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AMERICAN JEWISH ARCHIVES

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

Series H: United Jewish Appeal, 1945-1995.

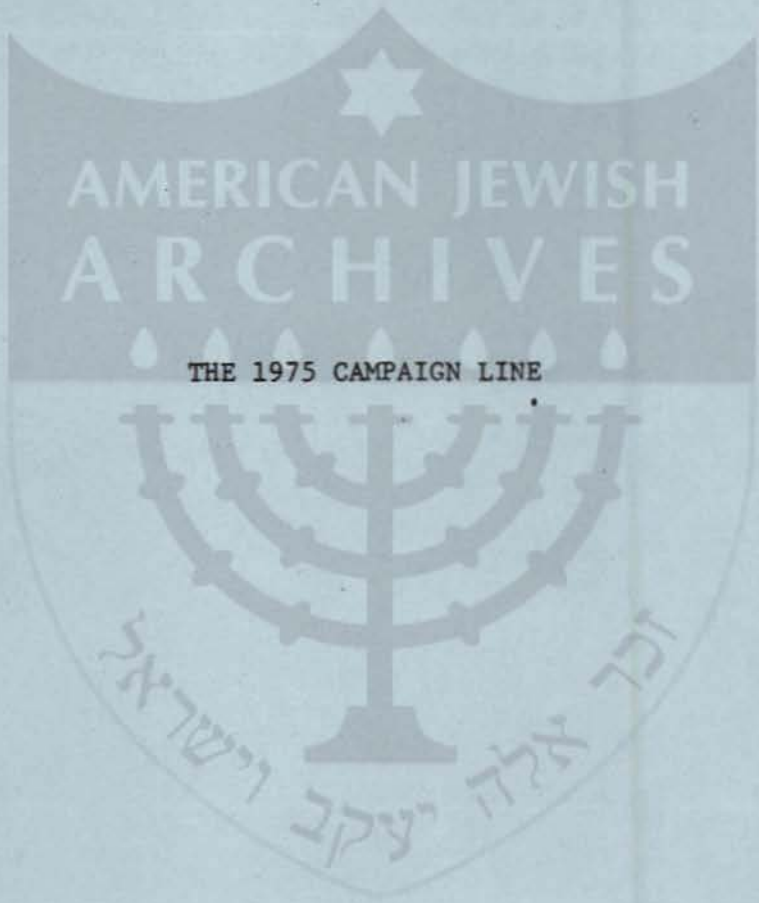
Subseries 4: Administrative Files, 1945-1994.

Box
38

Folder
3

Campaign. "The 1975 Campaign Line." 1974.

For more information on this collection, please see the finding aid on the
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THE 1975 CAMPAIGN LINE

It seems clear that for 1975 there is no single line, no single message, and no single slogan which will capsulize the campaign. What is required is an approach, rather than a line.

This campaign is not based on war or Soviet Jewish immigration, or human needs -- but encompasses all of these issues and more. It is academic to talk about the budget. We know that the needs are far greater than they were on October 6th. Therefore, it is inappropriate to talk about campaign levels below that of Yom Kippur 1973.

We must realize that the 1975 campaign is not just another campaign. It is different from any other:

* For the first time in Israel's 26-year history, Israel did not win a war decisively. The Yom Kippur War may have been won militarily, but certainly not psychologically as far as the rest of the world is concerned.

* For the first time in 26 years, there is not only Arab unity, but there is an Arab economic and political power that never existed before.

* There is an insensitivity to Jews that was not prevalent prior to October 1973. For example, Ma'alot was described in the St. Louis Post Dispatch, with the headline, "Arabs, Israelis Clash." Another is the release of Arab terrorists from Germany and Greece without the world murmuring any protest.

* Finally, the Jewish people have never been as isolated as they are at present.

Can anyone say then, that the needs facing the Jewish people aren't greater today, than they were on October 6th, the day the war started?

How do we respond to this problem? We respond through unity. Only in unity will we find strength, and only through strength will we gain the confidence we need to raise more money in disengagement than we did in war.

Strength is essential not only for our campaign, but for Israel itself. If Israel is to negotiate with friends and enemies, she must be strong. If Israel is to resolve the explosive forgotten problems we saw at Kiryat Shemona and Ma'alot and Safed, she must be strong. And if Israel some day will have to say no to her only friend, the United States, she certainly will have to be strong.

If we accept this approach -- which is an approach and not a line, then leadership must set the example.

