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Campaign. Reports. 1974.

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AMERICAN JEWISH  
ARCHIVES

STATUS OF 1974 CAMPAIGN

and

SUMMARY OF MAJOR 1974 PROJECTS

זכר אלה יעקב וישראל

CAMPAIGN RESULTS, STATUS, JULY 3, 1974

<u>Communities by Range</u>	<u>No. of Communities</u>	<u>Amount Raised</u>	<u>P.C. of Total Raised</u>
\$10,000,000 and over	12	\$376,566,357	57.9
\$ 5,000,000 - \$9,999,999	10	71,735,547	11.0
\$ 2,500,000 - \$4,999,999	21	66,142,442	10.2
\$ 1,000,000 - \$2,499,000	45	70,168,826	10.8
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\$1,000,000 and over	88	\$584,613,172	89.9
Other communities (below \$1,000,000)	669	65,763,898	10.1
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TOTAL	757	\$650,377,070	100.0

MT:rm  
7/9/74

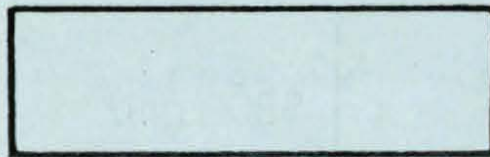
# CAMPAIGN TOTALS

\* \$675 MILLION

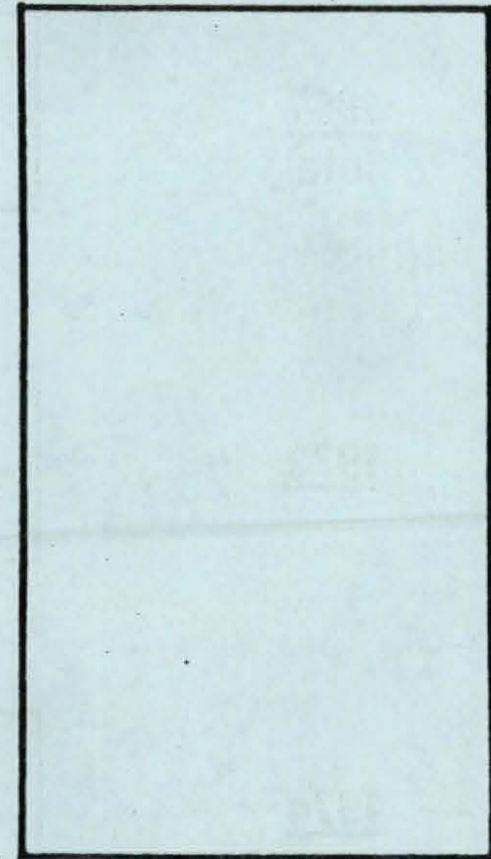


**\$304 MILLION**

**\$116 MILLION**



**1966**



**1974**

\*\$650 MILLION RAISED  
\$675 MILLION PROJECTED

**CASH RECEIPTS**

**1967**  
Total



\$233 mil.

**1973**

1/1 - 10/7  
\$124 MILLION

10/7 - 12/31  
\$354 MILLION

\$478 mil.

**1974**

COLLECTED 7/1  
\$111 MILLION

\$300 mil.

