out additional potential contributors to be invited to the UJA Million Dollar Minimum Gift Meeting with Defense Minister Moshe Dayan in New York City on November 15. Eight gifts of \$1,000,000 minimum for 1973 had already been forthcoming -- at least one, and perhaps two of them, for \$2,000,000. Mr. Bernstein commented that UJA experience has amply shown "no one is offended at being asked for a million dollars" and suggested that speakers might try soliciting a few such gifts as well as providing names of people for others to solicit.

Stimulating attendance of \$35,000 minimum contributors for the December 7 UJA Inaugural Dinner with Simcha Dinitz, Director-

General of the Israeli Prime Minister's Office, in New York. The invitation to this Dinner is in the form of a Soviet passport, and indicates the minimum gift represents the cost of saving one Russian Jewish family. The importance was stressed of extending the spirit and productivity of both the Prime Minister's Mission and the Study Conference through the Million Dollar Meeting and the Inaugural Dinner.

DISCUSSION In the ensuing discussion, the following points were made and developed:

A structured approach is required for speakers to conduct effective gift solicitations, including increased attention to details by UJA field representatives and cooperation of community executive directors. Extended time in the communities must be arranged to permit luncheon or afternoon solicitations prior to an evening meeting, and solicitations after the regular local function.

UJA field representatives should be more innovative in developing activities that will fully and productively occupy the speakers' time in communities.

There should be more local media exposure of speakers via TV, radio and newspapers when they visit communities, as this increases their impact at meetings and can produce a helpful impression on the local non-Jewish population.

Consideration was given to attracting "new faces" to community meetings and raising the gift levels of the broad base of smaller contributors. Mr. Bernstein observed that the UJA was somewhat limited in what it could do in this area, and much depended on the communities. However, UJA Young Leadership and Women's Division programs have been developing significant new, young leadership, and special UJA projects such as "Breakthrough" and "Upgrade" have resulted in increased \$50,000-and-over gifts as well as in bringing a number of lesser contributors up to the \$10,000 gift level. Speakers can help most practically by getting one or more key leaders in the community to set new gift standards -- and "by setting one individual on fire and creating a leader for the UJA."

Articles on subjects of concern to the UJA, can influence people and should regularly be brought to the attention of the UJA's "constituency". It was pointed out the UJA is doing this to an increasing extent, obtaining reprints and circulating significant articles, etc., and arrangements would be made to assure speakers also are sent such material. In this connection, the UJA recently circulated excerpts from a presentation delivered at the UJA Executive Committee Retreat in June by Prof. John Armstrong of Wisconsin University's Political Science

Department and an eminent authority on national minorities in the Soviet Union. His address has taken on current significance because he suggested at the time that Soviet Jewish emigration to Israel would continue to grow and, particularly, that "assimilated" Jewish intellectuals would seek to emigrate in growing numbers. Speakers will be sent copies of this presentation.

Expanded two-way communication between speakers and the UJA was recommended. Compelling ideas and statements from speakers' presentations will be sought and distributed. Speakers were urged to send in suggestions they might have for handling situations they encounter in communities, and to telephone Mr. Lesser about matters such as those involving personnel which they might wish to be dealt with confidentially.

Mr. Bernstein said he hoped and believed this meeting would have consequences of benefit both to the speakers and the UJA, and thanked everyone for attending.



SPEAKERS AT OCTOBER 27, 1972 MEETING

Howard Adelson
Abraham Aschkenasy
Israel Amitai
Richard Chesnoff
Mrs. Shoshana Comet
Mrs. Jeanne Daman
Mrs. Ruth Gruber
Yehuda Hellman
Ira Hirschmann
Mrs. Rina Kishon
Mrs. Gerda Klein
Zvi Kolitz
William Korey
Henry Levy
Miss Joan Nathan
Mrs. Lili Neshet
Yaacov Pachter
Mordechai Peled
Fred Pollock

Arieh Plotkin
Joseph Raziell
Dr. Ethan Rubinstein
Howard Sachar
David Schoenbrun
Moses Schonfeld
Jacques Torczyner
Carl Voss
Eli Wagner
Mrs. Gitti Zand
Moshe Raz

UJA Staff

Irving Bernstein, Executive Vice-Chairman
Mrs. Rena Button, Public Relations
Miss Linda Goldware, Speakers Bureau
Seymour Lesser, Director-Speakers Bureau
Miss Bess Simon, Speakers Bureau
Mrs. Eve Weiss, Director-Nat'l Women's
Division



TO EXECUTIVE DIRECTORS RE: TAX EXEMPT STATUS OF UJA

November 13, 1972

Enclosed for your study is background information assembled by the Anti-Defamation League on the individuals who brought the action to revoke the tax exempt status of the United Jewish Appeal and the United Israel Appeal. This information clearly discloses the litigants' motives.

Together with the UIA, we have engaged a well known and highly recommended Washington, D.C. law firm as special counsel to work with Department of Justice attorneys and our attorneys to bring the litigation to a successful conclusion as quickly as possible.

Our counsel confirms that the action instituted has not in any way undermined the effectiveness of the rulings previously obtained by both UJA and UIA, that each is a tax exempt organization, contributions to which are deductible under the Internal Revenue Code for purposes of income, estate and gift taxation. The attached additional material contains useful background information on this subject.

Sincerely,

J. [Signature]

IB:DMS
Enclosure

ANTI-DEFAMATION LEAGUE

OF B'NAI B'RITH

315 Lexington Avenue
New York, N.Y. 10016

MEMORANDUM

To: ADL Regional Offices

From: Abraham H. Foxman

Date: October 31, 1972

Subject: Suit against tax-exempt status of UJA.

For many years Arab and pro-Arab spokesmen have attacked the tax-exempt status of various Jewish charities that collect funds for Israeli institutions. For a number of months, we've been seeing statements in Arab and pro-Arab publications that litigation is being prepared to challenge the status of the tax-exemption of these organizations.

On October 25, 1972 a civil action was filed in the Federal District Court in Washington D.C., asking the court to order the Internal Revenue Service to end the tax-exempt status of the United Jewish Appeal and the United Israel Appeal. The suit was brought by Abdeen M. Jabara in his name and on behalf of six plaintiffs: Norman F. Dacey, Professor Ibrahim Abu Lughod, Professor Norton Mezvinsky, Professor Misham Sharabi, Rev. L. Humphrey Walz and Washington State Representative Michael K. Ross.

Attached for your background information is data on the individuals involved in the lawsuit, as well as background information on tax-exempt contributions to Israel and other countries.

Attachments

cc: Middle Eastern Affairs
Committee

Plaintiffs in Lawsuit
Challenging Tax Exempt Status
of the United Jewish Appeal
and the United Israel Appeal

Abdeen M. Jabara, a Detroit lawyer and president of the Association of Arab-American University Graduates, Inc., (AAUG), is also editor of Free Palestine, a leading pro-Fatah publication in the United States. In 1969, Jabara was one of the defense lawyers for Sirhan Sirhan, accused slayer of Robert F. Kennedy, during Sirhan's Los Angeles trial. Jabara has participated in a number of pro-Arab "teach-ins" on college campuses sponsored jointly by Arab student and Trotskyist groups. In the Fall of 1971, Jabara acted as counsel for a number of plaintiffs in a lawsuit filed in U.S. District Court, Washington, D.C., seeking to force the U.S. Government to disclose its "contingency plans for U.S. military intervention in the Middle East." Jabara makes frequent speeches on behalf of the Arab cause in cities and on college campuses across the country.

Norman F. Dacey, 64, of Southbury, Conn., has been active in estate planning, financial counseling, and the sale of mutual funds for more than 20 years. Some of his activities in these fields have resulted in actions taken against him by bar and lawyers associations, by the courts, and by a Federal regulatory agency. The resulting rulings have gone both ways. A former newspaper reporter who in the 1920's worked for such papers as the New York Tribune and the New York Journal American, both now defunct, and the Washington Post, Dacey achieved widespread publicity in 1965, 1966 and 1967 as the author of How To Avoid Probate -- a best seller.

In the last four years, Dacey has become active in support of the Arab cause and has cooperated with leading Arab and pro-Arab propagandists in the United States and the Middle East. He has written frequent letters to newspapers espousing the Arab viewpoint, denouncing Israel and Zionism, and his letters and other articles have been published in such leading pro-Arab propaganda publications as Free Palestine, pro-Fatah monthly edited by Abdeen Jabara, and Middle East Perspective, a periodical published by Alfred Lilienthal, for two decades a leading pro-Arab apologist in the U.S. The November 1, 1971 issue of Action, published by Mohammed T. Mehdi, a leading Arab activist and propagandist here, carried the text of a letter sent by Dacey to the Internal Revenue Service objecting to the tax-exempt status of the United Jewish Appeal. In this letter, Dacey referred to previous correspondence on the subject which he had had with the IRS.

Dacey won widespread praise in anti-Zionist, pro-Arab circles on June 6, 1972, when he published a full-page, signed advertisement in the New York Times, headlined "A Letter To The President." The ad was saturated with a large number of anti-Zionist canards and long-discredited Arab propaganda themes. This Dacey letter had appeared earlier, in Arab publications and in the now-defunct anti-Jewish hate sheet, Common Sense.

In September, 1972, Dacey was named to the board of directors of Americans for Middle East Understanding, a pro-Arab organization, in which Rev. L. Humphrey Walz has been a leading figure. Dacey currently lists himself as chairman of the American Palestine Committee, P.O. Box 137, Southbury, Connecticut. An advertisement by this group appeared in the September, 1972 issue of Flash, an English-language publication emanating from Syria. It contained photos of Israeli Premier Golda Meir with President Richard Nixon, and Secretary of State William Rogers. The caption with the

photos sarcastically said that the pictures exemplified the U.S. policy of "even-handedness" towards the Arabs. The ad was headlined as "A Tribute to U.S. Foreign Policy."

Rev. L. Humphrey Walz, Minister of Information and Planning, Synod of New York, United Presbyterian Church in the U.S.A., has engaged in pro-Arab activities for more than 15 years. Until recently he served as editor of The Link, - publication of the pro-Arab Americans for Middle East Understanding (AMEU). Other anti-Israel groups with whom Walz has been affiliated include American Friends of the Middle East and the American Committee for Justice in the Middle East. A number of articles by Walz have been published in Arab World, propaganda organ of the Arab League Information Center and in AMEU's The Link. Walz also writes frequent letters to editors of major newspapers, espousing pro-Arab and anti-Israel viewpoints.

Professor Ibrahim Abu-Lughod, former President of the AAUG, was born in Palestine in 1929 and received his early education there. He lived in Jordan after the establishment of Israel in 1948, and in 1949 he came to the U.S. where he obtained his B.A. and M.A. degrees from the University of Illinois in 1953 and 1954, and his Ph.D. from Princeton University in 1957. He then joined UNESCO as a social science officer and was assigned to Egypt. Back in the U.S. in 1962, he joined the faculty of Smith College as Assistant Professor of Government and at the same time served as visiting lecturer in the Department of Government at the University of Massachusetts. He spent the 1965-66 academic year at McGill University as Visiting Professor at its Institute of Islamic Studies. In September, 1967, he became Professor of Political Science and Associate Director of the African Studies Program at Northwestern University.

In 1969, he participated in a number of pro-Arab, anti-Israel college "teach-ins" held at Wayne State University, Columbia University and the University of Chicago. These meetings were promoted by the AAUG and by Trotskyist and Maoist groupings. He edited a 1969 issue of Arab World, (Arab League Information Center) on the Arab-Israeli war of June, 1967, and a volume of "Essays on the Origin and Development of the Arab-Israeli Conflict," published under the title, The Transformation of Palestine. Other contributors to the book included a number of well-known Arabists.

Hisham Sharabi, professor of history at Georgetown University, was born in Jaffa, Palestine. After graduating from the American University of Beirut in 1947, he enrolled in the University of Chicago where he received his M.A. and Ph.D. degrees. Since 1953, at Georgetown, he has been teaching European intellectual history and courses on the Modern Middle East. Sharabi has promoted the Palestinian cause on American campuses since 1958. He is a member of the AAUG, and has addressed Arab student meetings and pro-Arab teach-ins, jointly sponsored by Arab groups and Far Leftists on U.S. campuses. Sharabi is the author of A Handbook on the Contemporary Middle East (1956); Governments and Politics of the Middle East in the 20th. Century (1962); Nationalism and Revolution in the Arab World (1966); Policy and Politics, U.S. Involvement in the Arab World (1969); Palestine and Israel - The Lethal Dilemma (1970); and The Palestinian Guerrillas - Their Credibility and Effectiveness (1970).

Dr. Edwin Wright, a retired State Department official who served as a diplomat in a number of Arab countries, has been a vocal exponent of pro-Arab viewpoints since the early 1950's. In 1956, as Assistant Dean of International Studies of the State Department's Foreign Service Institute, Wright gave lectures

that were viewed as anti-Semitic as well as pro-Arab. When letters of complaint were sent to John Foster Dulles, then Secretary of State, the State Department defended Wright against charges of bigotry, but said he has been asked to review his future presentations carefully to "eliminate any extraneous or interpolated comments which, especially if taken out of context, might be interpreted as critical of any religion." In June, 1967, Wright was one of the signers of an open letter to President Johnson, sponsored by the Ad Hoc Committee On The Middle East, which advocated, among other things, Israeli withdrawal from occupied territory as a precondition to peace talks. At the August, 1970 convention of the Organization of Arab Students in the U.S., held in Indianapolis, Wright delivered a speech entitled "Zionism and U.S. Foreign Policy."

Dr. Norton Mezvinsky, a professor of American and Jewish History, served as executive director of the anti-Zionist American Council for Judaism, from February, 1967 to February, 1968. The August, 1967 issue of the Liberator, a black nationalist magazine, published a statement by Mezvinsky on "The Role of the American Jews in the Middle East Crisis," in which he criticized the "propaganda" activities of the Conference of Presidents of Major Jewish Organizations, which he labelled a "Zionist-inspired and controlled amalgam of the Presidents of some organizations of American Jews." Mezvinsky has written a number of letters to the editors of newspapers reflecting his anti-Zionist, pro-Arab position. In 1970, he was associate professor of history at Central Connecticut State College, New Britain, Connecticut. On December 17, 1971, Mezvinsky was among a group of Arabists who presented a petition to George Bush, U.S. Ambassador to the U.N. The petition called on the U.S. Government to insist on the implementation of U.S. resolutions on the rights of the Palestinian Arabs. In the Spring of 1972, Mezvinsky started a new publication Know, which he advertised in M.T. Mehdi's publication Action, as "A bi-weekly news service providing expert translations from Israel's Hebrew press of articles about aspects of Israeli life and politics not generally known or available in the U.S." All articles published so far in Know are critical of Israel.

Michael K. Ross was described in the New York Times as a black lawyer from Seattle and a State Representative. The Seattle press reported on October 30th that Representative Ross had instructed his attorney to take steps to remove his name from the case.

Tax-Exempt Contributions by Private Individuals to Israel.

It is a longstanding, established policy of the United States government to encourage private philanthropy on behalf of worthy charitable causes at home and abroad. The policy is implemented by allowing donations to qualified charities to be deductible from income taxes. To qualify as a recognized charity, philanthropic organizations are required to fulfill certain specific government regulations. The United Jewish Appeal and the United Israel Appeal are just two of the many organizations which conform to these requirements and which the federal government has thus designated as bona fide charities.

The United Jewish Appeal and its affiliates are United States corporations. Their policies are controlled by United States citizens who constitute the governing boards of the organizations. Contribution to the UJA are made by many thousands of Americans, non-Jewish as well as Jewish, who give small and large amounts.

The types of activity in Israel supported by UJA funds are varied, but all of them are strictly charitable or educational in nature. Among them are youth and child care, aid to institutions of higher learning, assistance to new immigrants, immigrant housing, homes for the aged, vocational training and social services. The breakdown of the specific amounts donated in each of these categories is publicly disclosed and published every year in UJA's annual report.

There is nothing unusual about the UJA's program. Hundreds of other voluntary American organizations raise funds on a tax-deductible basis and dispense millions of dollars each year to charitable institutions throughout the world.

Under the same law that governs the fund-raising activities of UJA, for example, in 1971 CARE raised about \$99-million; Catholic Relief Services raised approximately \$130-million; Lutheran World Relief raised about \$13-million; Church World Service raised about \$33-million; Foster Parents Plan raised close to \$11-million and the Christian Children's Fund raised over \$18-million. (Source: Voluntary Foreign Aid Programs, fiscal year 1971, published by the Agency for International Development of the U.S. Department of State.) Appended hereto is a random, partial list of some additional qualified charitable organizations, donations to which are tax-deductible. In most cases the names of the organizations reveal the countries to which the funds are sent.

Over 125 different countries throughout the world received private American charitable aid last year, a record in which the entire American people are entitled to feel no small measure of pride. These contributions constitute not only a testament to the generosity and humanity of the American people, but also are an invaluable supplement to the national policy of providing aid and assistance to developing nations throughout the world. It is as part of this entire perspective of voluntary American aid overseas that contributions to Israel should be viewed.