But inherent in this approach, there is also a course of action. It has been tested and found to work. The idea is simply to begin the 1975 campaign early, and to build momentum with regular on-going activity. For example, in April, in meetings with community professional and lay leadership it was agreed to solicit pace setting gifts early to begin planning the 1975 campaign immediately. At the May Annual Executive Retreat, most of UJA's leaders gave more than they previously gave -- providing exemplary leadership necessary to ask others to give more too. In June, at the Jewish Agency Assembly, leadership of world Jewish communities supported the goal with giving as well as with moral support.

In July, there will be meetings throughout the country between community leaders and Israeli leadership -- for a dialogue on the dimension of the need, and to give community leadership the basis for understanding that the needs are greater today than they were on October 6th.

In August, a meeting is scheduled at the home of Israel's Ambassador and a Prime Minister's Mission is scheduled, and in September, it is hoped that communities will establish their Campaign goals.

In October a Million Dollar meeting is scheduled in London. In November a \$250,000 minimum meeting is also scheduled in London. In addition, 80 communities raising more than one million dollars will each take leadership fundraising missions to Israel in October and November. In November, a National Big Gifts Meeting will be held in Chicago on November 13, on the eve of the CJFWF General Assembly.

In December, UJA hopes to honor that great lady, Golda Meir, at its annual National Conference.

In January, UJA is going to call a meeting of 1,000 people in Israel. This meeting will attempt to keep in the 1975 campaign all the new people who were drawn in during the war and are not included in other major events.

In sum, 1975 is a challenge for Jews. We must make it very clear that we are not talking about the survival of Israel. Israel will survive no matter what we do. But what we are talking about is the quality of Israel's survival, the quality of life in Israel, and the quality of the Jewish people and the quality of Judaism around the world.

If we are strong, and if we are united, and we have confidence, we will meet the challenge. A single slogan is not being recommended, but there is one that epitomizes the need for 1975 -- "We Are One."

In 1975, we must act as one, and do as one, and if we do, then, we will give Israel and our communities the strength both will need.

1975 CALENDAR OF EVENTS

1974

April

Regional Meetings in Atlanta, Chicago, New York City and San Francisco with Executive Directors for 1975 Campaign Programming and Structure.

May

UJA Annual Executive Committee Retreat held in Miami. Resulted in expressions of increased giving by UJA leaders present.

June

World Jewish leadership at the Jewish Agency's Assembly in Jerusalem assessed Agency needs (\$1,250,000,000 Budget) and came to realization that significant increases in overall giving must be made in 1975. This view was backed up by personal pledges for 1975 equalling and surpassing 1974 giving.

July

Israeli leaders to meet with leadership of large communities to interpret the needs of the people of Israel. Individual solicitations to translate this awareness of need into personal pace-setting commitment.

August

August 19th meeting in home of Ambassador Simcha Dinitz for 40 major prospects and community tone-setters who cannot participate in the Prime Minister's Mission.

Prime Minister's Mission -- Sunday, August 25th to Thursday, August 29th. Invitations to Chairman, President, Executive Director and major pace-setting gifts from each million dollar and over community.

September

During September and October, goal-setting meetings in communities which did not establish dimensions of campaign in July.

October

An International Meeting in London on October 11-12 for \$1 million-and-over contributors.

National UJA Study Conference scheduled for October 14-22 for \$20,000 and over contributors, with sub-missions to Hungary, Poland, Iran, Rumania.

Leadership fundraising missions to Israel by 22 communities raising \$5 million and more.

Israel Philharmonic Orchestra to visit 14 cities under UJA auspices.

November

Fifty community missions in Israel during the month.

Major fund-raising meeting on November 13th in Chicago, on eve of CJFWF Annual General Assembly.

International meeting for \$250,000-and-over contributors in London, Nov.23-24.

UJA People-to-People Missions to commence in late November scheduled weekly until March.

December

The Annual UJA National Conference, December 12-14.