# \$10,000-AND-OVER GIVERS

**7,097 GIFTS**

**\$334  
MILLION**

**3,628 GIFTS**

**\$120  
MILLION**

**1967**

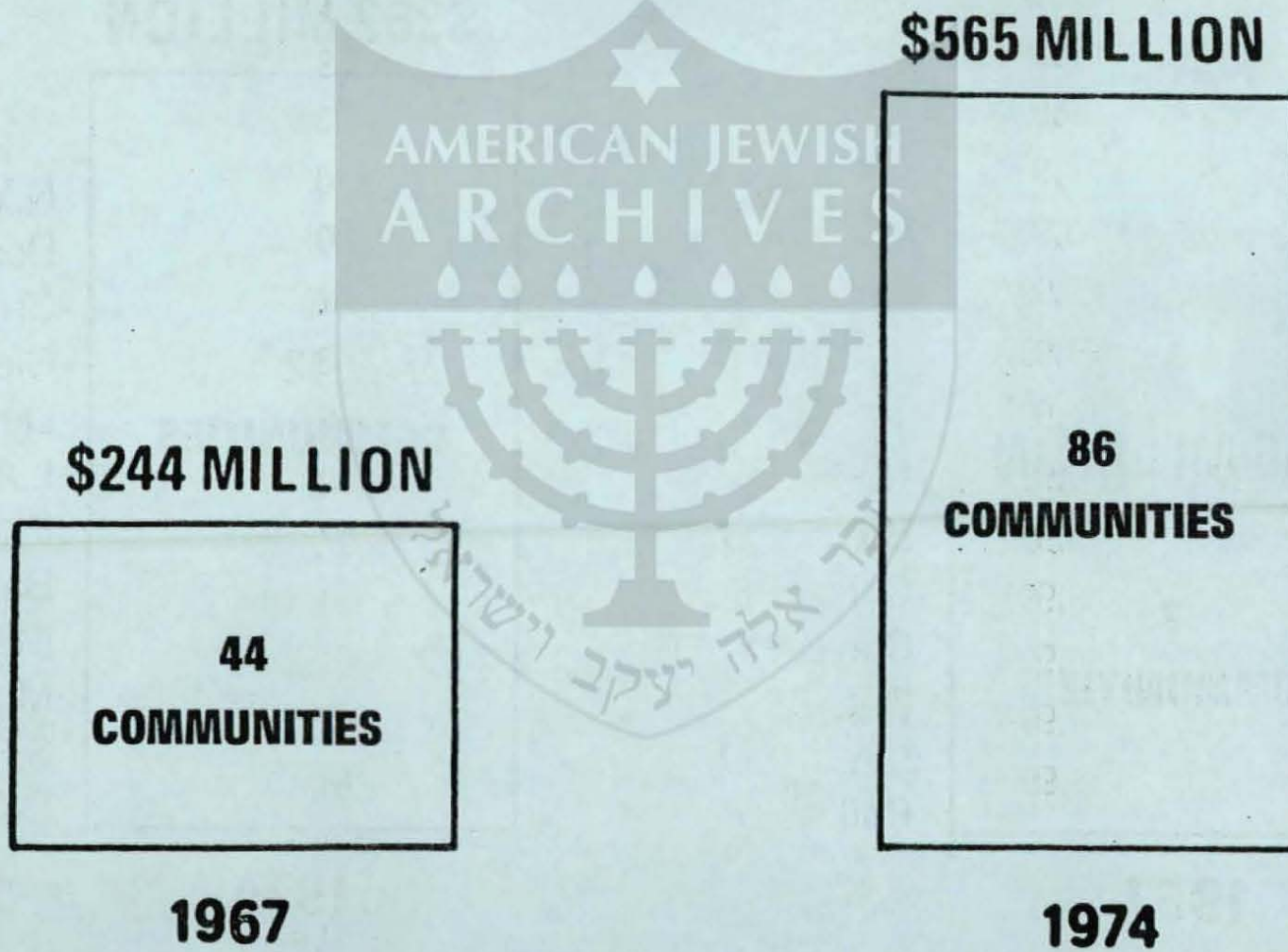
**1974**



1974 -- \$10,000 And Over Gifts (By Range And Amount)