Typical of the organizations authorized by the U.S. Government to receive tax deductible contributions for overseas philanthropies are the following:

American Afro-Asian Educational Exchange, Inc.
American Aid Societies for the Needy and Displaced Persons
of Central and Southeastern Europe
American Board for the Syrian Orphanage at Jerusalem, Inc.
American Bureau for Medical Aid to China, Inc.
American Committee for Resettlement of Polish D.P.'s
American Committee for Restoration of Italian Monuments
American Council on African Education, Inc.
American Foundation for Korean Education, Inc.
American Friends for Italian Aid, Inc.
American Friends of Austrian Children, Inc.
American Friends of Norway, Inc.
American Friends of Refugees, Inc.
American Friends of Spain Foundation
American Friends of Vietnam, Inc.
American Friends of the Blind in Greece
American Friends of The Middle East, Inc.
American Fund for Breton Relief
American Fund for Czechoslovak Refugees
American Hungarian War Relief Comm.
American Irish Foundation, Inc.
American-Lebanese Educational and Cultural Exchange Society
American Lebanese Syrian Associated Charities, Inc.
American Moroccan Relief, Inc.
United Emergency Comm. on Famine Relief for India
United Friends of Needy and Displaced People of Yugoslavia, Inc.
United Hungarian Relief Comm., Inc.
United Ukrainian Comm. for Medical Aid to the Soviet Union
Egyptian Economic Recovery Corp.
Swiss Relief Society
Syrian Child Welfare Society, Inc.
Spanish Refugee Aid, Inc.
Greek Children's Care, Inc.
Greek War Relief Association
Korean Relief Society, Inc.

file

M E M O R A N D U M

November 17, 1972

To: Executive and Field Staffs
From: Irving Bernstein
Subject: Mission results

Below are the results of our missions to date. They are impressive, encouraging...and challenging. It's up to us to keep this early momentum going...to turn a great beginning into a great campaign.

<u>MISSION</u>	<u># of GIFTS</u>	<u>1972</u>	<u>1973</u>	<u>% of INCREASE</u>
PRIME MINISTER	132	11,640,250	14,355,000	23.3
STUDY CONFERENCE	192	8,750,000	12,025,000	37.4
WOMEN'S DIVISION CHAIRMAN	17	67,545	88,275	30.7
OPERATION ISRAEL #1 (WOMEN'S)	50	50,783	86,740	70.8
OPERATION ISRAEL #2	134	339,129	521,350	54.0
OPERATION ISRAEL #3	71	219,835	287,910	32.0
OPERATION ISRAEL #4	62	178,238	328,421	84.3
YOUNG LEADERSHIP CABINET	73	95,836	159,225	66.1

Irving Bernstein

November 24, 1972

The results of the Million Dollar Meeting held on November 15 with Moshe Dayan and the Cameo Missions to Israel during the month of November proved conclusively that aggressive and innovative campaigning in 1973 will bring greater results than was achieved in 1972, even from those individuals and communities whose giving in 1972 reached seemingly all-out totals.

As a result of the Dayan meeting, 13 gifts were announced totaling \$15 million, which included two gifts of \$2 million each for the first time in UJA history. As you know, in all of 1972 we only realized 17 gifts of \$1 million each. We therefore believe that this number will be surpassed in 1973.

During this month Cleveland, Chicago, Baltimore, and Minneapolis have all had Cameo Missions -- short-duration missions of top leadership -- to Israel which have been very successful. These missions are truly pacesetters or advance gifts meetings held in Israel. If you do not have such a mission on your drawing board, I suggest that you call Hank Zucker, Jimmy Rice, Bob Hiller or Don Grant to review with them the value of including this program in your campaign this year.

The next key date that all of us have is our December 7 Inaugural Meeting -- which should be our way of showing the world how many Russian Jewish families the American Jewish community intends to save in 1973. I therefore urge that you include this \$35,000 minimum "Save A Family Meeting" on your calendar.

We need \$72 million to meet our cash commitments to the JDC and the Jewish Agency between now and December 31. We can only do this with your all-out help and cooperation.

Looking forward to seeing you on December 7.

Sincerely,

IB/DMS

MINUTES
of
Management Team Meeting

December 22, 1972

*fill
Irving Bernstein*

Present at the meeting were:

Irving Bernstein
Martin Peppercorn
Donald H. Klein
Marc Tabatchnik
Melvyn H. Bloom
Eve Weiss
Howard Stone

SALARIES

IB reviewed organizational policies regarding staff remuneration. He indicated that an awareness had to be developed among staff that there were ceilings for various categories and that increments were not possible on an executive level annually. He further referred to the problem of younger men reaching ceilings early in life and thereafter being restricted unless they had the ability to be promoted to more responsible positions. In the discussion that followed there was a consensus that personnel without potential for growth should be made aware of their situation so that they might have the opportunity to review other possibilities. It was also felt that those with potential should be encouraged and brought along so that the UJA would become their career.

ISRAEL

IB further indicated that a wire had been received from Moshe Rivlin, advising that the anticipated immigration to Israel for 1973 was 70,000. He further advised that, in view of changes in Israel, the UJA participation in health programs would be limited in 1973.

COMMUNITY CAMPAIGNS

In a discussion on the campaign, it was pointed out that Kansas City was having difficulty for 1973. It was suggested that Kansas City be targeted for an all out approach by all divisions in the UJA. It was emphasized that such targeting should be done early in the campaign before the problems become too acute. All departments were therefore requested to study their possible involvement in Kansas City. It was also indicated that after a staff review on January 5, meetings would be scheduled the following week for review of possible targeting of other problem cities.

RETREAT

The June Retreat was again discussed. Don Klein was asked to review with Sid Rubinfeld, Linda Goldware and Martin Peppercorn the possibility of moving the Retreat to mid-June to either Paradise Island or Bermuda.

DECEMBER CONFERENCE

Mel Bloom was asked to bring a group together to discuss the following items:

- a. Whether or not the December invitation still has educational value for the campaign and should be distributed on a mass basis.
- b. Whether the timing of the 1974 Conference should be changed.
- c. Whether the Saturday night affair should be a banquet or moved to a theater.

MISSIONS

Don Klein was asked to review with members of the staff their suggestions regarding mission changes before his Mission Committee met in Israel the end of January.

TELEPHONE HOOK-UP

The telephone hook-up for Paul Zuckerman and Louis Pincus, initially scheduled for Miami on January 19, may have to be switched to Washington on January 19, as Pincus' Miami meeting has been cancelled and Washington has been substituted instead, because Washington represents the meeting of greater value than Miami at this time.

Mr, Irving Bernstein

January 3rd, 1973

Page 2

Again, I am not talking about any publicity. We have yet to decide upon the manner of any public announcement about my new job. I, frankly, would prefer that there be none. I would simply like to slide into the new job quietly. I would also like Herb Rose's opinion, from a legal point of view, because I think it is very crucial to maintain the status of still being "employed" by UJA for pension purposes. My own feeling is that status may be impaired if there is any public notice that I have officially taken another job or have resigned from the UJA.

When I say "farewell" to the Young Leadership Cabinet in London, I mean privately and internally - nothing public.

Let me know your reactions, especially concerning the matter of how to handle the publicity about the new job.

As ever,

Herbert A. Friedman

HAF:sl

P.S. Be a good fellow and send me a copy of this book. Thanks.

file

Suggested Guidelines Governing
1973 Ad, Radio and TV Campaign

1. Principles to be Reflected in Ads, Radio and TV Spots and Programs

UJA, UIA and the Israel Emergency Fund Campaign serve a strictly humanitarian purpose - the rescue and relief of Jews in situations of need, stress or danger throughout the world, their resettlement in Israel and elsewhere in the free world and relief and rehabilitation of Jews in Israel.

The activities undertaken involve aid to people to permit them to accomplish human goals.

The activities undertaken do not, directly or indirectly, aid the Government of Israel or serve to reduce the burdens of the State of Israel, or relieve it of any legal obligation it owes to its citizens.

The activities undertaken are not directed to accomplish an organizational objective or to aid abstract entities and should not be described in a manner which might mistakenly give that impression. For example, to "finance the absorption program of the Jewish Agency" gives such an impression, whereas "aid to immigrants in establishing a new life" does not.

2. Interrelationship of Security Demands and Humanitarian Need

The interrelationship of the goals of prior Israel Emergency Fund campaigns and security requirements has been based on the following, which continues to be relevant to the campaign of 1973:

Aid to immigrants has always been the traditional responsibility of Jews of the free world.

That responsibility, as applied to immigrants in Israel, had not been met in full before 1967, thereby making it necessary for the people of Israel voluntarily to bear part of the cost.

The financial pressures brought on by security needs following the Six Day War made it impossible for the people of Israel to continue to contribute to meet the needs of the immigrants.

The Jews of the free world must therefore meet their responsibility in full.

.....

The basis of this concept is that the responsibility predates the creation of the State of Israel and is one that evolves out of traditional Jewish precepts. Thus, we have not been "assigned" a role or "assumed" a burden.

Inherent in the foregoing is that in the absence of our full performance of our responsibility there is no source to which those in need can turn.

It should not be suggested that aid to UJA frees funds for use for security purposes, since that would erroneously imply indirect aid to the State of Israel.

3. Soviet Jews

The influx in immigration of Jews from the Soviet Union constitutes another part of the base on which the goals of the Israel Emergency Fund campaign rest.

Although UJA is not an organization directed to arousing public opinion on any issue, reference to the political hurdles which the Jews of the Soviet Union face in their efforts to leave is pertinent to its fund raising objectives. It would not be advisable, however, to go beyond conveying information about these difficulties by proposing affirmative action, since that would imply a non-charitable political objective.

4. Israel's 25th Anniversary

Israel's 25th Anniversary is an event worthy of note. However, if the activities of the campaign are related too closely to celebration of the anniversary, it becomes possible to conclude that campaign activity is related to a political objective. Accordingly, the anniversary should be a reference to a point in time, rather than a reason to contribute.

5. Pending Litigation

The action brought to challenge the tax exempt status of UJA and UIA is in large part based upon the erroneous claim that UJA funds are used for non-charitable purposes and that instrumentalities of the State of Israel, rather than UIA, control expenditure of the funds. We do not believe the plaintiffs have presented a case worthy of consideration. Since, however, the judge or judges who ultimately must make that decision are exposed to the media, more than usual care should be taken in the preparation of any broadly circulated statement, whether via press, advertisement, radio or TV. While the litigation is in process, it certainly would be preferable to err on the side of caution.

January 3rd, 1973

Mr. Irving Bernstein
United Jewish Appeal
1290 Avenue of the Americas
New York, N.Y. 10019
U. S. A.

Dear Irving:

Just a quick note to bring you up to date. Before leaving New York, I spoke on the telephone with Paul and Max about the new project. Both conversations, as I am sure you know by now, were quite friendly and satisfactory. Upon arriving home I had a long talk with Eddie - with the same results. So it now seems as if everything is under control.

I spoke to Itzhak Hamlin before leaving New York, and made a tentative date to meet with him in Jerusalem on February 1, together with whatever members of his committee will be physically present in Jerusalem on that day. This will be an opening move to inform them.

I dictated some notes and left them with Herbert Rose, who will draft them into the proper form of a memorandum and mail it to me as soon as he returns from his current wintercruise vacation. I will also wait instructions from him about how to make the exchange of letters between me and the UJA.

As a final act, before leaving New York, I wrote a long hand letter (of which I unfortunately have no copy to show you) to Dr. Alfred Gottschalk, President of the Hebrew Union College, reiterating in very clear language the fact that the proposed new campaign should be conducted with no publicity and with stringent clearance procedures. I know he understands this,

So that brings us up to date. The only other item hanging fire is the Young Leadership International convocation in March. It seems to me that that meeting in London is the proper place for me to make some sort of a farewell speech to them.

.../2

Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

file

January 12, 1973

Rabbi Herbert A. Friedman
United Jewish Appeal
P. O. Box 92
Jerusalem, Israel

Dear Herb:

We will get "Ben-Gurion Looks at the Bible" for you and send it to you under separate cover.

Eddie told me of his very constructive and positive discussion with you. Both Paul and Max feel that you are too grandiose in your planning but wish you luck.

Itzik Hamlin indicated that he planned to meet with you in Israel. However, with the schedule being as busy as it is now, you ought to set up as much time for the meeting as possible, before Hamlin's time gets locked up.

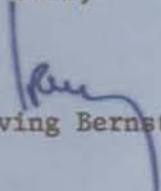
Herb Rose just returned from Venezuela and as soon as he finishes some of the pressing matters on his desk, he promises to get down to the items you left for him and also this letter.

The Young Leadership Mission in the Spring is having problems both with visas to Warsaw and the program in London. Trevor Chinn is here now meeting with the Young Leadership Officers. Apparently, they are not in favor of formal meetings for this program. This one is so tentative at the present time, that I suggest we wait a while before discussing it further.

The business of "farewell" and "publicity" is too complicated to review in a letter. Let us wait until the two of us can sit together.

Best to everybody.

As ever,



Irving Bernstein

IB:SS

January 12, 1973

President Lyndon B. Johnson
Austin, Texas 78701

Dear Mr. President:

I am writing to you at the suggestion of Abe Feinberg, in regard to an important aspect of the United Jewish Appeal's activities, namely, its Young Leadership Program. This group of men, between the ages of twenty-five and forty, has had a great impact on Jewish communities throughout America. They are men who are truly representative of the rising generation of leadership in the United States.

The National Young Leadership Cabinet is composed of the most active and influential members in our Young Leadership Program. Their annual retreat on September 13 - 16, 1973, is scheduled to be held for the first time in the Southwest, at the Lakeway Inn in Austin, Texas. Present at the retreat will be approximately one hundred young men from all over the United States. In their desire to give guidance to other communities, they seek knowledge and awareness of the developments which have affected Jewish life here and abroad these past twenty-five years.

We believe it would be of enormous value to the development of this vital group if you could agree to meet with them during their retreat at a special seminar dealing with the situation affecting Israel as you saw it during the period of the Six Day War, as well as anything else concerning Israel you may wish to discuss with them. Such a seminar could be held either at the retreat site or at the Johnson Library. As indicated, this retreat is for study, research and introspection, and is not for fund-raising purposes.

These young men have specifically requested us to invite you to such a session, and I believe you will find them a stimulating group. I do earnestly hope that you will give this invitation your kind consideration and look forward to hearing from you.

Sincerely,

Irving Bernstein
Executive Vice Chairman

IB/sp

Irving Bernstein

file

TO: EXECUTIVE DIRECTORS

January 15, 1973

The American Jewish community has been given a unique opportunity for a major tribute to the people of Israel during this 25th Anniversary Year. During her forthcoming visit to the United States for meetings with the President, Prime Minister Golda Mair has graciously consented to be the guest of honor at a United Jewish Appeal 25th Anniversary Celebration Dinner at the New York Hilton Hotel on Monday evening, March 5.

I am sure you will want to arrange your calendar so that you can be present at this very special occasion. We expect a large response and I am therefore using this means to notify you in advance of the formal invitations so that you can make appropriate arrangements for yourself and your leadership.

Advance letters of invitation from Paul Zuckerman are being sent to all 1973 Campaign Chairmen, \$10,000 and over contributors and members of our Campaign Cabinets.

This event also gives us an unusual opportunity to accelerate our campaign by serving as a target for higher campaign achievement. We are therefore asking each campaign chairman to bring a report on his campaign to New York on March 5. A special reception of 1973 chairmen is being arranged with the Prime Minister, and a special campaign book is being prepared in her honor to be signed by all chairmen.

In view of the expected interest in this meeting, we are exploring the possibility of closed-circuit television to our larger communities.

I wanted you to have this information quickly, and I will do everything possible to keep you informed of further developments.

Sincerely,

IB:bsc

file

Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

January 16, 1973

Rabbi Herbert A. Friedman
United Jewish Appeal
P.O.Box 92
Jerusalem, Israel

Dear Herb:

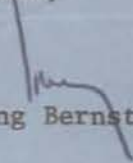
Just a note to tell you that our Young Leadership group had its preliminary meeting on their suggested agenda for the Pilgrimage to Poland and meetings in London.

Although they still do not have approval from the Polish officials - they are going ahead with planning. If the approval comes through - they will schedule the mission. Obviously - if the approval does not come through - the mission will be cancelled.

In regard to London - they have projected a schedule which will have one meeting on the JDC and one other meeting with a European speaker. Therefore - you will not have to include these dates in your calendar.

I spoke to Francine today on the telephone and she sounded wonderful although a little bit overwhelmed by New York. Best wishes.

As ever,


Irving Bernstein

IB:RF

SENT TO UJA EXECUTIVE COMMITTEE AND CAMPAIGN CABINET
ALSO HONORARY CABINET

January 16, 1973

The American Jewish community has been given a unique opportunity for a major tribute to the people of Israel during this 25th Anniversary Year. During her forthcoming visit to the United States for meetings with the President, Prime Minister Golda Meir has graciously consented to be the guest of honor at a United Jewish Appeal 25th Anniversary Celebration Dinner at the New York Hilton Hotel on Monday evening, March 5.