1975

January

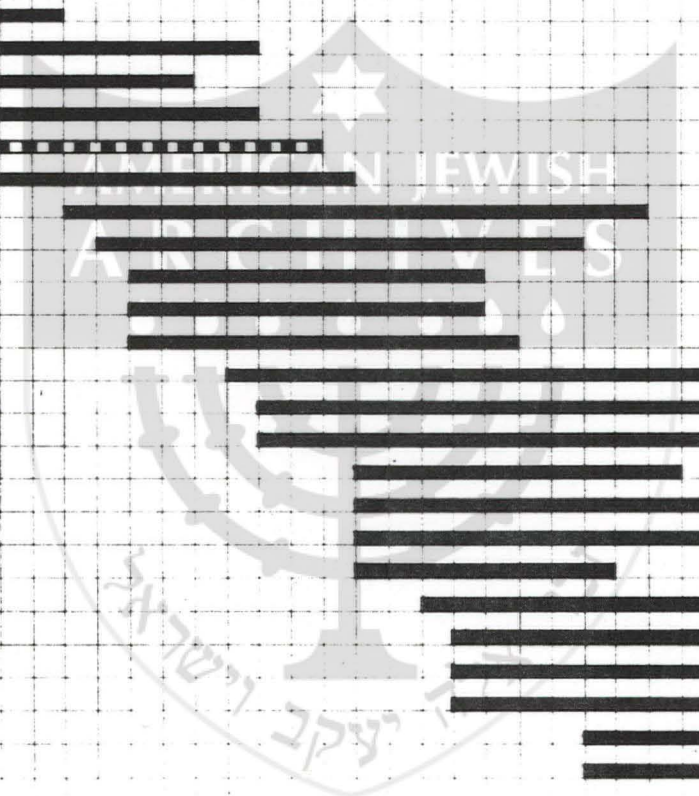
A major international conference in Israel, projected for late January, to bring together more than 1,000 leaders in all giving levels -- as a dramatic demonstration of Jewish international unity and as a springboard for community mass campaigns.

AMERICAN JEWISH
ARCHIVES



"MISSION SCHEDULE" '74-'75

	9/29 9/30	10/1 10/2	10/3 10/4	10/5 10/6	10/7 10/8	10/9 10/10	10/11 10/12	10/13 10/14	10/15 10/16	10/17 10/18	10/19 10/20	10/21 10/22	10/23 10/24	10/25 10/26	10/27 10/28	10/29 10/30	10/31 11/1	11/2 11/3	11/4 11/5	11/6 11/7	11/8 11/9	11/10 11/11	11/12 11/13	11/14 11/15	11/16 11/17	11/18 11/19	11/20 11/21
Detroit, Mich.	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Las Vegas, Nev.	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
NY- UJA Suffolk County			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Paterson, N.J.			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Rochester YI			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Metropolitan, N.J.					█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Chicago, Illinois					█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Pittsburgh, Pa.								█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
UJA STUDY CONFERENCE								█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
NY Women's Division								█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Miami, Florida																											
W.D. Chairman																											
Madison, Wisc.																											
Omaha, Nebraska																											
Lynn, Mass.																											
San Francisco, Calif.																											
Greater NY Leadership																											
Hollywood, Florida																											
Milwaukee Young Leader																											
NY- UJA Leadership Dev.																											
St. Paul, Minn.																											
Baltimore, Md.																											
W.D. Mission																											
Greensboro, N.C.																											
Morris County, N.J.																											
UJA- Y.L. (Couples)																											
Cleveland, Ohio																											
New York City Mission																											
Metropolitan, N.J.																											
Albuquerque, N.M.																											
Washington, D.C.																											
Atlantic City, N.J.																											
Louisville, Ky.																											
Baltimore, Md.																											
N.W. Bergen County, N.J.																											



"COMMUNITY MEETINGS"

- July 10: Chicago, Minneapolis -- Gershon Avner
- July 11: Washington, D.C. -- Gershon Avner
Tulsa -- Ehud Avriel
- July 12: Birmingham -- Ehud Avriel
- July 14: Denver -- Ehud Avriel
- July 15: Allentown -- Gershon Avner
Morris County -- Ehud Avriel
- July 16: Hartford -- Gershon Avner
Charleston, S.C. -- Ehud Avriel
- July 17: Milwaukee -- Gershon Avner
Atlantic City, Paterson -- Ehud Avriel
- July 18: Kansas City -- Gershon Avner
New Brunswick, Passaic -- Ehud Avriel
- July 19: Des Moines -- Gershon Avner
- July 20: West Palm Beach -- Ehud Avriel
- July 21: West Palm Beach -- Ehud Avriel
- July 22: Detroit -- Pinhas Sapir
Camden, Springfield -- Ehud Avriel
- July 23: St. Louis -- Pinhas Sapir
Greensboro -- Ehud Avriel
- July 24: Philadelphia, Pittsburgh -- Pinhas Sapir
Memphis, Hollywood -- Ehud Avriel
- July 25: Cleveland -- Pinhas Sapir
Ft. Lauderdale, New Orleans -- Ehud Avriel
- July 26: New York -- Pinhas Sapir
Indianapolis -- Ehud Avriel
- July 28: Houston -- Ehud Avriel
- July 29: Cincinnati -- Pinhas Sapir
Scranton -- Ehud Avriel
- July 30: New York -- Pinhas Sapir
Dayton -- Ehud Avriel
- July 31: Miami -- Pinhas Sapir
Louisville -- Ehud Avriel