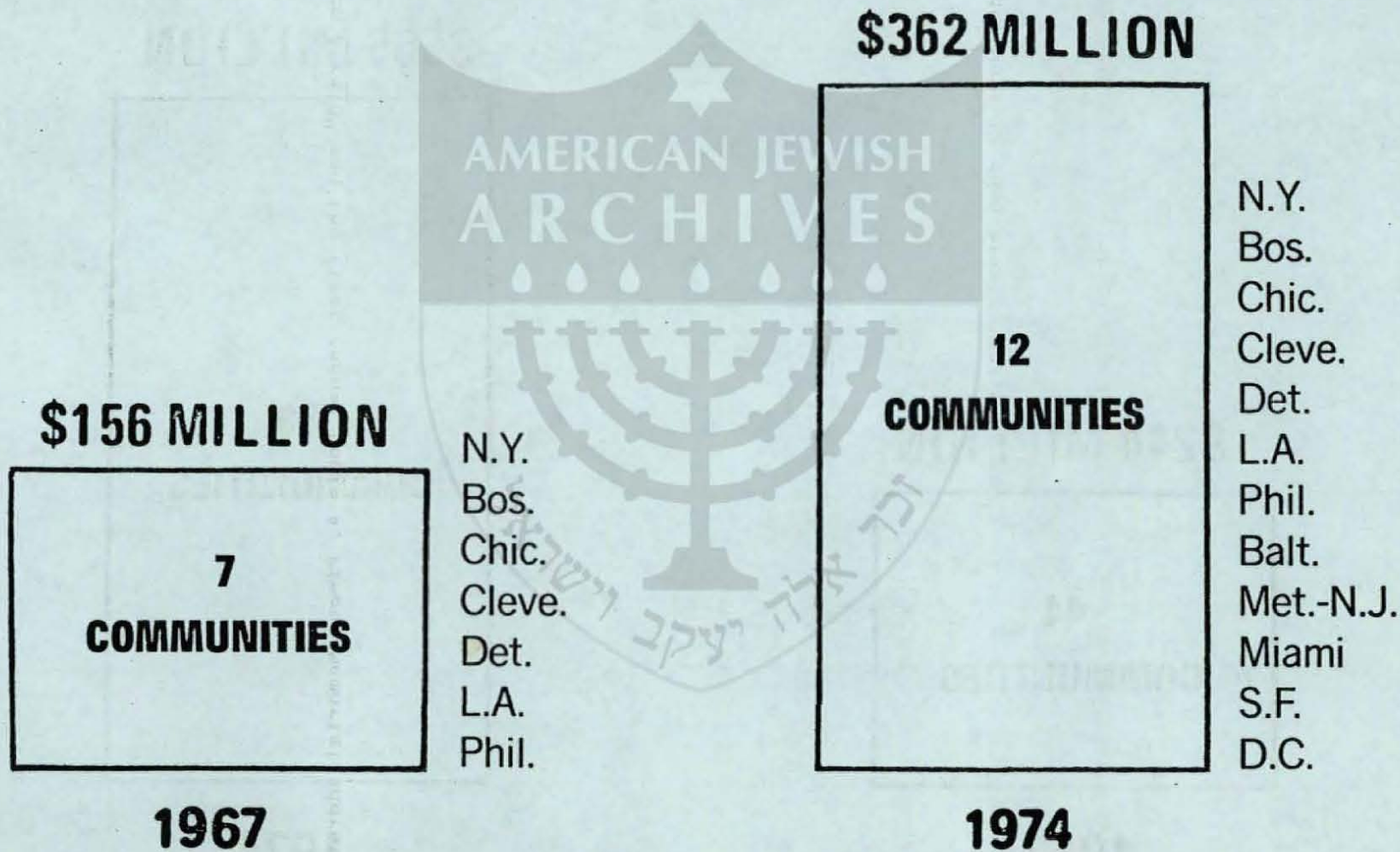
<u>RANGE</u>	<u>NUMBER OF GIFTS</u>	<u>PERCENTAGE OF TOTAL</u>	<u>AMOUNT OF TOTAL</u>	<u>PERCENTAGE OF TOTAL</u>
\$10,000 - \$19,999	3,474	48.9	\$42,668,000	12.8
\$20,000 - \$29,999	1,366	19.3	31,600,000	9.5
\$30,000 - \$39,999	563	7.9	18,410,000	5.5
\$40,000 - \$49,999	251	3.5	10,640,000	3.2
\$50,000 - \$74,999	580	8.2	31,807,000	9.5
\$75,000 - \$99,999	162	2.2	13,248,000	4.0
\$100,000 - \$124,999	261	3.7	26,866,000	8.0
\$125,000 - \$149,999	66	.9	8,640,000	2.6
\$150,000 - \$174,999	79	1.2	12,017,000	3.6
\$175,000 - \$199,999	29	.4	5,270,000	1.6
\$200,000 - \$249,999	77	1.1	16,101,000	4.8
\$250,000 - \$499,999	117	1.7	36,541,000	11.0
\$500,000 - \$999,999	36	.5	22,188,000	6.7
\$1,000,000 +	38	.5	57,244,000	17.2
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	7,099	100.0	\$333,240,000	100.0

# MILLION DOLLAR COMMUNITIES





# \$10 MILLION-AND-OVER COMMUNITIES



A. ANNUAL NATIONAL CONFERENCE.

1. Closed out Phase One and introduced Phase Two of historic campaign. Served as vehicle for expressing solidarity with Israel's people, notably through the multi-media presentation "And None Shall Make Them Afraid" and the first annual Louis A. Pincus Memorial address by Elie Wiesel, "Against Despair".