I am sure you will want to arrange your calendar so that you can be present at this very special occasion. We expect an unusually large national response, and I am therefore using this means to notify you in advance of the formal invitation, in view of your commitment to the people of Israel.

On the day of the banquet, an expanded meeting of the UJA National Campaign Cabinet will be held at 12:30 P.M. at the New York Hilton Hotel. The progress of the 1973 campaign and further planning will be discussed. Luncheon will be served.

A return card is enclosed for your convenience in letting us know if you plan to attend.

I look forward to seeing you on March 5.

Sincerely,

Paul Zuckerman

PZ:DMS
Enclosure

UJA

FROM THE
GENERAL
CHAIRMAN

January 17, 1973

Dear Friend:

The American Jewish community has been given a unique opportunity for a major tribute to the people of Israel during this 25th Anniversary Year. During her forthcoming visit to the United States for meetings with the President, Prime Minister Golda Meir has graciously consented to be the guest of honor at a United Jewish Appeal 25th Anniversary Celebration Dinner at the New York Hilton Hotel on Monday evening, March 5.

I am sure you will want to arrange your calendar so that you can be present at this very special occasion. We expect an unusually large national response, and I am therefore using this means to notify you in advance of the formal invitation, in view of your commitment to the people of Israel.

This event also gives us an unusual opportunity to accelerate our campaign by serving as a target for higher campaign achievement. I am therefore asking each campaign chairman to bring a report on his campaign to New York on March 5. A special reception of 1973 chairmen is being arranged with the Prime Minister, and a special campaign book is being prepared in her honor to be signed by all chairmen.

A return card is enclosed for your convenience in letting us know if you plan to attend on March 5. I look forward to seeing you.

Sincerely,

Paul Zuckerman
Paul Zuckerman

PZ:bga
Enclosure



MB

AUSTIN, TEXAS

Dear Mr. Bernstein:

Thanks so much for your good letter of January twelfth. I was interested to know more about the Young Leadership Program and the seminar planned for September.

You were kind to invite me to meet with the young men -- to share with and learn from them. I will hope to be able to do this, but I must ask that you get back in touch with me closer to the date, so that I will better know what my health and schedule situation will be. I want to do it and will remember your invitation.

With my gratitude and best wishes,

Sincerely,

Mr. Irving Bernstein
Executive Vice Chairman
1290 Avenue of the Americas
New York, New York 10019

January 17, 1973

UNITED JEWISH APPEAL, INC.
1290 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10019

M E M O R A N D U M

January 17, 1973

CONFIDENTIAL

To: UJA National Chairmen

Re: Notes on National Chairmen Meeting, January 10, 1973 at the UJA office in New York City. The following were present:

Irving Bernstein	Frank Lautenberg
Melvyn H. Bloom	Ernest W. Michel
Gerald S. Colburn	Michael A. Pelavin
Melvin Dubinsky	Martin Peppercorn
Rabbi Joseph H. Ehrenkranz	Bert Rabinowitz
Max M. Fisher	Mrs. Burt J. Siris
Larry M. Frank	Marc Tabatchnik
Gottlieb Hammer	Paul Zuckerman
Donald H. Klein	

Mr. Zuckerman indicated that this meeting was called to evaluate 1973 efforts to date and to plan further activities for the campaign.

1972 CAMPAIGN STATUS It was reported that, \$360,000,000 will be raised in all community campaigns in 1972, compared to \$339,000,000 in 1971. The total UJA allocation to the UJA will come to about \$263,000,000, compared to \$246,000,000 last year. Mr. Zuckerman said the 1972 leadership team deserved great praise for achieving splendid results, and that he was confident the 1973 team's accomplishment would be even greater because of this team's quality and the compelling nature of the needs.

CASH REPORT Mr. Zuckerman expressed warm commendation of the 1972 cash collection leadership first by Dr. Sidney Edelstein and then by Mr. Colburn who succeeded to the post of National Cash Chairman in the latter part of last year.

Mr. Colburn reported that a cash total of \$230,629,591 was received by the UJA for all of 1972, compared to \$212,589,204 collected in 1971. Including contributions to the Israel Education Fund, the total cash for 1972 was \$234,508,217 against \$215,824,395 for 1971. While the 1972 cash total represented a substantial amount, it left \$162,000,000 in accounts receivable at the year's end -- \$33,000,000 more than the amount in the same category at the end of 1971. This was indicative of a trend which had to be checked, and to do so required intensive, ongoing, year-round cash collection efforts. Two structures have been set up to operate in this area -- the 31-member committee of national leaders which met during the December Annual Conference, and a 60-member committee of regional leaders. Mr. Colburn outlined the following plans to improve cash collections:

Arranging for a CJFWF resolution which will urge communities to integrate cash collections into campaign programs as a continuous activity, implemented by strong local cash committees headed by cash chairmen who are top level leaders.

Requesting information from 150 communities, on the basis of a check list, on what they are doing to upgrade cash collections. Mr. Colburn or members of the national leadership cash committee will follow-up with the 50 major cities in regard to this inquiry, and to ascertain what outside help might be provided in setting up effective cash programs. National or regional leadership committee members will follow-up similarly with the remaining 100 communities. Continual contact will be maintained with all of these communities.

Developing UJA public relations material which will dramatically present the urgency of the cash collection problem and effective approaches to it.

It was pointed out that a careful policy of consultation with appropriate community leaders on contemplated actions is being followed. An analysis of the 1972 cash effort is now underway to determine approaches that proved productive and ways in which a greater amount might have been collected. Mr. Colburn noted the special significance of the recent contacts about payments made by National Chairmen with their colleagues and Executive Committee members who had gifts outstanding. He stressed the key importance of all national leaders' becoming and remaining current in their pledge payments to set the standard for their communities and the country.

Mr. Zuckerman observed the time had definitely arrived to offset the pattern in the communities of cash collection only at certain times of the year. The increasing trend is to obtain pledges -- especially larger ones -- earlier; many 1973 gifts already have been announced and cash collections can start and be pursued on the basis of them.

1973 CAMPAIGN REPORT Reporting on campaigns to date in 83 communities, Mr. Zuckerman advised \$81,600,000 had been raised by 1973, compared to \$62,000,000 in last year's values. The 1973 campaign as of January 9 was running 31.9% ahead of last year, when a record campaign total was received. However, Mr. Zuckerman commented that the 1972 accomplishment still had not been adequate to meet the needs resulting from the great surge in immigration to Israel, and an even greater amount was urgently required in 1973. Mr. Bernstein observed a number of activities were planned to maintain or accelerate the campaign pace in the months ahead, and Mr. Zuckerman asked him to present these for discussion.

Telephone Hookup A telephone hookup for Mr. Zuckerman and Jewish Agency Chairman Louis A. Pincus with the larger communities, emanating from New York, is scheduled for January 19. Mr. Pincus will be coming to this country from a meeting of international Jewish leaders in Geneva concerned with Soviet Jewry, and he will also visit four major American cities for the UJA during his stay. In the telephone hookup he will report on the current status of Russian Jewish emigration and the resulting expanded needs to be met in 1973. Mr. Zuckerman will urge appropriate follow-up action in the communities. Each of the National Chairmen will be asked to contact at least six communities a few days after the hookup with regard to their follow-up action and to ascertain ways the UJA may be helpful.

In the ensuing discussion, proposals were made to suggest to the communities that their meetings in connection with the hookup be fairly intimate gatherings of key leaders, professionals and top givers, and that these meetings include fund-raising. The consensus of the National Chairmen was that the optimum length for the presentation via the telephone hookup would be twenty minutes.

Meeting with Presidents' Conference On February 12 Israeli Finance Minister Pinhas Sapir and Mr. Zuckerman will meet with the Conference of Presidents of Major American Jewish Organizations. They will call upon the Presidents for even wider and stronger support in the UJA's 1973 campaign than their organizations gave in 1972, as warranted by this year's overseas needs and by way of appropriately marking Israel's 25th anniversary. Mr. Zuckerman asked proposals from the National Chairmen that might help make this approach as productive as possible. The following proposals were made:

Request a response from each of the Presidents in a letter to Mr. Zuckerman indicating how their organizations and memberships can and will rally behind the 1973 campaign.

Try to obtain more donated UJA advertisements in the organizations' publications, as well as encouragement of UJA support in brochures and in letters to the memberships.

Seek the cooperation of the Presidents in obtaining pledges from members who are potential substantial contributors, and in the solicitation of their Board members. Rabbi Ehrenkrantz indicated that rabbis associated with UJA's Advisory Council could be of special assistance in the solicitation of those Board members who are not financially capable of making top level gifts.

Take steps to obtain pace-setting gifts from all of the Presidents who are in a position to make them.

Arrange for intensive and widespread follow-up in the communities with representatives of the organizations' local chapters, by community campaign leaders and professionals -- and by UJA national leaders -- to assure the fullest involvement on the community level. Mr. Michel noted the New York City UJA designated a staff member as liason with major Jewish organizations last year. Considerable awareness with regard to the campaign was generated and a similar policy will be followed in 1973.

Magazine Supplement The UJA magazine supplement marking Israel's 25th anniversary will appear in "The New York Times" on Sunday, March 4. Mr. Zuckerman observed he was sure that everyone would find it very impressive. Through the "Times" it will reach 1,500,000 people in the New York City area. It will also be carried in newspapers in Philadelphia and Miami. The supplement will be available to other communities.

Prime Minister's Visit After meeting with President Nixon on March 1, Prime Minister Golda Meir will participate in an Israel Bond dinner in Miami, on Saturday, March 3 and in a UJA function on Monday, March 5. The New York Hilton Hotel grand ballroom would be available for a UJA national banquet on March 5. It was contemplated at this point to arrange a banquet that would honor the Prime Minister on the occasion of Israel's 25th anniversary, with the co-sponsorship of major American Jewish organizations -- possibly with a closed-circuit TV hookup with community meetings outside the New York metropolitan area. Mr. Zuckerman observed that most large gifts would be announced by March 5, and -- since large gatherings were not conducive to effective fund-raising in any event -- the planning should be on the basis of whatever would be most inspirational and motivational in early March.

The following additional and alternative proposals were made with regard to the banquet arrangements:

Arrange for a reception of community campaign chairmen with the Prime Minister on March 5 prior to the banquet -- and schedule an expanded UJA Cabinet meeting on that afternoon which the Prime Minister might attend.

Designate the banquet as a target date for community campaign and cash collection achievements. Make it an occasion for reports to the Prime Minister, brought by campaign chairmen, on these achievements.

It was the consensus of the National Chairmen that the banquet should be arranged as an occasion for announcing campaign achievements to date in the presence of the Prime Minister by way of marking Israel's 25th anniversary -- and be held under the UJA's sole auspices, with the Presidents of major Jewish organizations invited as dais guests. Mr. Zuckerman expressed the general view that it could serve to quicken campaign activities and bring in more money at a faster rate. He indicated he would give emphasis to the banquet target date in the January 19 telephone hookup. Working out the logistics of the reporting on the campaigns at the banquet, which probably would involve an electronically-controlled screen, was left to the UJA staff. Mr. Bernstein said communities outside New York would be contacted to determine the possible value in relation to cost of a closed-circuit TV hookup with the banquet.

FLORIDA PROGRAM Mr. Zuckerman called on Mrs. Siris, who reported on plans for the Women's Division Luncheon in Palm Beach on January 24. Mrs. Siris said it would be a \$2,500 minimum gift function, with Mrs. Henry Ford as guest of honor. A unique arrangement was that women of other communities would solicit gifts from New York City women and "vice-versa". An attendance of 60 was anticipated, with 44 "acceptances" already received.

Mr. Peppercorn then reported the following developments with regard to the rest of the Florida program:

January 22, Farewell Luncheon for Ambassador Itzhak Rabin, Fontainebleu Hotel, Miami Beach -- 121 "acceptances" had already been received, and a follow-up mailing was being sent from Miami on January 10. An attendance of 200 was expected.

January 25, \$100,000 minimum gift dinner aboard Mr. William Levitt's yacht -- an attendance of 50 couples is expected, and 21 "acceptances" had already been received, a number of them representing new or increased gifts. Arrangements were being made for follow-up contacts with invitees by Mr. Zuckerman, Mr. Fisher, Mr. Levitt, Mr. Meshulam Riklis and Mr. William Rosenwald.

February 18, Mr. Rosenwald's Cocktail Party, Fountainbleu Hotel, Miami Beach -- this will be a major part of a week of community activities in the Miami area.

February 22, \$10,000 minimum gift dinner, Palm Beach Towers, Palm Beach with Senator Henry Jackson as guest speaker -- invitations were being mailed from Florida this week, and a second mailing would go out the last week in January.

The February 22 dinner would be preceded on the same day by a UJA Executive Committee luncheon meeting on Mr. Levitt's yacht. Executive Committee members were being asked to come to Florida a few days in advance to help mobilize attendance for the \$10,000 minimum dinner -- as well as to participate in some part of the Florida solicitation program in January.

Mr. Peppercorn pointed out national UJA activities in Florida were already underway, with a UJA leadership solicitation team visiting Orlando and Tampa that week.

EXECUTIVE COMMITTEE RETREAT The Executive Committee Retreat traditionally has been scheduled in mid-June -- for the past few years at the Williamsburg Inn complex in Virginia. This year the only two June weekends for which accommodations at Williamsburg would be available are May 28 - June 2 and June 28 - July 1. The former period conflicts with the Economic Conference in Israel. At their meeting on November 30, 1972, the Executive Committee members recommended an investigation of other possible sites. Mr. Bernstein reported that a number of places suggested had proved to have June weekends booked several years in advance. One apparently attractive possibility was the Sonesta Beach Hotel in Bermuda, where the Retreat could be held during the period Thursday, June 21 to Sunday, June 24. The cost, including round-trip air transportation, would be about \$125 more per person than a comparable period at Williamsburg. The consensus was to schedule the Retreat at the Sonesta Beach Hotel during the period indicated.

A proposal was made for a leadership committee to develop this year's Retreat program, as well as to consider new approaches for the future. It was indicated that such a committee would be formed.

ENDOWMENT FUND Mr. Zuckerman noted that material would be circulated shortly about the national UJA endowment fund program for non-federated communities -- patterned after programs in federated communities which had proven quite productive.

COMMITTEE REPORTS Mr. Zuckerman pointed out that all of the leadership committees formed to date had met at the Annual Conference in December. He observed that developments proceeding from the operations of the Cash Committee, and of the Florida Committee -- which is chaired by Mr. Charles Ginsberg -- had already been presented at this meeting.

Mr. Rabinowitz, Chairman of the Project Potential Committee, said this Committee's efforts to seek out and try to provide help to communities with deep-seated problems would require a great deal of sensitivity and persistence in obtaining community cooperation and understanding. The extent of such cooperation and understanding will determine how effective a national UJA committee can be in this area. Four communities with continuing downward campaign trends have been selected to date for the Committee's attention. In one instance, that of New Orleans, the Committee's efforts had helped result in exceptionally large community representation on the January 14 - 21 Operation Israel trip.

Mr. Klein, who has responsibility for coordinating committee operations, reported as follows on other groups:

Breakthrough (Leonard R. Strelitz, Chairman) -- its research has uncovered more new big gift prospects than Mr. Strelitz and Aryeh Nesher can solicit themselves, and they are counting on the further solicitation help of this Committee's members and other national leaders for ongoing progress.

\$50,000 Minimum Gifts (Albert B. Adelman, Chairman) -- here again more solicitation help is important for continued success; one general way the Committee is seeking to increase the number of large-scale givers is by encouraging the communities to aim for broader participation in the next Prime Minister's Mission.

Missions (Louis S. Goldman, Chairman) -- this Committee continues to plan and work in connection with this year's Operation Israel, cameo missions and other special trips and towards next year's trips; nine of the Committee's 33 members will next meet in Israel immediately prior to the Jewish Agency Assembly.

Operation Upgrade (Leonard D. Bell and James H. Nobil, Chairmen) -- this group of Young Leadership Cabinet members and Women's Division leaders -- in their work in the area of \$1000 - \$10,000 gifts and regularity of meetings -- have set a pattern for committee activity.

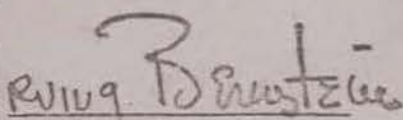
Women of Independent Means (Mrs. Fannie Schaenen, Chairman) -- increased solicitation follow-up by both women and men leaders is planned with women of individual high gift potential, as well as further research to identify more such women.