DIRECT MAIL

PROGRAM

STATUS REPORT

AMERICAN JEWISH

- I. The cities participating are: Boston, New York, Washington, Miami, and Chicago. Following the P R committee meetings (June 27th and 28th) Cleveland, New Orleans, St. Louis, Columbus and Milwaukee expressed varying degrees of interest in future participation.
- II. The basic concern of this first phase of testing will be to determine qualitatively the mail responsiveness of the under \$100 contributor.
 - A. Some cities will give the names of all under \$100 contributors while others will not supply those who contributed to the 1974 campaign.
 1. There is the possibility that this can effect results as it is generally felt that anyone who did not contribute in 1974 probably will not contribute under any circumstances.
 2. It was felt that contributions of under \$100 did not represent, in many instances, a valid response to the call for making a sacrifice in order to help. Therefore, all under \$100 contributors' names should be supplied for the tests.
- III. The tests will be divided into two groups.
 - A. Contributors as defined by each federation.
 - B. Non-contributors defined as those who have never given and newly identified manner provided by the AFRS' name selection programs.

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1. All names identified by this process will be submitted to the federations so that they can remove known contributors.
- IV. The mailing package will consist of an original monarch size letter, mailed for in home arrival between Rosh Hashanah and Yom Kippur, a "carbon copy" follow-up mailed thirty days later, and an action format mailed thirty days after the carbon. All mailings will be accompanied by a "contribution slip" and the first by a folder specially designed to accompany the mailing.
- A. The mailings will be individualized by the use of local federation identification.
 - B. All contributions will go back to the local federation.
 - C. Persons responding to one mailing in the series will not be mailed subsequent appeals .
- V. Basic copy approaches were discussed and all present felt that the theme of "one year later" is the strongest. This agrees with AFRS' Program Planning Board's recommendation.
- A. It was felt that the fall mailing series should probably not be tied to any specific year's campaign.
- VI. Mailing quantities have not been determined at this point because the tapes have not been received from the federations.

**Sound The Great Shofar
For Our Freedom**

On this day of remembrance
Let us recall great men and whole communities
Cruelly cut off and surviving only in the memory
of our people.

On this holy day of life
Let us call to mind the pain and the glory
Of the martyrs—of our brothers and sisters who
kept the faith
On the summits of Carmel, Gilboa and Zion,
By the waters of Babylon, the plains of the Pyramids
The slopes of Beitar and Massada,
The ghettos of Toledo, Kishinev, Warsaw
and Damascus,
The chimneys of Auschwitz and Bergen Belsen.

On this day, on Yom Kippur,
Let us remember the terror and the agony of
our own time:

The choice of this holiest of days for
treacherous attack
Upon Israel;
Let us never forget
The smoke-swept battlefields of Sinai and Golan.

On this Day of Reckoning
Let us not lose sight of the final threat
To the renewed collective life of the Jewish people;
Let us keep alive in our hearts the heroism
and the sacrifice

Of Israel's defenders whose courage, we trust and pray,
Has opened a new path
Towards a better, more peaceful order of life.

On this holiest of days
Write our people of our homeland in the Book of
Life, O Lord,
And keep us united in ever-growing strength.
Gather your people in from the corners of the world
As a testimony to the eternal vitality of Your Covenant,
Which is the essence of our inheritance.

While remembering the dead,
Let us act for the living:
Let us build on the foundations of truth;
Caring, helping and sharing in every way,
Let us pass on our heritage
From generation to generation
When the Law shall go forth from Zion,
Teaching the nations to live in love.

Sound the great Shofar for our freedom
To mark the end of waiting
And the cessation of lamentation.
Grant us all, O Lord, a life of dignity and understanding
Among the peoples of the earth,
And inspire us with courage to do what has to be done.
Our task is one—
All Israel is one.

Rabbinical Advisory Council
of the
United Jewish Appeal