B. SOLICITATION AND ORIENTATION IN ISRAEL.

2. Prime Minister's Mission. Four-day August visit by top-level contributors at Prime Minister's invitation, with VIP itinerary and solicitation of next year's gifts.
3. Community Leadership Missions. Three-or-four day community leadership visits with itinerary modeled on Prime Minister's Mission, conducted for past two years, were begun before outbreak of war, suspended during it and resumed afterwards. Post-war missions, with fuller itineraries, helped reinvigorate campaign leadership. Three "cameo" missions preceded war; 12 such mission followed it.
4. Operation Israel. One-week missions, from November through February, with itinerary similar to Study Conference; aim to maximize fund-raising and provide optimum stimulation. Three conducted before war then replaced by:
5. Leadership (People to People) Missions. Length and itinerary similar to Operation Israel; participation by top potential givers; aims: increase giving, demonstrate solidarity, inspire community campaign. Twenty conducted.

6. UJA Divisional Missions. Fund-raising and educational missions conducted by Women's Division (two in November); Young Leadership Cabinet (November through April); Rabbinical Advisory Council (December, February) and University Programs Department (Summer, December).
  7. Communications Missions:
    - a) Newspapermen's Mission. For newspaper editors and from communities raising \$1 million or more annually. Yielded many stories favorable to Israel's people and Campaign.
    - b) Anglo Jewish Press Mission. Provided editors of weekly Anglo Jewish newspapers in major cities with direct experience of post-war conditions.
  8. Operation Joshua. One-day guided bus trips for American students in Israel during summer, to acquaint them with national campaign.
- C. SPECIAL SOLICITATION PROGRAMS IN U.S.
9. Dinner Meeting with Ambassador Simcha Dinitz. Selected large contributors from major communities, who did not participate in Prime Minister's Mission, invited to Ambassador's Washington home in August and asked to announce advance increased gifts.
  10. Operation Upgrade. Solicitations of prospects in about 50 communities in the \$1,000 to \$10,000 gift category by a roster of 211 outside solicitors, many prominent in UJA Young Leadership Cabinet.
  11. Russians-in-Residence. Participation in campaign meetings and solicitations by recent Soviet Jewish immigrants to Israel who have a moving

story to tell; use of media to relate the exodus of Soviet Jewry and absorption problems. 1974 usage curtailed by war-time events.

12. Resident Solicitors Program. Intensive solicitation among selected prospects by Israelis placed in communities for periods of one to two weeks as part of a team with selected local leaders. Program served 44 communities -- conducted over 800 productive solicitations.

D. NATIONAL, REGIONAL AND STATEWIDE MEETINGS, SEMINARS AND RETREATS.

13. Executive Committee Retreat. Late May - early June, UJA Executive Committee and leadership of the various UJA divisions, "retreated" to conference sites to project campaign programs. UJA divisions conducted 33 regional meetings to stimulate, develop and educate leadership.

E. SPECIAL ONGOING PROGRAMS.

14. Israel Education Fund. Capital fund campaign conducted by UJA since 1964, seeking contributions of \$100,000 and over for building and supporting educational facilities. Normal operations suspended during '74 campaign, under rule of primacy for Israel Emergency Fund.
15. Year Round Cash Drive. A highlight of the cash campaign for calendar '74 was two Community Cash Chairmen's Missions to Israel.
16. Rabbinical Advisory Council 100% Plan. Attempt to elicit the agreement of all Orthodox, Conservative and Reform bodies in the principle of making a UJA gift a prerequisite to congregational membership. The rabbinical community's deeply emotional reaction to the Yom Kippur War broadened the scope of participation in this program in '74.

17. Young Leadership Cabinet Project. In 1974, the YLC made available to communities a year-long Judaica program - "Major Themes in Modern Jewish History", including tape-recorded dialogues with eight of the world's leading Jewish historians. After the war it developed a second program, "Understanding Israel".
18. Operation Outreach. Counseling and public relations services provided to communities by national UJA Public Relations Department: evaluating use of materials and pinpointing problems and assessing effectiveness of local public relations efforts.