Mr. Klein pointed out that, as expected, experience is demonstrating the need for fluidity and flexibility in the committee approach. At present 150 national leaders are involved in this area of activities. Mr. Zuckerman stressed the importance of "cross-fertilization" among the committees, and of increasing the membership of those of inadequate size. It was noted that, understandably, the committees are proceeding at different paces, and that "we will learn as we go" forming new groups as circumstances indicate and perhaps discontinuing some of those now existing. Mr. Bernstein advised that, in addition to a Retreat Committee, a December Conference Planning Committee and a Judaica Committee were in formation.

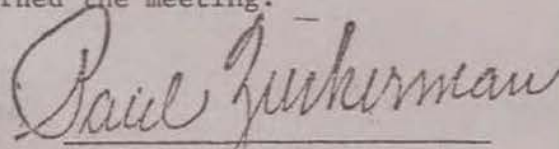
CAMPAIGN PROBLEMS Mr. Bernstein cited nine cities of major or large size with situations requiring special attention in order to protect the present pace of the 1973 campaign. Though not representing a significant number of communities, their difficulties if unresolved could involve significant amounts of money. Community visits by national leadership, including Mr. Zuckerman and Mr. Edward Ginsberg, are scheduled, and the professional staff will be considering additional approaches.

* * *

Thanking everyone for attending, Mr. Zuckerman adjourned the meeting.



Irving Bernstein
Executive Vice-Chairman



Paul Zuckerman
General Chairman

RE: GOLDA MEIR DINNER ON MARCH 5 TO \$10,000 AND OVER CONTRIBUTORS

January 17, 1973

Dear Friend:

The American Jewish community has been given a unique opportunity for a major tribute to the people of Israel during this 25th Anniversary Year. During her forthcoming visit to the United States for meetings with the President, Prime Minister Golda Meir has graciously consented to be the guest of honor at a United Jewish Appeal 25th Anniversary Celebration Dinner at the New York Hilton Hotel on Monday evening, March 5.

I am sure you will want to arrange your calendar so that you can be present at this very special occasion. We expect an unusually large national response, and I am therefore using this means to notify you in advance of the formal invitation, in view of your commitment to the people of Israel.

A return card is enclosed for your convenience in letting us know if you plan to attend. I look forward to seeing you on March 5.

Sincerely,

Paul Zuckerman
Paul Zuckerman

PZ:DMS

Enclosure

RE: GOLDA MEIR DINNER ON MARCH 5 TO CAMPAIGN CHAIRMEN

January 17, 1973

Dear Friend:

The American Jewish community has been given a unique opportunity for a major tribute to the people of Israel during this 25th Anniversary Year. During her forthcoming visit to the United States for meetings with the President, Prime Minister Golda Meir has graciously consented to be the guest of honor at a United Jewish Appeal 25th Anniversary Celebration Dinner at the New York Hilton Hotel on Monday evening, March 5.

I am sure you will want to arrange your calendar so that you can be present at this very special occasion. We expect an unusually large national response, and I am therefore using this means to notify you in advance of the formal invitation, in view of your commitment to the people of Israel.

This event also gives us an unusual opportunity to accelerate our campaign by serving as a target for higher campaign achievement. I am therefore asking each campaign chairman to bring a report on his campaign to New York on March 5. A special reception of 1973 chairmen is being arranged with the Prime Minister, and a special campaign book is being prepared in her honor to be signed by all chairmen.

A return card is enclosed for your convenience in letting us know if you plan to attend on March 5. I look forward to seeing you.

Sincerely,

Paul Zuckerman
Paul Zuckerman

PZ:bga
Enclosure



For additional information,
contact:
Melvyn H. Bloom
Dir. of Public Relations,
or

"The United Jewish Appeal is the American Jewish community's major channel of funds for overseas humanitarian aid. It supports the United Israel Appeal, Inc., which determines appropriate use of UJA funds for the support of Jewish Agency programs for immigrants in Israel; the American Joint Distribution Committee, which provides a wide range of health, welfare, rehabilitation, education and cultural services for needy Jews in thirty countries including Israel; the United HIAS Service, which aids Jewish immigrants settling in countries other than Israel, and the New York Association For New Americans, which aids Jewish immigrants settling in the Greater New York area."

United Jewish Appeal
1290 Ave. of the Americas
New York, N.Y. 10019
(212) Plaza 7-1500



AMERICAN JEWISH
UJA TO HONOR ISRAELI AMBASSADOR RABIN
ARCHIVES

NEW YORK -- The United Jewish Appeal will hold a farewell luncheon in honor of Yitzhak Rabin, Ambassador of Israel to the United States, on January 22 at the Fontainebleau Hotel in Miami Beach, Paul Zuckerman, UJA General Chairman announced today. After five years of service in his present post, Mr. Rabin will be returning to Israel.

Commenting on Ambassador Rabin's relationship with the American Jewish community, Mr. Zuckerman said that "He has truly been a great friend and an inspirational spokesman for our people...both in Israel and the United States."

More...

A highlight of the farewell luncheon will be the presentation, to Ambassador Rabin, of an original, antique map of the North American continent. Dating from 1700, the map was hand-drawn by the famous English cartographer Wells. The gift was selected in recognition of the Ambassador's frequent travels across the United States in support of United Jewish Appeal campaigns. His strong voice and ceaseless efforts on behalf of the UJA in so many American communities won him countless numbers of admirers and friends.

Prior to taking the post as Israel's Ambassador to the U.S., Mr. Rabin enjoyed a brilliant military career for 27 years, during which he rose from an underground fighter to Chief of Staff of the Israel Defense Forces and Commander of the Israel Army during the Six-Day War.

1/18/73
#178
MHK



Irving Bernstein

January 18, 1973

It is clear from the results of the campaign to date that we will raise more in 1973 than we raised in 1972. The only question to be decided is how much more, and that depends largely on our ingenuity, nationally and in each community.

As of today, the 1973 campaign totals \$81,000,000 compared to \$62,000,000 in last year's values. We have raised more actual dollars than we raised in 1972 at this date and our overall increase is greater today than it was last year.

I know you will be interested in one aspect of our Operation Florida, resulting from a visit last week to Orlando, Florida, by National Chairman, Leonard Strelitz, Joseph Strelitz and the Military Attache of the Embassy in Washington, D.C., General Motta Gur. Together with Orlando Campaign Chairman Hymen Lake, they visited a number of contributors with the following results:

<u>1972</u>	<u>1973</u>	<u>1972</u>	<u>1973</u>
\$25,000	\$100,000	\$250	\$35,000
25,000	100,000	5,000	25,000
25,000	100,000	5,000	25,000
25,000	50,000	500	25,000
7,000	35,000	1,800	18,000
5,000	35,000	500	12,000

Other representative campaigns which reflect increased levels of giving are:

	<u>1972</u>	<u>1973</u>
Chicago	\$5,600,000	\$6,400,000
Essex County	2,550,000	3,000,000
Dallas	1,800,000	2,450,000
Minneapolis	1,010,000	2,385,000
Miami	910,000	2,200,000
Stamford	361,000	530,500
Eastern Union County	259,000	468,000

These are a few examples of what is happening and can happen this year.

Sincerely,

IB:DMS



For additional information, contact: Melvyn H. Bloom, Dir. of Public Relations, or

"The United Jewish Appeal is the American Jewish community's major channel of funds for overseas humanitarian aid. It supports the United Israel Appeal, Inc., which determines appropriate use of UJA funds for the support of Jewish Agency programs for immigrants in Israel; the American Joint Distribution Committee, which provides a wide range of health, welfare, rehabilitation, education and cultural services for needy Jews in thirty countries including Israel; the United HIAS Service, which aids Jewish immigrants settling in countries other than Israel, and the New York Association For New Americans, which aids Jewish immigrants settling in the Greater New York area."

United Jewish Appeal
1290 Ave. of the Americas
New York, N.Y. 10019
(212) Plaza 7-1500



1/19/22

NEW YORK -- Speaking to leaders of the American Jewish community in a special telephone conference call this afternoon, Louis A. Pincus, Chairman of the Jewish Agency for Israel, said that the current immigration of Jews from the Soviet Union presents free-world Jewry with "the challenge of this decade."

"The Soviet Union has publicly said they have changed their ransom laws, but only on paper. 100,000 Jews are still waiting to get out, but the ransom goes on," continued Mr. Pincus. "32,000 came last year; 40-50,000 are expected in 1973. The people of Israel are prepared to take them in, but we do not have the means and ability to give them all the elementary necessities for decent lives."

More...

Mr. Pincus called on the American Jewish community to match the courage the Jews of the Soviet Union have displayed. "We dare not fail," he said. "I know that world Jewry will measure up to the needs."

Paul Zuckerman, General Chairman of the United Jewish Appeal, then spoke to UJA leadership from Miami, urging campaign chairmen throughout the country to "accelerate your campaigns and intensify your efforts to make this the greatest campaign in our history. The best way we can help is to do everything we can within our power to achieve this."

1/19/73
#180
MHK





For additional information,
contact:
Melvyn H. Bloom
Dir. of Public Relations,
or

"The United Jewish Appeal is the American Jewish community's major channel of funds for overseas humanitarian aid. It supports the United Israel Appeal, Inc., which determines appropriate use of UJA funds for the support of Jewish Agency programs for immigrants in Israel; the American Joint Distribution Committee, which provides a wide range of health, welfare, rehabilitation, education and cultural services for needy Jews in thirty countries including Israel; the United HIAS Service, which aids Jewish immigrants settling in countries other than Israel, and the New York Association For New Americans, which aids Jewish immigrants settling in the Greater New York area."

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GOLDA MEIR TO BE GUEST OF HONOR AT U.J.A. 25TH ANNIVERSARY DINNER

NEW YORK -- The American Jewish Community will honor Prime Minister Golda Meir of Israel at a United Jewish Appeal dinner March 5, Paul Zuckerman, UJA General Chairman, announced today.

The occasion will mark a tribute to the people of Israel and to the Prime Minister, herself, on the occasion of Israel's 25th Anniversary. Leaders of all the Jewish Federations and Welfare Funds of the country, along with other major American Jewish organizations are being invited to join in this "national expression of respect and affection," Mr. Zuckerman said.

Mrs. Meir will be making her first visit to the United States since December 1971, when she addressed the UJA's annual national conference.

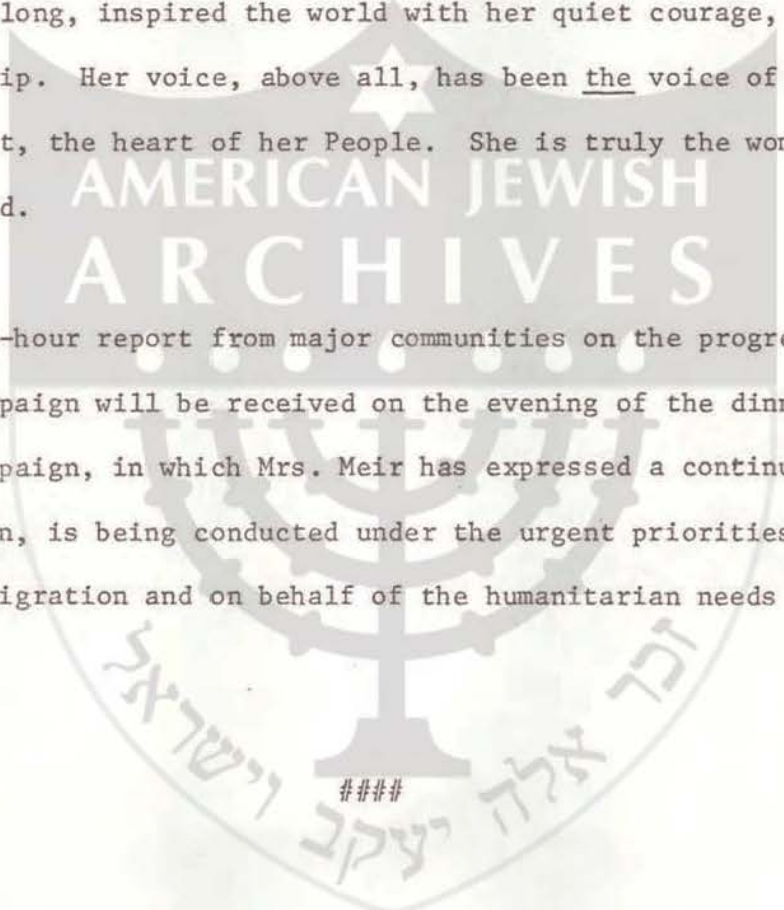
(More...)

"In this 25th Anniversary Year, the solidarity of will and commitment of all American Jewry to the people of Israel is stronger than ever before in our mutual histories," Mr. Zuckerman said.

"We welcome the opportunity and the privilege to pay honor to Mrs. Meir, who symbolizes, for all of us, the nobility of Jewish spirit and who has, for so long, inspired the world with her quiet courage, eloquence and leadership. Her voice, above all, has been the voice of Israel ... and her heart, the heart of her People. She is truly the woman of our age," he said.

An up-to-the-hour report from major communities on the progress of the 1973 UJA campaign will be received on the evening of the dinner. The 1973 UJA Campaign, in which Mrs. Meir has expressed a continuing and vital concern, is being conducted under the urgent priorities of increasing immigration and on behalf of the humanitarian needs of Israel's people.

1/19/73
#179
KB-A



MEMORANDUM

Date January 23, 1973

To EXECUTIVE STAFF AND FIELD STAFF

From Irving Bernstein

Subject

You will be interested in the attached exchange of letters.
The reply from President Johnson arrived in the UJA office today.

ib:bd



from: **Michael A. Pelavin**, chairman, young leadership cabinet



United Jewish Appeal • 1290 Avenue of the Americas • New York, N.Y. 10019 • (212) PL 7-1500

January 26, 1973

TO: YOUNG LEADERSHIP CABINET

FROM: MICHAEL A. PELAVIN

AMERICAN JEWISH
This note is to bring everyone up-to-date on recent developments in some of our major programs for 1973. I think that we are off to a very solid start and I hope that the enthusiasm and creativity that many of you have demonstrated so far will continue through the year...

Warsaw Pilgrimage

A number of our men have already received visas from the Polish Government and it appears that we will not be prevented from going ahead with this program. I have attached the projected itinerary for your information.

A considerable amount of background material has been researched and developed for participants on this mission. If you would like to receive this literature - even though you are not going to Warsaw with us - just drop a note to Howard Stone.

I would also add that April 29 will be the official commemoration date of the uprising in the ghetto and I would urge that you plan an appropriate program, either as a regional cabinet or through your own community.

Summer Institute

It gives me great pleasure to inform you that Allen Pollack has agreed to direct our Summer Institute in Israel and will accompany the group as scholar-in-residence. Any one who has spent an hour with Allen in an informal setting can imagine what two weeks will be like! It should be a once-in-a-lifetime intellectual and emotional experience.

Allen has just returned from Israel where he met with Jewish Agency personnel and Israeli academicians to begin sketching out the program in detail. The basic concept is to create "a living institute" through which participants will be able to study history in the places where it was made and through the minds of those who made it.

For example, Israeli history will not just be studied in a classroom: we are planning to spend a full day with Yigal Yadin at an archeological dig... to study Hasidism by living with a Hasidic family in Jerusalem for one

Shabbat...to study the birth of Israel in a seminar at David Ben Gurion's kibbutz, with Ben Gurion and others who were instrumental in the state's creation.

As I already advised you, the 20 couples who will be participating will live at the Hotel Sholom in Jerusalem, and we are exploring the possibility of placing children in an Israeli day camp if you wish to come as a family. The program will allow three free days and the cost will be about \$900.00 per person. Space is becoming scarce, so if you want to join this group please write to Allen Pollack, at the office, as soon as possible.

Cabinet Judaica Program

Our 1973 cabinet Judaica program has now been completed and will be mailed to you under separate cover this week. (If you have not as yet read chapters 2, 3, 5, and 7 in the Sachar book, you must sit in the back of the room at the next cabinet meeting.)

As part of this program, we have taped a dialogue with the leading authority in each of the "Major Themes in Modern Jewish History" that we will be studying. This is an incredible coup, and now makes the cabinet the possessors of one of the most significant collections of Jewish scholarship on tape.

You will soon be sent the first two tapes in this collection, as the "book-of-the-month" selection for February. They are: "An Overview of Modern Jewish History" with Professor Salo Baron of Columbia University and "Emancipation and the Jews" with Arthur Hertzberg.

Leadership Development Program

Also completed is the long-awaited Leadership Development program based on substantive Judaica study. In essence, we are suggesting that Leadership Development programs in communities be two-year commitments...that in the first year participants learn about their Jewish identity, history, heritage and some current issues and only in the second year begin to study local organizations and communal agencies. Under separate cover I will send you the outline for Leadership Development units in the following areas: Modern Jewish History; Basic Judaism; World Jewry; Soviet Jewry; History of the American Jewish Community; Israel.

Included in each unit are model programs for groups, model retreat programs and material for self-study.

In addition to utilizing this material when you are called upon to help organize a Leadership Development group, you might also bring it to the attention of the professional in your community with Leadership Development responsibility...use it to start a small study group in your own home with friends who share your interests...and so on.

About half-a-dozen communities have volunteered to be used as pilot cities for implementing the program on an experimental basis. If you're interested in pursuing this further, contact our Leadership Development National Vice Chairman, Millard Cummins.

Solicitor Training and Fund Raising Seminars

I am delighted to announce that Neil Norry of Rochester, N.Y., a National Vice Chairman of the cabinet and one of our ablest and most experienced campaigners, has agreed to devote a large amount of his time to helping cabinet members become better solicitors. If you have a specific campaign responsibility in your community he'll be glad to help you plan your strategy and program. But, we think you'll find it a more effective use of his time and yours to invite him in to your region to review solicitation techniques with cabinet members, or key workers in the division you are responsible for.

Regional Round-Up

Perhaps the most exciting work of all, however, is being done by regional cabinets and individual members throughout the country. The creative ways in which you are using such tools as the IDF program, conferences, missions, etc., is a thing of great joy. Here is just a random sampling of what's going on across the country (with sincere apologies to the many other challenging programs that a lack of space prohibits my mentioning here).

The members of Region # 4B led by R. Alan Rudy have completed a comprehensive study of communities in Eastern Texas and Louisiana. They will meet again in a few weeks to spend a Shabbat together as well as to develop plans for impacting on the communities understudy...To involve uncommitted young men and women in Northern New Jersey, Sandy Hollander and the members of his regional cabinet are planning a major weekend conference for late this spring... ..In Southern New England, regional chairman Mark Gassner and his cabinet members are planning to come together with their families for a Passover Seder with one of the leading Jewish personalities available through the program Irving Bernstein has developed for us. In addition, this region is also involved in setting up Leadership Development programs for a number of small communities in that geographic area...In Chicago, Herb Wander and his regional cabinet have planned a monthly get-together for study and for cabinet planning. They hope to reach out into smaller communities in the Chicago area...In the San Francisco bay area regional chairman Al Frank and his members are developing wide-ranging plans for capitalizing on the success of the November's highly successful colloquium...Ken Miller and the men from the Carolinas and Virginias have developed plans for involving new Young Leaders from a number of target cities. Their next meeting will be a weekend retreat sponsored by the Leadership Development group of Norfolk, Va. led by cabinet member Bob Copeland...

These are but a few examples of the highly creative and well-thought-out activity that is in evidence across the country.

MAP/is
attach.

INTERNATIONAL YOUNG LEADERSHIP PILGRIMAGE TO THE WARSAW GHETTO AND CONVOCATION
IN GREAT BRITAIN

Preliminary Program

Saturday, March 17

Depart New York for Amsterdam at 6:10 PM, KLM flight # 642. Arrive Amsterdam 7:10 AM, meet European Young Leaders for flight to Vienna on KLM 255, departing at 8:15 AM.

Sunday, March 18

Morning

All participants gather in Vienna, visit Shoenu

Afternoon

Visit Holocaust Documentation Center, meet with Simon Wiesenthal

Evening

Lecture on "The Development of Modern Anti-Semitism in Europe and the Rise of Nazism"

Followed by slide presentation on the Warsaw Ghetto

Overnight: Intercontinental Hotel, Vienna

Monday, March 19

Morning

Depart as a group for Warsaw on Austrian Airways Flight # 621, 11:40 AM

Afternoon

Visit Jewish Historic Institute in Warsaw and meet with representatives of the Jewish community

Evening

Attend performance of the Warsaw Philharmonic Orchestra

Overnight: Europejski Hotel, Warsaw

Wednesday, March 21

Morning

Pilgrimage to Auschwitz

Afternoon

Depart for Warsaw

Evening

Group discussion

Overnight: Europejski Hotel, Warsaw

Thursday, March 22

Morning Depart for London, Lot Air Lines # 345, 8:10 AM

Afternoon Free

Evening Reception in the home of Michael Comay, Israel's
Ambassador to Great Britain

Dinner in the homes of London's Young Leadership group

Overnight: Carlton Towers, London

Friday, March 23

Morning Lecture on "A Global Review of Jewish Life Today
and Projections for the Future"

Afternoon Lecture on "The Meaning of the Holocaust for Our Lives"
Group discussion followed by Kabbalat Shabbat

Evening Free

Overnight: Carlton Towers, London

Saturday, March 24

Evening Free until the evening

Formal Closing Banquet (Black tie)

Overnight: Carlton Towers, London

Sunday, March 25

Depart for New York
TWA flight # 703, departs 12 Noon, arrives 2:35 PM
(747)

HS/is
1/16/73

from IRVING BERNSTEIN

for your information



SOVIET JEWISH IMMIGRATION TO ISRAEL

FINAL CONFIRMED 1972 TOTAL .. 31,607

JANUARY, 1973 .. 2,493

UNITED JEWISH APPEAL
1290 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10019

M E M O R A N D U M

February 6, 1973

CONFIDENTIAL

To: Community Executives

Re: Notes on January 31, 1973 meeting of Community Executives --
Hilton Inn, Atlanta, Georgia.

Community Executives from cities of the South-Eastern and South-Western states were invited to meet with representatives of the UJA on this date.

Mr. Irving Bernstein presided. The following were present:

I. Edward Adler, West Palm Beach, Fla.	Seymour Marcus, Birmingham, Ala.
Murray S. Afrekan, UJA	John P. Natanson, UJA
Irving Bernstein, UJA	Martin Peppercorn, UJA
Martin Cohen, Greensboro, N.C.	Mrs. Lillian Racusin, Corpus Christi, Texas
Joel S. Friedman, UJA	Peter L. Ratner, UJA
Morton J. Gaba, New Orleans, La.	Samuel J. Rosenthal, Jacksonville, Fla.
Max C. Gettinger, Atlanta, Ga.	Leon L. Rossen, UJA
Albert Goldstein, Houston, Texas	Samuel Sablosky, UJA
I.G. Harris, Beaumont, Texas	Nathan Shulman, Charleston, S.C.
Raymond Kalman, Chattanooga, Tenn.	Leonard Sabrans, Tampa, Fla.
Richard Krieger, Richmond, Va.	Burton Shimanovsky, Columbia, S.C.
Paul A. Kulick, Sarasota, Fla.	Mrs. Irving Sohon, St. Petersburg, Fla.
Jack Lieberman, Memphis, Tenn.	Elliot F. Zolin, UJA

Mr. Bernstein said there were two pressing reasons for calling this meeting at the present time:

1. Actions flowing from a meeting now could have a far greater influence than would be possible five or six weeks hence.
2. Consulting together in this way could help realize the fullest potential of the UJA national banquet at the New York Hilton on March 5 with Prime Minister Golda Meir -- both in terms of paying appropriate honor to her and Israel's people in Israel's 25th anniversary year, and of campaign acceleration.

* * *

Mr. Bernstein reported that a total of \$93,000,000 had been raised to date in 1973 community campaigns, compared to \$74,000,000 in last year's values, for an increase of 26 per cent. Clearly, a greater amount will be raised this year than last; the extent of the increase will depend largely "on our efforts, individually and together".

Last year, when a record campaign total was achieved, 37 communities -- including five of the largest -- raised less than in 1971. On the basis of this and other indications, there are no longer any significant bellwether contributors whose gift increases or "cuts" influence others to do the same -- nor, in a similar sense, bellwether communities. The vast majority of individuals and communities are giving and raising more because of the stimulus of the Russian Jewish exodus. Mr. Bernstein noted that in the exceptional instances where this is not the case, community executives should find approaches to ignite contributors' imaginations and sympathies.

In addition, there is a great new sense of solidarity among Jews throughout the world, stemming from pride in Israel's accomplishments combined with the impact of terrorist acts and the overall continuing threat to Israel's security -- and an awareness that Jews everywhere must rely on one another more completely and exclusively than ever before. This sense of isolation was epitomized by some of the experiences Prime Minister Golda Meir underwent during her recent visit to Paris and Rome.

Declaring that we surely want to make our March 5 banquet for Golda Meir one of the great Jewish events of our time, Mr. Bernstein presented for discussion the following plans for the banquet -- designed to pay appropriate tribute to the Prime Minister and also to be helpful to community campaigns:

March 5 is being designated as a target date for optimum achievement in community campaigns and cash collections. Reports brought to the banquet by community campaign chairmen will be presented on electronic message boards. Chairmen have been invited to attend a special reception with the Prime Minister, and will have an opportunity to inscribe personal messages to her along with their reports in a Book of Honor which she will take back to Israel.

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Advance invitations to the meeting have been sent to \$10,000 minimum contributors. The general invitation is going to contributors on the UJA national conference mailing list, originally provided by the communities, since it is felt that all who wish to participate in this 25th anniversary tribute to Israel's Prime Minister should be offered the chance.

Arrangements can be made for community fund-raising cocktail parties or other small functions at the New York Hilton on the day of the banquet, and for solicitations by prominent Israelis and UJA national leaders as well as photographs with them. Outgoing and incoming Israel Ambassadors to the United States, Yitzhak Rabin and Simcha Dinitz, and the Ambassador to the UN, Josef Tekoah, will be at the banquet. Fund-raising meetings with Ambassador Tekoah at the UN headquarters may also be worked out.

The UJA Public Relations Department is prepared to help communities develop publicity and promotional materials in connection with the banquet, including ads, news releases and editorials in the general and Anglo-Jewish press and on TV and radio. The UJA Rabbinical Advisory Council has requested sermons by local rabbis on the significance of the Prime Minister's visit and the banquet in her honor.

In response to a proposal put forward at this meeting, UJA will look into the possibility of expanding the banquet into a two-day meeting -- including a campaign workshop either on Sunday evening, March 4 or on the morning of March 5.

It was also proposed, as part of intensified community efforts prior to the banquet, that campaign chairmen of the past 25 years host parlor meetings for key individuals in the campaigns they led, and bring them to a climactic general community function.

Discussion at this meeting - and at meetings with community directors of other regions - developed the following points:

Mailing List and Seating: UJA will make every effort to avoid confirming reservations for smaller contributors in any community without first assuring seating for larger contributors whose attendance was especially desired. In turn, the communities will try to make paid reservations for larger contributors as soon as possible. Communities willing and able to do so will send the UJA updated mailing lists.

Presentation of community delegation lists to the Prime Minister. The UJA will explore the feasibility and propriety of communities developing their own local books of honor, listing those attending the banquet and indicating their contributions to the campaign, for presentation to the Prime Minister in addition to report messages inscribed in the Book of Honor.

Photographs: Chairmen will be photographed as individually as possible while writing in the Book of Honor. It was suggested that special pens be provided which they can keep as souvenirs.

from IRVING BERNSTEIN

for your information

file

SOVIET JEWISH IMMIGRATION TO ISRAEL
JANUARY 1, 1972 TO DATE:

JANUARY	1	-	OCTOBER	31	...	24,715
NOVEMBER	1	-	NOVEMBER	21	...	<u>2,096</u>
TOTAL TO DATE :						26,811

Cash collection: Arrangements can be made for presentations of community checks to the UJA through Israeli dignitaries.

Videotape: Because of expense and a mixed reaction from some 30 communities polled, a proposal for a network of closed circuit TV presentations emanating from the banquet was not adopted. UJA will, however, look into the possibility of making a video tape of the banquet which might be shown on local TV stations.

Mr. Bernstein urged that top level community meetings be held quickly to plan accelerated activities for obtaining maximum pledges and cash before the banquet through person-to-person solicitations and local functions, and to achieve maximum banquet participation by those on whom its impact would be greatest. The UJA is prepared to service communities in a great many ways in this stepped-up campaign -- through approaches by national leaders, resident Israeli solicitors, Operation Upgrade and special public relations materials. Local showings of the emotional and inspiring BBC - produced film biography of Golda Meir, to which the UJA has obtained TV and private showing rights, would be especially meaningful and stimulating.

* * *

FLORIDA PROGRAM. The national UJA is undertaking a program in Florida in January and February of 1973 for the first time since 1962 because many large contributors from northern communities are now part-time residents in that state and spend many months there. Two of the key events already held have been very successful. For the Women's Division Luncheon in Palm Beach on January 24, with Mrs. Henry Ford as guest of honor, the minimum gift was raised to \$2,500 (from \$500 last year) and about 60 women were expected. Instead, 111 women attended and over \$1,000,000 was raised. The next day 50 couples attended the \$100,000 minimum gift dinner on Mr. William Levitt's yacht, La Belle Simone. More than \$11,000,000 was raised, representing an increase of \$3,000,000 over 1972 gifts from the same contributors, and including \$2,000,000 in "new money".

Mr. Peppercorn listed the remaining major events of the Florida program as:

February 18, Mr. William Rosenwald's Cocktail Party, Fontainebleau Hotel, Miami Beach -- this will be a pivotal part of a week of community activities in the Miami area.

February 22, \$10,000 minimum gift dinner, Palm Beach Towers, Palm Beach with Senator Henry Jackson as guest speaker -- to be preceded on the same day by a UJA Executive Committee luncheon meeting on Mr. Levitt's yacht. Executive Committee members are being asked to come to Florida a few days in advance to help mobilize attendance for the \$10,000 minimum dinner.

He further reported that UJA had set up two offices for the duration of the program -- one for the south and the other for the north of Florida. Lists

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are being compiled, currently numbering 531 names, of potential \$10,000 minimum contributors resident in Florida during this period -- of whom less than half have been solicited in their own communities. UJA national leaders will conduct solicitations where communities consider them desirable. Mr. Peppercorn said further contacts with northern communities are being made to check ratings, especially of gifts already made which might be improved, and to work out additional actions and approaches. Big Gifts possibilities among women of independent means in Florida will be explored. The possibility of a solicitation program among mid-Westerners wintering in Palm Springs, California, will be investigated.

CASH TARGET DATE. June traditionally has been the mid-year cash collection target date for the UJA. Mr. Bernstein said a proposal had been made to set May 7, Israel's Independence Day, as the target date this year -- which means that intensive cash collection efforts will have to be started quickly. The community executives agreed such a policy change would give impetus to cash drives in this 25th year of Israel's independence.

MEETING WITH PRESIDENTS' CONFERENCE. On February 21 Israel Finance Minister Pinhas Sapir, Mr. Paul Zuckerman and Mr. Bernstein will meet with the Conference of Presidents of Major American Jewish Organizations. They will call upon the Presidents for even wider and stronger support in the UJA's 1973 campaign than their organizations gave in 1972, in response to this year's heightened overseas needs and to Israel's 25th anniversary. Mr. Bernstein requested proposals from the community executives to help make their approach as productive as possible, and the following suggestions broadly summarize the collective thinking at this and the other regional meetings:

Ask the Presidents to request that local chapters endorse the principle of 100 per cent membership giving to community UJA campaigns; and that they encourage community campaign activity by local chapter members.

Try to obtain more donated UJA advertisements in national and local publications, and strong letters to memberships by national and local officers, urging UJA campaign support.

Seek greater emphasis in ORT's printed materials of the fact that UJA-raised funds go to ORT.

The UJA Rabbinical Advisory Council to ask rabbis to call upon synagogue lay leadership to aid in this effort - it being noted that, significantly, many of the leaders of the major Jewish organizations are also leaders of their synagogues.

CAMPAIGN AIDS. Mr. Bernstein cited the following additional possible aids for community campaigns:

On February 27 New York radio station WMCA will program 25 continuous hours on Israel and the work of UJA. Communities can obtain tapes from UJA of any portion of this presentation they would like for local use.

The UJA magazine supplement marking Israel's 25th anniversary will appear in "The New York Times" on March 4, and will be carried in several other large city newspapers, initially reaching about 4,000,000 readers. A version for community sponsorship in local papers has also been prepared.

UJA National Chairmen are currently calling campaign chairmen to discuss the campaigns, as part of a concerted effort to develop a dynamic line of communication between community and national leadership.

A special cash "stuffer" has been prepared which makes reference to the banquet with Prime Minister Meir.

The short term Cameo Missions to Israel for top leadership and contributors have been an exceptionally productive element in the 1973 campaign. It is still possible for any community to arrange such a mission.

The multi-media review of 25 years of modern Jewish history, shown on five screens at the UJA Conference banquet in December to enthusiastic acclaim, is available for presentation on three screens at large community meetings.

FUND-RAISING INSTITUTES. Five Americans are attending the first course for professionals of the Institute For Fund Raising recently established by the Jewish Agency in Israel. Another session running for two months starts in June. Community executives who can attend are urged to do so -- or to arrange for the enrollment of new staff members for whom it would be meaningful.

* * *

Mr. Bernstein thanked everyone for attending, and adjourned the meeting.

file

IRVING BERNSTEIN

REMARKS TO

YOUNG LEADERSHIP EXECUTIVE COMMITTEE - February 15, 1973

The group is small but leadership is exercised by small groups. Sitting in the steel and glass tower in New York which holds the national UJA office, I feel a tremendous gap between our planning and what happens with the planning in communities -- between planning and program. --- It's good, therefore, to meet with a group like this, with whom one can think out loud, where I know there will be valuable feedback. That's one of my aims here today.