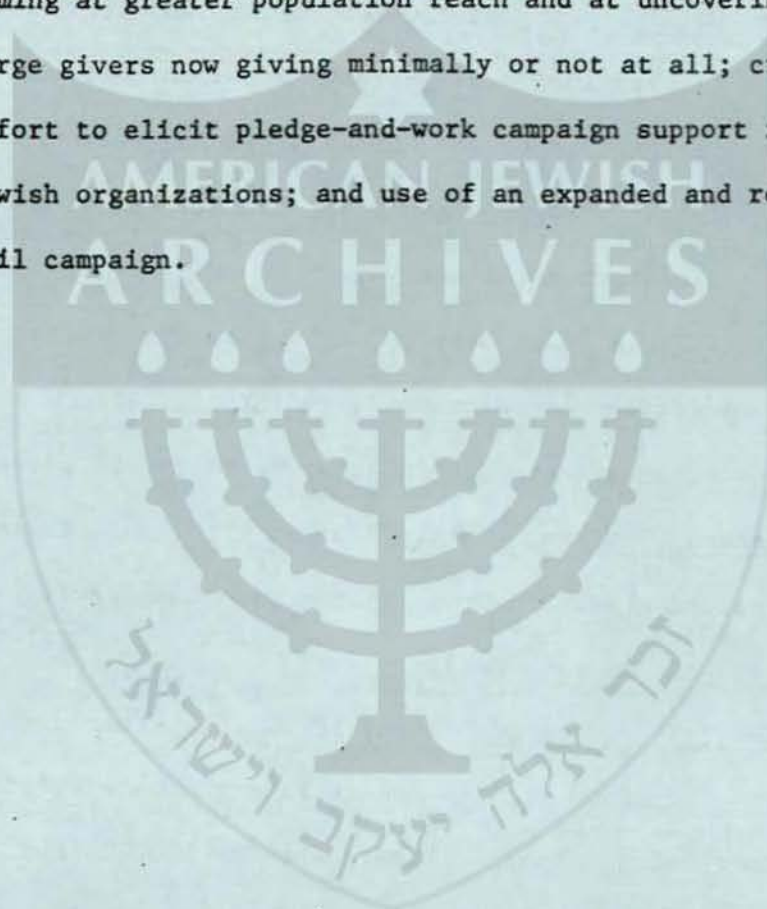
F. PROGRAMS AND PROJECTS INITIATED DURING 1974 CAMPAIGN

19. Young Leadership Cabinet Summer Institute in Israel. Sponsored by Leadership Development Institute of the Jewish Agency, for select couples who previously participated in UJA missions. Two-week seminar on perspectives of Jewish life as expressed in contemporary Israel. Conducted in 1973; to be repeated in summer of '74.
20. Operation Upgrade Solicitor Training Tapes. Set of four tapes establishes the basic principles and techniques behind direct team solicitation of individual prospects. Designed to be used by an Upgrade trainer with community worker-groups; with supportive manual. Tapes used as basis for 41 seminars conducted in 37 communities during the '74 campaign.
21. National Campaign Cabinet Reorganization. The process of reorganizing the Cabinet reached the stage of near-completion of eight-sector regional structure, oriented toward assisting regional campaign programs.

22. Sephardic Campaign. For the first time, national campaign to maximize contributions from Sephardic Jews launched in cooperation with the American Sephardic Federation.
23. Special 1974 P.R. Department Programs:
- a) National Communications:
    - 1) Hotline. At the outbreak of war and for some weeks afterwards, UJA provided messages several times daily, via a toll-free national telephone number providing bulletins, statements by Israeli, Jewish Agency and UJA officials, and campaign information throughout the war.
    - 2) TWX. A telex message service to some 70 communities - containing detailed campaign news, bulletins, feature and human interest stories, messages and statements by officials throughout the war.
  - b) Hanukah Program. "Share Hanukah with the Children of Israel" -- featuring a Chaim Gross poster for community sale, and a Hanukah card of the same design.
  - c) The Fifth Question. A set of materials for community, congregational and individual family use at Passover seders, to create a positive continuing campaign climate used by 500,000 families.
  - d) "Mini-Shows". Departmental aid to communities in mounting live presentations by local and Israeli talent, to create the equivalent of the Annual Conference highlight presentation, "And None Shall Make Them Afraid."
24. Mass Campaigning. UJA included in its "Phase Two" program for the 1974 campaign a concentrated effort toward obtaining giving on a mass scale -- upgrading low-end and non-giving American Jews. Still in