The other is to fulfill an obligation I feel, to help you keep your sights high. I've watched the group for a number of years -- watched you from a distance when Herb Friedman worked very closely with you, watched you more closely since I've been working with you -- and I've seen a tendency with this group, as with myself, to spend too much time in detail and not enough time on those issues which are vital to the success of the program in the community. We can help each other focus on the broader issues.

Let's start with the 1973 campaign. As of yesterday, the national campaign had raised \$108 million compared card for card to \$88 million last year -- \$20 million ahead card for card, or a 23 per cent increase. In point of time, it's also \$15 million ahead of last year's pace.

There has been some dropoff in some communities, however, the biggest being in the middle range cities. An analysis of the overall giving pattern indicates that the "bellwether syndrome" is no longer in force. In community campaigns before 1967, if the largest contributor cut, it was inevitable that the rest of the community followed the same pattern. I remember once, in Louisiana, the chairman of a meeting I covered as a field man called the cards alphabetically. The first man he called cut in half and everybody else cut in half. That was the bellwether syndrome in extreme. It also worked for the nation. If Boston or Cleveland or New York started out with a certain percentage, that was the yardstick for the rest of the country.

That isn't true anymore. - In our record campaign last year, there were 37 communities -- five of the largest in the nation plus 20 in the middle range -- which raised less in '72 than in '71. We should grasp the new fact that communities can raise more despite cuts in key gifts, and the country can raise more despite losses in major communities.

We are trying an experiment in Florida which is working fairly successfully. We have learned a great deal from it and I think next year we'll do a

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much, much better job. The women had a great meeting - Christina Ford was the guest of honor. In 1972 they had a \$500 minimum and this year they raised it to \$2,500 minimum. They expected 40 women, had 111 and raised over a million dollars compared to \$800,000 in comparative giving.

Following that, a \$100,000 minimum meeting on Bill Levitt's yacht in Palm Beach raised over \$11 million compared to \$8,000,000 in 1972 giving.

There was tremendous resistance to this affair from those who make their homes in Palm Beach. They resented it as an intrusion in their vacation homeland. But I think those two meetings opened up Palm Beach a little, and I believe it augurs well for this kind of fund raising in the future. In addition to those two productive meetings, we secured a \$1 million gift in Miami. The donor made his pledge to Israel Finance Minister Pinhas Sapir, who has been soliciting hard in Florida. Mr. Sapir is our best one-man operation.

The point of all special efforts like these - and all our various solicitation programs - is that there are many good people in this country, many good Jews, who need to be shown the way to give more and to become more involved.

Persistence pays off, too - sometimes in very unexpected ways. I had a call from Dallas yesterday reporting a bequest from a man who died about a month ago. The estate may be worth around \$30 million and the UJA is to get 91 per cent - which shows the kind of potential there is in this country. This man was only a \$25,000 contributor. His bequest was interesting because few people would have done what he did; he gave his money to the UJA for immigrants -- not a penny for a capital fund project which is fantastic from a man whose giving record was at a \$25,000 level. The lesson is, you can never write anyone off. Everyone is worth pursuing.

One of the aspects of the campaign which is not good is the matter of cash. Our accounts receivable as of January 1 were \$160 million. So far in 1973, we have about \$25 million in collections, about \$4 million behind last year at the same time. We really have to do something to close that gap and forge ahead, because this is critical, not only for the needs but in terms of peoples' attitudes toward the campaign. I don't have to tell you what happens to a man who owes money when you come to him for giving.

You can look at the campaign and say it's a failure. Our goal is \$505 million and, even though we're running ahead of last year, we're not going to come anywhere near that goal. Or you can look at it and say it's quite an achievement -- more that was raised in 1972, the biggest year of fund raising. Either way, still far from enough to meet the needs and certainly far less than the true potential in the country. Our job is to analyze the campaign, see where we stand and what we can do to motivate, to create, to involve leadership, to excite people and to run a better campaign than we are at the present time. In that effort, I want to continue where I left off with you the last time we met.

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First, though, I want to mention something which may be controversial and that's your age limit, the age of 40. Have we come to a time, in view of the great success of this group in bringing in new leadership, that it's right to tell a man he's no longer a young man at forty? Should you consider whether it's wise, advisable, productive, meaningful to raise the limit to 42, 43, 44, 45 The question is: which way can we best promote, provoke, stimulate, develop more participation of more men in the campaign ... into Jewish life?

I urge you to continue and expand your regional development program. I think it is going very well. You have to think beyond your own Young Leadership operation. To be productive and successful you should cross lines and involve others who are doing the same thing - women - rabbis - students and our field representatives. The field man is the specialist working a territory with a particular point of view. - The layman coming in has a different reaction. If we can get the two together - working in coordination - we have a whole picture of a community and its needs. If you make a community analysis only by yourselves, it may be wasteful of time, effort and energy. You have to be aware of what other divisions are doing. You can't be just looking for what's best for Young Leadership in a community. If your approach is in terms of the total community campaign, you will be helping build communities for the future. Fund-raising today is as much a lay as a professional responsibility.

This group came up with an interesting idea two years ago and I broached it to Israel's Chief of Staff - that is the concept of Young Leaders developing a relationship with Israel Defense Force officers in America so that ten years from now when you're the leaders of the American Jewish community and they are the leaders of Israel's army or industry, that relationship you are developing now will have become very close and the bridge between our communities will have been strengthened. The Chief of Staff agreed and the Military Attache at Washington agreed but we have not really put it into action.

General Aharon Avnon, who is coming here this weekend is the man responsible for sending officers to America, the man responsible for officers training and development in the army. He's a knowledgeable man, a man of great depth, and is aware of what you are trying to achieve. I think that all of you will benefit from his being with you during the weekend at Brandeis. General Avnon is being used as a resident solicitor. That program has not been successful in all places but it can work and work beautifully - as it did in Los Angeles. I'd like the Young Leadership Cabinet to look into this program, to see whether or not it can be involved in a very direct way in its planning and functioning as it is in Los Angeles.

Operation Breakthrough is another program which would benefit from your involvement. It has worked in many communities - sensationally in some. In Orlando, six or seven gifts went from \$100,000 to \$600,000. Some of you have been involved in Breakthrough helping develop prospect lists. Up to now, most of

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the solicitations have been handled or directed by one man, Aryeh Neshet. When he goes back to Israel, in July, we will have to organize and approach Breakthrough differently. We will need more knowledgeable manpower. This group can play an important and increasing role in the Breakthrough program.

If Neshet by himself can do so much, can't we do so much better if we harness the knowledge we have, use the people we have and make more contacts and more appointments, and achieve even better results? Obviously not everybody can solicit the way Neshet does, but if we have 100 solicitations that many individuals can make, rather than the relative few that he's making, won't we do so much better in the long run?

I am not discounting the role of the professional in these programs - in the community and on our national staff. There are many programs which have to be worked professionally because they're essentially a professional responsibility. There are other programs that will work better if we can get more laymen involved with them. Obviously a good pro working together with good laymen will make a better program and the best example is Upgrade. Upgrade is a successful program and even though all of you have experienced failures, if you take its totality, Upgrade is making a dent on the overall campaign, not only in terms of the money which is still relatively small but in the involvement and commitment of the many people you have brought into the program.

The last thing, the last item that I think needs consideration in terms of long term planning is your relationship with the Women's Division. There must be more thought given by this group to think of ways of working together - the way, for example, Ilene Fantus worked in so well with the mission program. Young women under 40 are your responsibility as much as the responsibility of the Women's Division.

Today you are projecting an experimental educational program; this weekend you are embarking on a novel retreat at Brandeis camp; in a few weeks some of you leave on a mission for Israel while others of you initiate an international program beginning with a pilgrimage to Warsaw. This Young Leadership group - in its 10th year - must continue to broaden its horizons - continue to look forward - and set standards of leadership not only for the UJA but for the entire Jewish community.

MADE IN USA
BOND
HAWKSWORTH

SENT TO EXECUTIVE DIRECTORS RE: "1974 UJA STUDY CONFERENCE"

MARCH 13, 1973

Even though we are now in the midst of our 1973 campaign, it is essential that we begin our planning for the 1974 UJA Study Conference which is scheduled in Israel for October 22 through October 29, 1973. This is the annual UJA overseas event designed for contributors of \$20,000 minimum, which also applies to community campaign chairmen. The success of the Conference and its impact on the 1974 campaign will depend to a great extent on our ability to get delegated participants from each of our major communities.

AMERICAN JEWISH

The Conference will convene at The Hilton Hotel in Tel Aviv. There will be an intensive tour of Israel, as well as meetings with the heads of the Government and the Jewish Agency. Sessions with the JDC on its programs all over the world will be held in Israel.

Special non-stop flights for Conference members will be arranged for departure to Israel from New York on Sunday, October 21. Special return flights will leave Israel for New York on Tuesday, October 30. Conference delegates may, of course, make other arrangements for arriving and departing on an individual basis.

We will soon be sending you the preliminary invitation list for your community. Your suggested additions or deletions will be most welcome. Please provide gift information as well as addresses for any additional people you suggest. We will not send invitations until we hear from you.

I know you are aware of the significant pace-setting gifts obtained at previous Study Conferences, and the kind of informed leadership these overseas surveys develop. These trips provide an intimate sense of contact with Israel's leaders and people, and a sympathetic sharing in their problems.

I am sure you will urge your appropriate leaders to participate and do everything you can to help make the forthcoming Conference successful.

Sincerely,

King

IB:DMS

UNITED JEWISH APPEAL, INC.
1290 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10019

March 6, 1973

MINUTES -- UJA EXECUTIVE STAFF MEETING, MARCH 2, 1973

Mr. Bernstein introduced Alan Hilburg, recently appointed Assistant Director of the Young Leadership Division, who was attending an Executive Staff meeting for the first time. He noted that the staff was being augmented in other areas. David Hersch had returned to the UJA and was presently working on the Resident Solicitors program and several other projects in the Executive Department. Carl Goodman of TBS and Dr. (Ph.D) Laurence M. Lerner will be employed by the UJA in the areas, respectively, of data processing and research.

AMERICAN JEWISH
ARCHIVES

It was indicated the principal reason for this meeting was to review details for the events on Monday, March 5 culminating in the banquet with Prime Minister Golda Meir. This review was preceded by the following:

Mr. Bernstein said the function of the New York UJA Social Service Division for \$1000 minimum contributors, held in the national UJA Board Room on February 27, had produced encouraging results. He observed national UJA staff members again were leading the Division in the size of their contributions, and expressed appreciation to staff members "who are giving as they should". Some staff gifts, however, were disappointing", and Donald Klein, chairman for this campaign, would be indicating to those making pledges considered sub-standard that they were unsatisfactory. Maximum attendance by UJA staff was expected at the cocktail party for \$500 minimum contributors on March 15 in the Penthouse of the Jewish Agency.

Mr. Bernstein expressed concern about the "break in circuits" occurring in some instances between the launching of plans and projects and their implementation by UJA service divisions. Although cash collection has repeatedly been stressed as an ongoing highest priority item, it has not been getting appropriate attention from all departments. The 1973 cash collection pace presently is lagging substantially behind last year's pace. An accelerated pace and its maintenance requires concerted thought and action throughout the UJA. There has been arduous activity to assure the March 5 banquet's success -- but inadequate departmental follow-through on the original concept of "a report to Golda Meir". Consequently, the fullest fund-raising and climate-setting potentials of the March 5 events are not being realized. Steps must and will be taken to "close the gap" between the initiation of plans and their efficient execution by every division.

A campaign staff member will be assigned to assist Mr. Abramson in the direction of the cash effort, since obviously this requires more than one man. Mr. Bernstein emphasized the efforts of every staff member from now on must include concern for cash.

It was pointed out that the "red flag" list of communities with campaign problems -- to be kept confidential within the UJA -- was being distributed to all department heads. These communities are to be given special attention by all service divisions in each of the areas of their activities.

Mr. Bernstein reported he was asking the executive directors of the 21 major communities to meet with him and Mr. Peppercorn during the course of the CJFWF Board and Committee meetings the third week in March. The status of the pledge and cash campaigns, and planning for 1974, will all be considered.

The remainder of the meeting was devoted to matters of immediate staff concern and responsibility for assuring March 5's events ran smoothly and were as productive and impressive as the staff could make them.



HAF

M E M O R A N D U M

March 16, 1973

To: Executive and Field Staffs
From: Irving Bernstein
Subject: Recent Developments and Activities

With the campaign in full swing and all our departments and divisions operating at peak, it is difficult to keep up with developments and activities within the organization. This is the first in a series of communications I hope to issue periodically to keep you closely informed on UJA "happenings" of all kinds ... items of both professional and personal interest which might otherwise escape your attention. If there are any developments in your area of operations which you feel should be included in future roundups of this kind, please call my attention to them directly or through the usual channels.

New York Times Supplement

Three million copies of our March 4 supplement in the New York Times marking Israel's 25th Anniversary have been printed ... 22 major communities are reprinting, with inserted local material and messages; dozens of others have ordered in bulk ... many inquiries have been received on the use of artwork for posters and display ... a professor at Susquehanna University has ordered 50 copies for use in his course on Judaica ... the Times itself plans heavy use of it in its own promotional campaign, including a major sales brochure centered on it.

"BBC Panorama: Golda Meir"

All prints constantly in circulation... the full 60-minute version for meetings has been booked 83 times, with many repeat orders and multiple screenings at each stop; total screenings to date at meetings of all kinds estimated at about 200 ... 52-minute TV version has been aired 12 times, with 10 more showings scheduled and many others being planned.

"Cantata in Sound and Light"

The three-screen version of our multi-media tribute to Israel's people on their 25th Anniversary, premiered at the December Conference, has had heavy use in a dozen major cities ... reported effective for both educational and fund-raising meetings (New York is scheduling it for a large rally and a Women's Division fund-raising function) ... three headquarters cities are planning use of it in connection with May 7 events marking official 25th Anniversary Day.

.....

YLC Soldier-Solicitor

The Young Leadership Cabinet's new program of contact with members of Israel's Defense Forces in the United States has resulted in a campaign dividend. Arie Zidon, stationed in Quantico, was used as a solicitor in Greensboro and produced such increases as \$10,000 to \$25,000 and zero to \$3,000. Zidon will be returning to Israel in June.

Warsaw Pilgrimage

The YLC's mission leaving this weekend for Warsaw, Cracow and London, will visit the site of the Warsaw Ghetto uprising and the death camp at Auschwitz before joining the London Young Leadership group for the first international retreat involving major units of Jewish fund-raising organizations ... YLC reminds us that the official date this year commemorating the Warsaw uprising is April 17, the first day of Passover.

A Cash Drive Tip from the Women's Division

For programming activities focused on the May 7 target date for our Call-for-Cash, Eve Weiss suggests application of a WD device used on a statewide basis in connection with last year's Solidarity Day. The two-step approach consisted of a preliminary meeting, four weeks before the target date, of as many community campaign leaders as could be assembled, to plan the timing and logistics of the second step -- a "caravan" of women who covered a number of towns on Solidarity Day with UJA message and literature linked to rallies and demonstrations ... An equivalent "caravan" or other device for publicized cash collections on an area basis, similarly pre-planned for May 7, merits serious consideration.

The Literary Scene

Herbert Gold's article, The Soviet Jews Come Forward, commissioned for our 25th Anniversary anthology, will be the lead item in the May issue of The Atlantic ... David Schoenbrun's new book, The New Israelis, is dedicated to "Chaim Vinitzky, Israel's greatest ambassador of good will."

Staff Comings and Goings

Harry Goldstein, our retired conference maven (who "unretired" temporarily to handle the March 5 dinner for us), was given a farewell send-off at the Hilton on March 9 by the hotel's banquet department and our staff ... Joining the UJA staff in recent weeks to work with Marc Tabatchnik: Dr. Laurence Lerner, in the research area, and Carl Goodman, in systems. Dr. Lerner is replacing Itzhak Dvir, who is resigning; his initial assignment is to coordinate research in Operation Breakthrough. Carl Goodman is coming in to handle systems in view of the growth and development of our computerization... David Hersch, formerly our IEF Program Director, has rejoined the staff, assigned to the front office, and is currently handling our Resident Solicitor program; he is replacing Harry Biele, who is resigning. Former Field Representative Alan Hilburg has been appointed Assistant Director in the Young Leadership Cabinet.

Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

February 28, 1973

Rabbi Herbert A. Friedman
United Jewish Appeal
P. O. Box 92
Jerusalem, ISRAEL

Dear Herb:

Your letter regarding Stanley Nowinski is extremely interesting.

I will look into it and do whatever we can.

Give me a little time and I will be in touch with you again.

Best wishes.

As Ever,


Irving Bernstein

IB:md

MEMORANDUM

Date March 19, 1973

To Executive and Field Staff

From

Subject

Attached for your attention is the suggested itinerary for the Prime Minister's Mission - assuming one is held for the 1974 campaign.

I would appreciate any comments that you may have regarding the Mission Program. What would do to give this Mission Program the originality and excitement that it must have to be successful?

IB:rg

Attachment



SUGGESTED ITINERARY FOR PRIME MINISTER'S MISSION

AUGUST 28 - 30, 1973

- August 28 - Arrival at airport approximately 11:00 a.m.
- Lunch at Avia Hotel with Moshe Rivlin, Director General, Jewish Agency and Uzi Narkiss, Director of Immigration of Jewish Agency
- Meet with newcomers upon their arrival at Lod airport
- Visit absorption centers and meet with panels of recent immigrants from the Soviet Union
- Dinner with Louis Pincus, Chairman, Jewish Agency, at Tel Aviv Hilton
- Overnight Tel Aviv Hilton
- August 29 - Visit an airbase during a state of alert
- Briefing by a general (Elezar or Peled) at airbase
- Visit successful development town
- Visit all institutions
- Small group visits to Russian immigrants in their own apartments
- Dinner at Tel Aviv Hilton
- Meeting with Defense Minister Moshe Dayan at his home
- August 30 - Visit Allenby Bridge
- Visit Nahal settlements along the Jordan border
- Lunch in Jerusalem with Finance Minister Pinchas Sapir
- Visit Yad Vashem and/or Western Wall with special ceremony
- Dinner at Knesset with Prime Minister
- Return to Tel Aviv
- Overnight Tel Aviv Hilton
- August 31 - Departure

REMARKS BY IRVING BERNSTEIN

UJA FIELD STAFF

MONDAY, MARCH 19, 1973 - NEW YORK CITY

Our cash collection program must have the highest priority on your current agenda. As of this past Friday, we were four million dollars behind. We can and we must do better.

The immediate cash plan is simple enough. We have two targets, Passover week and Monday, May 7, Israel's 25th anniversary date. The objectives: to mobilize as much cash as possible. The communication schedule:

1. A letter is going out to public relations directors and executive directors advising them about public relations materials being prepared: cash news messages, special cash letterhead, stuffers and publicity releases.
2. A letter is going from me to executive directors and from Jerry Colburn to cash chairmen alerting them to the calendar and asking them to initiate immediate action.
3. There will also be a letter from a Russian immigrant to all communities emphasizing cash needs, and a cable from Louis Pincus, the Chairman of the Jewish Agency, to our General Chairman, Paul Zuckerman, stressing the problems caused by the decreasing cash flow.
4. Members of the national cash committee will make contacts with executive directors, presidents and cash chairmen from now until April 16.
5. We are asking communities to use the week of Passover as cash redemption week; redemption of pledges means redemption of captives from Russia. The most effective way to utilize the Passover period is to set up a third seder, in the form of a top level telephone session, on Sunday, April 22, as the focal point of community cash efforts.
6. The period between Passover and May 7 must be used for intensive cash collection with direct collection mailings and telephone sessions. We are recommending that the person who solicited the gift go back to solicit the cash.
7. A cash day for all-out coverage of each community should be set for April 29 or May 6.
8. On May 7 all communities are to report cash results to the UJA National Office by telephone so that we can advise the Jewish Agency, the United Israel Appeal and the Joint Distribution Committee.

.....

9. A telethon operation will be held at the UJA office on Thursday, April 19. National officers and cabinet members will call \$10,000 and over contributors. You have been asked to submit names of men in this category who should be called, after clearance with your executive directors or campaign chairmen. Those names should be submitted immediately.

You will be getting a comprehensive memo from Sam Abramson covering that whole schedule of planned operations. But plans made in New York are meaningless unless you translate them into action in every community and that's why I'm calling you. It would be utopian to expect that every community will follow the plan. It's pragmatic to think that each of us must determine how much of the plan can be adapted in each of our communities. The success depends on you, on your initiative, your enthusiasm, your energy, your desire.

Each of you, today, must evaluate your own assignment, look at everyone of your own communities. Analyze it all: how much cash is in, how do those receipts compare to last year, what action should you take, what help do you need from us, how can the plan submitted by Sam Abramson be improved? - If it cannot be improved, follow it!

You and I, all of us, agree that cash has a priority. The question really is how do we make our communities and our leadership agree? Our problem is communication. How do we reach leadership? Will the plan do it by itself? Of course it won't. Only you can do it -- one man to another, one woman to another !

I spoke to a field man the other day who was frustrated by his inability to tell his story; he didn't know how to make his leadership listen to him. Gentlemen, there is only one way to make them listen and that is to make them talk: challenge them, provoke them, ask them questions! For example, can their generation survive a second holocaust? Will they who failed once before fail again with Russian Jewry? Did '67 spoil us so that we need '67 all over again to open our hearts and our pocketbooks? Can a Jew survive in smalltown America if Israel is lost or if Israel loses its equality? Why should the people of Israel be more responsible than American Jews for the Jews of Russia and the Jews of Iraq? Can a Jew have a future if he lives without his past? If we are not for ourselves, why should anyone else be for us? Would we have survived if we did not care for each other? Ask your own questions.

The point is simple. Cash is more than dollars and cents and a paper plan. It is the heart and soul of our work, and if you reach their hearts, if you speak from your soul, the dollars and the cents will come.

.....

In addition to cash, I want to talk to you for a moment about the campaign. We are almost at the midpoint of the campaign, one hundred and sixty million dollars raised - twenty-five million dollars ahead card for card - fifteen million dollars ahead in volume at this date. But there's still an awfully long way to go.

Where do you stand at the midpoint? Evaluate your own assignment. Are you half way through with each community? Are you halfway through on your assignment? If not, ask yourselves why and what you should do about it. Ask what we can do about it, all of us together.

The last time I spoke to you, before the March 5 meeting with Golda, your response was tremendous. The Golda meeting was a great success, one of the best things we ever did. It brought in six million dollars in cash, thirty million dollars in pledges and over three thousand people were present at a warm, loving and memorable meeting. Now I charge you with another responsibility.

You represent the Jewish people, the Jewish people here in the United States, in Israel, in Rumania, in Russia, in Iraq, all over the world. As representatives of the Jewish people you must feel for every Jew in pain. As representatives of the Jewish people you must hurt for every Jew in need. Your success and your achievement and our success and our achievement depend on how deeply you feel and how much you hurt.

During Passover when we remember our freedom from bondage, and on May 7 when we celebrate 25 years of freedom for the State of Israel, we will have an opportunity to evaluate the results of our efforts. I know that the staff of the United Jewish Appeal will at this historic moment measure up to its responsibilities.

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MEMORANDUM

Date March 27, 1973

To Mr. Irving Bernstein

From Donald H. Klein

Subject PROPOSED SKELETON AGENDA FOR BERMUDA RETREAT

Following is based on practical considerations and tries to incorporate the elements already agreed upon. Once we have agreement on the skeleton, we can pursue the specifics.

Thursday evening - Major Presentation by Herbert Stein, Economic Advisor to the White House, on Economic Trends and Its Effect on Domestic and World Scene.

Friday A.M. - Presentation by Nehemiah Levanon geared to updating the entire Russian story.

Friday afternoon - Campaign issues - developing the scene for 1973.

Keynote presentation (suggested: Irving Bernstein or Paul Zuckerman) - in this introductory statement, the speaker would tie Stein's presentation on the economics into Levanon's presentation on the major themes of the year, continuation of the Russian immigration, and present the problem that we are coming out of the 25th anniversary year off the largest fundraising in history, etc., and the all important theme for 1974 must prevent a letdown.

The group would then be divided into 3 sub-groups. Each would have a keynote presentation by one of our national chairmen. One group would consider the social gap - human needs - its place in the 1974 fundraising program. A second group would consider how we should present the continuation of the immigration story, considering such matters as to why it didn't catch on quite as we had hoped, and how we can better present the story in 1974. The third group would consider the entire subject of defense. How can we continue to effectively put this across as the counterpoint major theme to immigration, particularly avoiding the accusation of Israel becoming more and more militaristic, etc. Following the presentations, each group would have its own discussion and then the entire group would convene for reports from the panel made up of the keynoter and the three sub-group chairmen with the goal being to make decisions on the basic 1974 campaign story.

Friday evening - This evening would be devoted to a presentation by a noted Jewish scholar who would deal with Israel's first 25 years and the 25 to come.

Saturday morning - The first hour of the morning would be devoted to Judaica (still to be defined).

At 10:30 A.M. the committees would convene for practical business sessions. Possible committees would be:

- a) Missions
- b) December Conference
- c) Breakthrough
- d) Florida
- e) Potential
- f) Cash
- g) Israel Emergency Fund
- h) Resident Solicitors

Saturday afternoon - A full session on the art and psychology of solicitation by Aryeh Neshet.

Following the Neshet session which would end at approximately 3:30 P.M., a business session for the entire Executive Committee would be held. The session would receive committee reports and tackle the decisions which might arise from the committee meetings as well as subjects such as the projects approach, etc.

The evening session, which is the final one, would be the presentation by Simcha Dinitz.

Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

March 28, 1973

Rabbi Herbert A. Friedman
15 Ibn Gabirol Street
Jerusalem, Israel 92430

Dear Herb:

Thanks for all the corrections on my dates in my letter to you of March 16th dated May 16th.

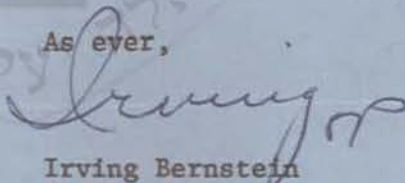
Yes - you are right - your meeting with the Young Leadership in Washington is on June 2nd. We will not make any changes in your status here until July 1st.

We can definitely meet on May 11th, and I will hold it open so that we can get together and have lunch.

We will get the Jospe and Levy book for you and send it to you as soon as we have it. Forget about the accounting - it's too small to talk about.

My best to the family.

As ever,



Irving Bernstein

IB:rg

MEMORANDUM

Date March 29, 1973

To DEPARTMENT HEADS

From IRVING BERNSTEIN

Subject BERMUDA RETREAT

file

Attached for your consideration is a suggested Agenda as drawn up by DHK.

Please read it carefully and if you have any constructive suggestions for changes or modifications, please advise DHK or me.

Herb Stein and Simcha Dinitz are definitely scheduled for the Retreat. The other names listed are only projections.

IB:er

Attachment



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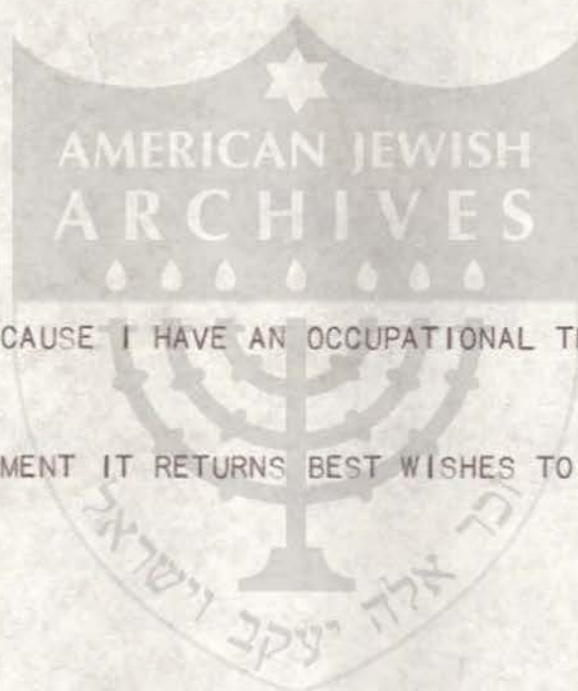
APRIL 16, 1973

FOR FRIEDMAN

HAVENT CALLED YOU BECAUSE I HAVE AN OCCUPATIONAL TRAGEDY I
LOST MY VOICE STOP
WILL CALL YOU THE MOMENT IT RETURNS BEST WISHES TO THE FAMILY
CHAGSMEACH

REGARDS IRVING

2236 JEVAG IL



1973 APR 16

Irving Bernstein

April 16, 1973

Dear Herb:

I wish you could have been present recently when I met with the thirty-seven members of the Young Leadership Cabinet on their return from a mission to the reception center for Russian Jewry at Schonau in Vienna and a pilgrimage to the Warsaw Ghetto and to Auschwitz in Poland.

They told me that at Schonau they had sung Oseh Shalom (He Who Makes Peace) in triumph and at Auschwitz they sang Oseh Shalom in defeat but now they would sing Oseh Shalom again - as a community - as a Jewish community.

This group of thirty-seven representing orthodox, conservative, and reformed Judaism wore kippot throughout their travels in Poland. In the main dining rooms of the Europeshka Hotel in Warsaw and the Krakovia Hotel in Krakow they said their b'rachot in Hebrew before and after meals. On their departure from Poland at the International Airport in Warsaw, they gathered together and sang the Sh'ma in confidence, faith and determination.

If these young people are the inheritors of the leadership of the American Jewish community, then we have nothing to fear. They are proud Jews, proud of their past, and conscious of the historical imperative of Jewish survival. They share with us the enormous responsibility for the quality of Jewish life.

Dr. Leonard Fein, one of the participants in the Mission, read a very moving poem by Nelly Sachs, entitled "We Are Gardeners Who Have No Flowers". It is a poem written by a survivor of the Holocaust concerning that still-inconceivable event. Dr. Fein's commentary was simple, but eloquent. We, the Jews, are gardeners, and we must plant flowers - the seeds of the next generation. While there may be some who may uproot and trample them, we will plant again and again, because we know, as Jews, that life means more than death.

Sincerely,

Irving

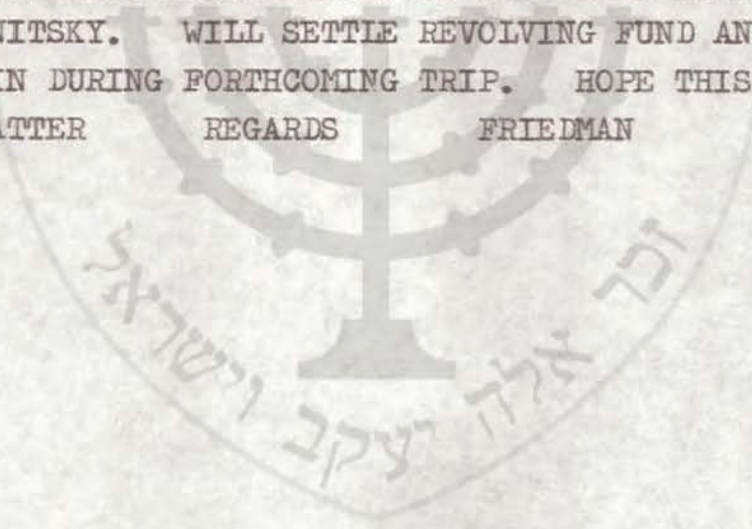
IB:DMS

APRIL 25, 1973

TO IRVING BERNSTEIN
UJAPPEAL NEWYORK

EZRA SPICEHANDLER AT HUC IS BEING VERY ACCOMMODATING AND WILL MAKE SPACE AVAILABLE FOR ME WITHIN TWO WEEKS. WHILE I AM IN UNISTATES DURING MAY MY SECRETARY ANDY WILL ARRANGE TO HAVE THIS UJA OFFICE VACATED. WHEN I RETURN IN EARLY JUNE TO ISRAEL WILL GO TO HUC OFFISE. I WILL NEED ANDY FOR BALANCE JUNE TO SET UP OFFICE. WOULD THEREFORE APPRECAITE YOUR AUTHORIZING HER TO REMAIN WITH ME UNTIL JUNE 30. FOLLOWING THAT SHE GOING ON MATERNITY LEAVE ANYHOW. REGARDING CAR LATEST INFORMATION FROM LOCAL DEALER IS THAT OUR OWN PERSONA CAR WILL BE AVAILABLE APPROX END MAY. WILL THEN IMMEDIATELY RETHIN UJA CAR TO VINITSKY. WILL SETTLE REVOLVING FUND AND CREDIT CARDS WITH ROSENSTEIN DURING FORTHCOMING TRIP. HOPE THIS SOLVES ALL OUTSTANDING MATTER

REGARDS FRIEDMAN



*Maldred - Palestine
handle -
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MEMORANDUM

Date June 29, 1973

To Stanley Gottheimer and Dave Mark

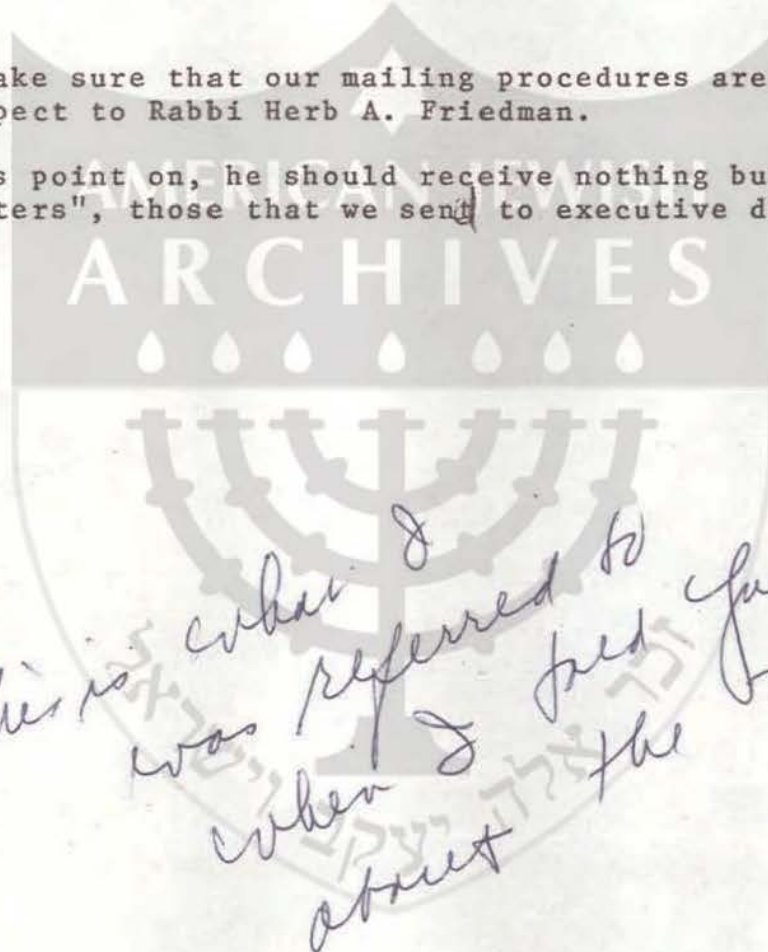
From Donald H. Klein

Subject *oo*

Please make sure that our mailing procedures are changed with respect to Rabbi Herb A. Friedman.