formation and projected to continue into the 1975 campaign, this effort has explored pilot projects: in Union County, New Jersey, and in a five-town area of Long Island, New York, seeking to identify larger numbers of prospects (Project Everyone); involving the first "mass mission" to Israel out of the New Jersey area; expanded research aiming at greater population reach and at uncovering potentially large givers now giving minimally or not at all; crystallizing the effort to elicit pledge-and-work campaign support from major national Jewish organizations; and use of an expanded and redirected direct mail campaign.

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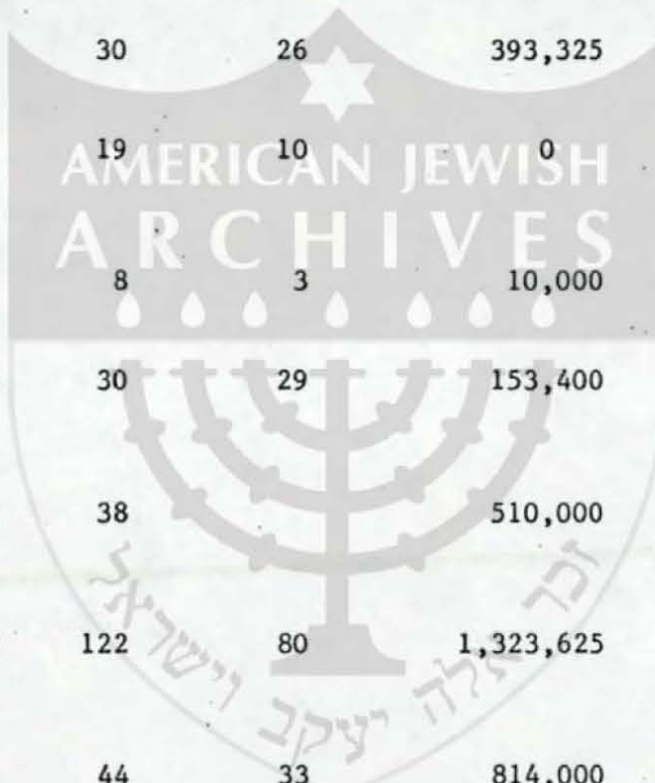


UNITED JEWISH APPEAL - MISSIONS SCHEDULE - 1973/1974

CONFIDENTIAL

NOT FOR PUBLICATION

<u>MISSION</u>	<u>DATE</u>	<u># OF PARTICIPANTS</u>	<u># OF GIFTS</u>	<u>1973</u>	<u>1974</u>	<u>% OF INCREASE</u>
Prime Minister's	8/27-8/31/73	217		\$ 11,400,000	\$ 14,250,000	25.0
Denver Leader: Robert Loup	9/6-9/21/73	27		no solicitation		
Miami Leader:	9/7-9/24/73	30	26	393,325	983,950	150.2
NYUJA Hampshire Country Club Leader: Irving Kuller	9/16-9/30/73	19	10	0	15,000	
Oakland, Calif. Leader: Joseph Zatkan	9/24-10/7/73	8	3	10,000	46,500	365.0
Women's Division Leadership Leader: Elaine Siris	11/11-11/16/73	30	29	153,400	354,000	130.8
UJA Young Leadership Cabinet Leader: Allen Pollack	11/15-11/20/73	38		510,000	958,000	87.8
Leadership #1 Leader: Walter Segaloff Malcolm Rosenberg	11/18-11/23/73	122	80	1,323,625	3,417,600	158.2
Philadelphia (Part of #1) Leader: Ronald Rubin	11/17-11/21/74	44	33	814,000	1,824,000	124.1
Leadership #2 Leader: Joseph Strelitz	11/25-11/30/73	141	108	1,643,375	4,384,700	166.8
Operation Israel #3 (with Union County) Leader: Sydney Sussman	11/25-12/5/73	176	124	815,335	2,257,505	176.9
Houston, Tex. Leader: Walter Hecht	11/29-12/5/73	23	22	190,650	449,900	136.0

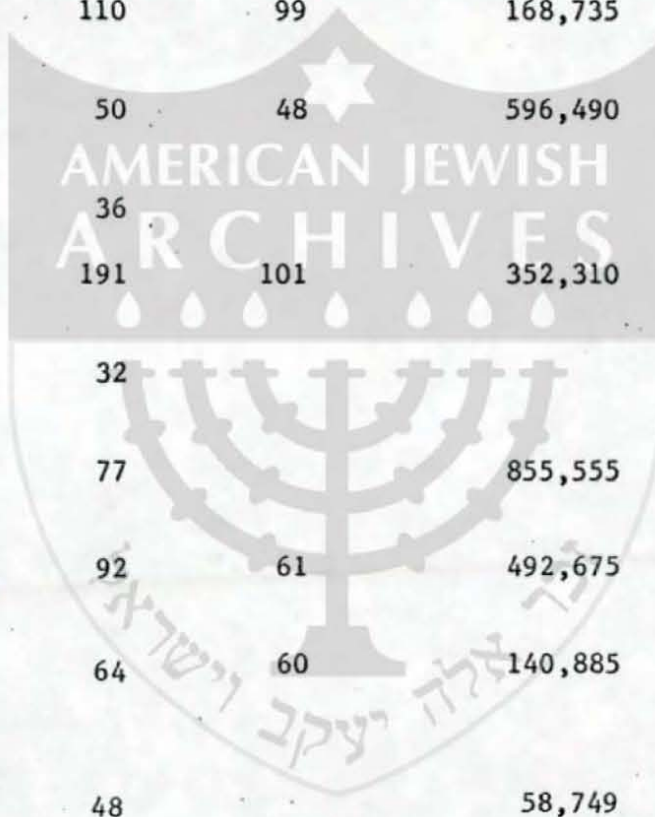




<u>MISSION</u>	<u>DATE</u>	<u># OF PARTICIPANTS</u>	<u># OF GIFTS</u>	<u>1973</u>	<u>1974</u>	<u>% OF INCREASE</u>
Leadership #3 Leader: Lawrence Cohen	12/2-12/7/73	40	35	\$ 173,790	\$ 485,700	179.5
Leadership #4 Leader: Joel Breslau	12/9-12/14/73	75	48	406,440	1,029,700	153.3
Rabbinical Advisory Council Leader: Hillel Silverman	12/9-12/14/73	14				
UJA Young Leadership Leader: Joel Abromson	12/9-12/19/73	54	46	85,355	235,654	176.1
Leadership #5 Leader: Maurice Katz	12/16-12/23/73	45		63,000	121,000	92.1
Students Mission Waterbury, Conn. Leader: Beryl Weinstein	12/20-12/30/73	75	15			
Leadership #6 Leader: Walter Segaloff	1/6-1/13/74	230		366,510	900,875	145.8
Baltimore (Men) Leader: Jerold Hoffberger	1/10-1/15/74	10		no solicitation		
Hartford, Conn. Leader: Arthur Feinstein	1/12-1/20/74	48				
NYUJA Leadership Mission Leader: Tenzer-Tishman	1/12-1/20/74	75				
Leadership #7 Leader: Robert Adler	1/13-1/23/74	91	44	202,330	631,500	212.1
UJA Newspapermen's	1/13-1/23/74	15				
Young Leadership	1/13-1/20/74	24	22	83,083	190,046	128.7