From this point on, he should receive nothing but "Irving Bernstein blue letters", those that we send to executive directors.

Thanks.



DHK:js

WKF

This is what I was referred to when I had your memo about the

SS

December 30, 1973

HERBERT A. FRIEDMAN
HUC 13 KING DAVID ST. JERUSALEM

IRVING BERNSTEIN
UJAPPEAL NEWYORK
U. S. A.

AM COMMITTED WORK IN ENGLAND FOR JPA JANUARY TWENTYSEVENTH THROUGH FEBRUARY
TENTH. COULD BE AVAILABLE TO YOU FEBRUARY TENTH THROUGH TWENTYSECOND
WHICH IS TWO WORKING WEEKS. PLEASE LET ME KNOW SOONEST IF YOU WISH
THOSE DATES OTHERWISE I WANT USE PART OF THAT TIME FOR TRIP TO GERMANY

REGARDS

HERB



TO IRVING BERNSTEIN
SIMPLY FOR RECORD WANT YOU TO KNOW THAT I HAVE ASKED VINITSKY'S
OFFICE REPEATEDLY WHETHER THEY WANT ME TO TALK TO ANY OF THE
FOUR OPERATION ISRAEL GROUPS COMING THIS MONTH AND SO FAR I HAVE
HAD NO REQUEST FROM THEM .

1973 '17 - 21

FOR STONE

HAVE EDITED THE SPEECH ON BUS GOING TO MATTHAUSEN AND FEEL IT IS
VERY VALUABLE ADDITION TO VOLUME YOURE NOW PREPARING BECAUSE
IT FEELS IN MATERIAL NOT FULLY COVERED IN OTHER TWO SPEECHES.
IT IS ABOUT FOURTEEN TYPWRITTEN PAGES SINGLE SPACED AND YOU WILL HAVE
CLEAN COPY SHORTLY.
PLEASE PLAN ON ITS INCLUSION

1973 '17 - 2

FRIEDMAN

*

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file *BERNSTEIN*

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MR HERBERT A FRIEDMAN
15 IBN GABIROL
JERUSALEM



FIRST PHASE OF THIS CAMPAIGN CONDUCTED WITH VERY FEW
ISRAELIS STOP NOW PLANNING SECOND PHASE AND TRYING PROGRAM
SERIES OF INTERPRETIVE MEETINGS TOGETHER WITH
PERSONAL SOLICITATION STOP IF
SUCCESSFUL HOPE BEGIN SCHEDULE END JANUARY OR BEGIN FEBRUARY
STOP CAN YOU GET AWAY FOR ME FOR TWO WEEKS IF EYE CAN
PROGRAM APPROPRIATE SERIES? REGARDS
IRVING

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AMERICAN JEWISH ARCHIVES

AMERICAN JEWISH ARCHIVES

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*file
Bernstein*

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HERBERT A. FRIEDMAN 15 IBN GABIROL JEWISH
JERUSALEM, ARCHIVES

JANUARY 4
WE ARE IN PERIOD OF RESOLICITATION AND HAVING DIFFICULTY SETTING
SERIES OF MEETINGS FOR SIGNIFICANT VISITORS STOP

HAVE NOT BEEN ABLE TO PUT TOGETHER PROGRAM THAT EYE CONSIDER WORTHY
OF YOU STOP
THEREFORE SUGGEST YOU TAKE GERMANY OVER US AT THIS

COLL 15 4

~~TMG1671 HERBERT PAGE 2/14~~
TIME STOP EYE
WILL BE IN TOUCH WITH YOU SOON.
REGARDS ALL
IRVING BERNSTEIN

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file
Irving Bernstein

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LT
HERBERT FRIEDMAN
15 IBN GAVIROL
JERUSALEM

BRINGING LETTER FOR YOU STOP YOU HAVE ALWAYS BEEN ON TOP
OF LIST FOR ORAL HISTORY ONLY WE STARTING WITH ELDEST SO
AS NOT TO LOSE THEM BEST ALL
IRVING

COL 15

9

September 2, 1975

Mr. Irving Bernstein
Executive Vice-Chairman
United Jewish Appeal
1290 Avenue of the Americas
New York, N.Y. 10019
USA

Dear Irving:

Thanks for bringing me the letter. I appreciate it very much. It represented a year's rent in Jerusalem.

During the recent Prime Minister's mission, I was approached by three people asking if I would perform various services for them:

Joel Spira, chairman in Houston, wanted some days of soliciting, plus a weekend retreat for leadership education and inspiration.

Leonard Strelitz wanted a weekend retreat for leadership.

Morris Rombro, executive in Akron, wanted two meetings on the same day - one for small leadership group, and one for a larger workers' rally - as part of an extended development training program he is planning.

I told all of them that these requests had to be cleared with you, from the point of view of good order, and finances. I told them that I would now have to request a professional honorarium, and that I had discussed this with you previously, and that you had agreed in principle, but there were details to be worked out - i.e. how the National UJA and/or the local community were to handle the matter.

I told both Joel and Leonard that I thought a fair fee for a full weekend retreat was \$2000, and I told Morris that a fair fee for a full day's work was \$750. Expenses were extra. I also told them that I had no idea how those figures would suit you.

Houston wanted the dates of October 1-5; Norfolk wanted a weekend in November; Akron wanted Monday, November 10.

I am currently planning two trips to the United States, one from September 23-October 6; and the other roughly October 27 - November 17. So the above requested dates would work out.

Page 2

Mr. Irving Bernstein
September 2, 1975

My suggestion is that you discuss the matter with the three people involved, and then let me have your reaction. Rombro will not be back in the United States until after Yom Kippur, but his request was made on behalf of Jimmie Nobil, Mel Sachs, Cliff Isroff - so you could discuss it with them.

Best wishes for the New Year, and waiting to hear from you.

As ever,

AMERICAN JEWISH
ARCHIVES

Herbert A. Friedman

cc: Mr. Joel Spira
Mr. Leonard Strelitz
Mr. Morris Rombro.



Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

December 3, 1976

Rabbi Herbert A. Friedman
15 Ibn Gabirol Street
Jerusalem, Israel 92430

Dear Herb:

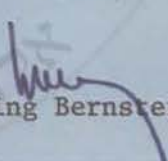
Thanks for the good words regarding our 3,000 strong.
It was in your tradition and hopefully next time it
can be 10,000 strong.

Iz Magid in London was full of praise of your visit
to Australia. You must tell me all about your decision
regarding Yadin.

I will be out of town the last week of December but I
will be back in the office on the 3rd of January and
therefore look forward to seeing you then.

My very best wishes to you.

As ever,


Irving Bernstein

IB:er

BERNSTEIN
UJAPPEAL
NEW YORK CITY

FOR HERB ROSENSTEIN:

DID YOU EVER SEND THAT CHECK FOR ONE THOUSAND WHICH EYE
REQUESTED STOP PLEASE CABLE REPLY TO JERUSALEM THANKS

FRIEDMAN

FOR BERNSTEIN

RE ITINERARY NATIONAL STUDY CONFERENCE TELEXED YESTERDAY
CORRECT FRIDAY TWENTY TWO OCTOBER ELEVEN AM TO READ
MEET WITH PINCHAS SAPIR AND SOMEONE TO BE SUGGESTED BY
ZUR ON SECURITY BUDGET

FRIEDMAN

FOR FRIEDMAN

THERB ROSE WILL COME LATER DATE STOP

WILL TRY TO GET ANSWER FROM HIM FOR YOU NEXT WEEK STOP

THANKS EVER SO MUCH FOR STATISTICAL MATERIAL WHICH IS HELPFUL

STOP LEVITT MEETING VERY PRODUCTIVE ANNOUNCING FOURTEEN

MILLION DOLLARS TEN FOR REGULAR AND FOUR FOR IEF

IRVING

C/O UJAPPEAL
NEW YORK CITY

SYSTEM OF WORK NOW GETTING ORGANIZED IN OFFICE STOP WE WILL HAVE ALL ~~THE~~ ITINERARIES SETTLED IN NEXT FEW DAYS BUT REQUIRE BIT MORE GUIDANCE FROM YOU CONCERNING ~~QUALITY~~ QUALITY OF PARTICULAR MISSION STOP WITH SO MANY MISSIONS COMING AND SO FEW TOP ISRAELI PERSONALITIES AVAILABLE DUE TO MANY MINISTERS AND GENERALS BEING ABROAD AND PREOCCUPIED WITH CONSTANT STRIKES WE WILL BE FORCED TO RATION OUR REQUESTS VERY CAREFULLY AND THEREFORE NEED TO KNOW RELATIVE IMPORTANCE OF EVERY GROUP STOP FOR INSTANCE DETROIT STAMFORD TWO PITTSBURGHS TWO NEW YORKS ALL ARRIVING OCTOBER FIRST AND WE HAVE NO INFORMATION TO HELP US DECIDE WHERE TO PUT THE FEW TOP ISRAELIS AVAILABLE STOP BEST WAY FOR YOU TO GUIDE US IS TO GIVE LIST OF NAMES AND GIFTS OF EACH GROUP STOP WISH TO WARN YOU THAT ON ALL THESE OCTOBER MISSIONS THE DAYS OF SUCCOT OCTOBER FOURTH FIFTH ~~ELEVEN~~ ELEVENTH TWELFTH MIGHT BE WEAK BUT NOTHING MUCH CAN BE DONE ABOUT IT WE ARE TRYING OUR BEST STOP WHAT DO YOU WANT TO DO ABOUT LEAVING SOME EVENINGS OPEN DURING A TYPICAL ITINERARY FOR FUNDRAISING EYE AM IN FAVOR OF LEAVING SEVERAL EVENINGS FREE SO EACH GROUP CAN DECIDE FOR ITSELF WHEN IS BEST OPPORTUNITY FOR GETTING PLEDGES STOP EYE ASSUME EACH GROUP IS BEING TOLD BY SOMEONE FROM OUR OFFICE THAT THEY SHOULD TAKE ADVANTAGE OF GETTING BETTER PLEDGES IN ISRAEL THAN THEY CAN BACK HOME STOP SAW NESHER TODAY WHOSE SON BEING SWORN IN TONIGHT AS PARATROOPER IN CEREMONY AT WALL STOP DISCUSSED WITH HIM BREAKING IN OF SUCCESSOR FOR IEF BY THE WAY HAVE YOU HAD CHANCE TO DISCUSS WITH POTENTIAL CANDIDATE WHETHER HE IS INTERESTED ALSO DISCUSSED NESHERS RELATIONSHIP TO OTHER RESIDENT ISRAELI SOLICITORS STOP HE CAN TEACH THEM GREAT DEAL AND SUPPLY ~~THEM~~ THEM WITH NAMES TO GO AFTER IN THEIR COMMUNITIES AND ALSO USE THEM FOR ONE ~~SHOT~~ DEALS EVEN OUTSIDE THEIR COMMUNITIES STOP

FOR KRANTZ NEWYORKCITY

RE WALL STREET OCTOBER FIRST BRIEFING BY CHINITZ TOGETHER WITH RESTAURANT GROUP PLUS DETROIT GROUP BECAUSE WE HAVE SIX M/SSIONS ARRIVING THAT DAY AND CANNOT BRIEF EACH ONE SEPARATELY STOP OCTOBER SECOND ~~NAVON~~ OR ROSOLIO STOP OCTOBER THIRD SAPIR NOT AVAILABLE BECAUSE THIS IS SUNDAY ~~DABINET~~ DAY WE WILL PUT SAPIR ON SEVENTH STOP KNESSET CLOSED SUNDAY BECAUSE EREV SUCCOT STOP ~~CHERRIL~~ CHERRIL PROBABLY OK ALSO YAFFE OR HERZOG FOR EVENING STOP BANKERS PROBABLY OK FOR FIFTH STOP SUGGEST ELIMINATE HOME HOSPITALITY FRIDAY EIGHTH IN ORDER JOIN WITH OTHER GROUPS TO HEAR PINCUS STOP NINTH WE WILL GET ONE OF TOP GENERALS

FRIEDMAN

Los Angeles

Dr. Uri Seligson
1509 N. Woodstey St.
Los Angeles, Calif 90035

In Oct 21 + 22
with Mr. Hans Milton
Party of Israel Supply ^{Mission} ~~Office~~
850 3rd Ave
Nyc 10011 PL2-5608

15-16

Los Angeles

~~Dr. Starn~~

ZEEV Z. DOVER
Haari Str. 11
Tel. 32529
Jerusalem

Zeev Dover comes from a veteran Zionist family. He grew up in Tel Aviv and received all his education in Israel.

In his youth he was active in field and track athletics and as a youth movement instructor.

At the age of 14 he joined the Haganah - the then underground defence organisation of the Yishuv. When W.W. II broke out, he first volunteered to the civil defence service and at the age of 18 joined, at the direction of the Haganah, the British Army Defence Security.

Between 1946 and 1948 he served with the mobile force (Palam) of the Haganah.

He fought in the War of Independence, underwent an officers training course, was injured in action and on demobilisation was assigned on reserve duty in Army Intelligence.

1949 - 50 He was organisational Secretary of MAPAI, Israel's Labour Party Tel Aviv branch.

1950 - 52 Z.D. joined a special team set up by the State Comptroller with the rank of chief inspector. His duties were to investigate and plan the organisation and functions of the new state's numerous government departments and overlapping agencies. He contributed to the first comprehensive analysis and recommendations presented to the Knesset.

Beginning of 1952 Z.D. was asked to join the Ministry for Foreign Affairs and he is now a senior ranking member of the foreign service.

His first assignment was that of Director of the Finance Division.

In 1954 he was appointed First Secretary and Consul in Australia accredited also to New Zealand and he acted as Charge d'Affaires for a prolonged period.

1958 - 61 he was Senior Asst. Dir. of the then newly established political African Div. of the Ministry for F.A.

1961 - 64 Z.D. was head of the Consulate General in Atlanta with jurisdiction over the Southeastern Region of the U.S.A. Political and information activities and close collaboration with all Jewish National Organisations who regularly convened in Florida, were his major concern. He also established personal contacts and an informal dialogue with the new Negro leadership in the Southern Universities.

Returning to the Ministry in Jerusalem, he was for some time in charge of Air Agreements and economic relations with North America, took part in negotiations with U.S. Government delegations ect.

He then established a new Section in the Ministry for F.A. to develop Israel's scientific relations with foreign countries and served for some time as Acting Director of the Department for Cultural and Scientific Relations.

1966 - 69 Z.D. was in charge of political relations with Central European countries, Western European Union, Council of Europe and NATO.

1969 - 71 Z.D. served as Political Councillor and deputy head of mission in Stockholm.

Zeev Dover who is 48, holds a degree in Public Administration and did post graduate studies in International Relations at the Hebrew University.

Over many years he has lectured regularly on foreign policy subjects, in Israel and abroad. He has extensive experience in presenting comprehensive and clear expositions on Israel's political, security, social and economic problems, to large audiences as well as in briefing sessions to select and well informed groups and in lecturing and debating with students and young intellectuals of radical views.

Dover's wife Alisa, a Sabra, is taking an active part in his official and public duties. She has actively participated in Jewish community activities, given her support to the work of Hadassa and WIZO organisations and volunteered in Jewish educational programmes.

Alisa Dover is an artist and her paintings have been exhibited in Israel and abroad.

The Dovers have two daughters and a son and live in Jerusalem.