<u>MISSION</u>	<u>DATE</u>	<u># OF PARTICIPANTS</u>	<u># OF GIFTS</u>	<u>1973</u>	<u>1974</u>	<u>% OF INCREASE</u>
San Francisco, Calif. Leader: Mel Swig	1/13-1/20/74					
Denver, Colo. Leader: Robert Loup	1/17-1/23/74	13				
Leadership #8 (Women) Leader: Mrs. Fannie Schaenen	1/20-1/30/74	110	99	168,735	416,555	146.9
Leadership #9 Leader: Gerald Colburn	1/27-2/3/74	50	48	596,490	1,102,675	84.9
American Jewish Press	1/27-2/6/74	36				
Leadership #10 Leader: Leonard Strelitz	2/3-2/10/74	191	101	352,310	1,239,764	251.9
NYUJA Young Professionals Leader: Mortimer Brenner	2/9-2/18/74	32				
Leadership #11 Leader: Gordon Zacks	2/10-2/17/74	77		855,555	1,401,070	63.8
Leadership #12 Leader: Leonard Bell	2/17-2/24/74	92	61	492,675	1,002,700	103.5
Leadership #13 Leader: Alan Rudy	2/24-3/3/74	64	60	140,885	370,075	162.7
UJA Young Leadership (Couples)	2/24-3/3/74	48		58,749	139,132	136.8
Mission #14 (Women) Leader: Elaine Siris	3/3-3/10/74	22	18	31,015	92,980	199.8
UJA Young Leadership (Couples)	3/3-3/17/74	68		134,424	285,680	112.5
Union County, N. J.	3/9-3/19/74	278		290,000	765,000	163.8
Cash Chairmen's	3/10-3/15/74	46				



<u>MISSION</u>	<u>DATE</u>	<u># OF PARTICIPANTS</u>	<u># OF GIFTS</u>	<u>1973</u>	<u>1974</u>	<u>% OF INCREASE</u>
Mission #15	3/10-3/17/74	53	47	\$ 136,394	\$ 313,832	130.1
NYUJA Women's Division	3/10-3/20/74	27	25	41,882	65,462	56.3
Mission #16	3/18-3/28/74	25	11	19,200	26,400	37.5
Metropolitan New Jersey with Phoenix	3/25-4/3/74	58 6	24 2	10,425 80,000	29,750 155,000	185.4 87.5
NYUJA Families	4/2-4/16/74					
Flint, Mich.	4/4-4/18/74					
UJA Young Leadership (Couples)	4/11-4/21/74					
Mission #17	4/15-4/25/74					
NYUJA Professionals	4/18-4/28/74					
Cash Chairmen	4/21-4/26/74					
Mission #18	4/22-5/2/74					
UJA Young Leadership (Couples)	4/22-5/2/74					
Milwaukee	4/23-5/5/74					
Mission #19	4/29-5/9/74					
Dallas Young Leadership Seminar	5/2-5/15/74					
Kansas City, Mo. (R. Block)	5/4-5/12/74					
Mission #20 and Phoenix Physicians	5/6-5/16/74					
Richmond	5/6-5/16/74					



<u>MISSIONS</u>	<u>DATE</u>	<u># OF PARTICIPANTS</u>	<u># OF GIFTS</u>
NYUJA Leadership Development & UJA Young Leadership (Couples)	5/9-5/19/74		
Mission #21	5/13-5/23/74		
NYUJA 400 Mission I	5/13-5/23/74		
Mission #22	5/20-5/30/74		
Mission #23	5/27-6/6/74		
Rochester, N. Y. (Neil Norry)	6/6-6/16/74		
NYUJA 400 Mission II	6/10-6/20/74		
New Orleans, La.	6/10-6/20/74		
UJA Students Mission	6/25-8/13/74		
UJA Young Leadership (Families)	6/30-7/14/74		
UJA Young Leadership (Summer Institute)	6/30-7/14/74		
NYUJA 400 Mission III	7/15-7/25/74		
Vineland, N. J.	8/4-8/18/74		
Prime Minister's	8/26-8/30/74		
Paterson, N. J.	10/3-10/13/74		
Madison, Wisc.	10/3-10/13/74		
UJA Study Conference	10/13-10/22/74		
Miami Mission	10/6-10/20/74		



<u>MISSIONS</u>	<u>DATE</u>	<u># OF PARTICIPANTS</u>	<u># OF GIFTS</u>
Milwaukee Young Leadership	10/7-10/17/74		
Women's Division Chairmen	10/16-10/30/74		
Greater New York Leadership	10/21-11/4/74		
St. Paul, Minn.	10/24-11/6/74		
Baltimore, Md.	10/24-10/31/74		
San Francisco, Calif.	10/20-11/3/74		
UJA Young Leadership (Couples)	10/27-11/10/74		
Atlantic City, N. J.	11/10-11/17/74 or 11/20/74		
Louisville, Ky.	11/10-11/20/74		
Baltimore, Md.	11/21-12/1/74		
Women's Division	1/12-1/22/75		

