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Campaign. Reports. 1982.

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Date: January 7, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1981 Campaign as of December 30, 1981:

\$528.1 million has been raised to date, compared card for card to \$474.6 million in 1980, an increase of \$53.5 million or 11.3 percent.

In pace, the campaign at this date in 1980 showed \$493.5 million pledged, compared to \$448.3 million in 1979, an increase of \$45.2 million or 10.1 percent.

This week outstanding values worth \$4.1 million in 1980 came in at an 18 percent increase or \$4.9 million. Currently, 94 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1981 Campaign: \$28.6 million.

The 1982 Campaign as of December 30, 1981:

\$180.6 million has been raised to date, compared card for card to \$154.0 million in 1981, an increase of \$26.6 million or 17.3 percent.

In pace, the campaign at this date in 1981 showed \$172.1 million pledged, compared to \$144.8 million in 1980, an increase of \$27.3 million or 18.8 percent.

This week outstanding values worth \$9.2 million in 1981 came in at a 27 percent increase or \$11.7 million.

Two years ago at this time, the campaign showed \$146.6 million pledged, compared to \$122.2 million a year earlier, an increase of \$24.4 million or 19.9 percent.

Summary 1980 - 1982 (as of December 30):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$180.6 million	\$154 million	17.3 %
1981	\$172.1 million	\$144.8 million	18.8 %
1980	\$146.6 million	\$122.2 million	19.9 %

Project Renewal

\$102.8 million has been raised, of which \$9.0 million has been pledged to date in the 1982 Campaign.

(Over)

Collection Progress Report (end of year figures):

	<u>1981</u>	<u>1980</u>	<u>1979</u>
Regular & Emergency Campaigns	\$282,967,384	\$273,863,192	\$272,135,243
Project Renewal	\$13,894,296	\$8,683,346	\$3,555,565
Israel Education Fund	\$4,317,287	\$4,991,130	\$4,367,354
Year End Total	\$301,178,967	\$287,537,668	\$280,058,162

<u>Major Gift Event</u>	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
National Family Mission	\$223,257	\$153,485	45.4	\$28,100



Date: January 13, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1981 Campaign as of January 7, 1982:

\$532.9 million has been raised to date, compared card for card to \$479.1 million in 1980, an increase of \$53.8 million or 11.2 percent.

In pace, the campaign at this date in 1980 showed \$500 million pledged, compared to \$454.7 million in 1979, an increase of \$45.3 million or 10 percent.

This week outstanding values worth \$4.5 million in 1980 came in at a 9 percent increase or \$4.9 million. Currently, 95 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1981 Campaign: \$24.1 million.

The 1982 Campaign as of January 7, 1982:

\$195.9 million has been raised to date, compared card for card to \$168.3 million in 1981, an increase of \$27.6 million or 16.4 percent.

In pace, the campaign at this date in 1981 showed \$180.3 million pledged, compared to \$152.9 million in 1980, an increase of \$27.4 million or 17.9 percent.

Two years ago at this time, the campaign showed \$149.6 million pledged, compared to \$125.0 million a year earlier, an increase of \$24.6 million or 19.7 percent.

Summary 1980 - 1982 (as of January 7):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$195.9 million	\$168.3 million	16.4 %
1981	\$180.3 million	\$152.9 million	17.9 %
1980	\$149.6 million	\$125 million	19.7 %

Project Renewal

\$104.3 million has been raised, of which \$10.5 million has been pledged to date in the 1982 Campaign.

(Over)

Collection Progress Report as of January 8, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$12,617,249	\$9,475,530	\$11,463,377
Project Renewal	\$699,435	\$519,968	\$135,269
Israel Education Fund	\$90,384	\$44,710	\$151,071

<u>Major Gift Event</u>	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
National Family Mission	\$356,309	\$254,560	40 %	\$31,200



United Jewish Appeal

Date: January 19, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1981 Campaign as of January 14, 1982:

\$536.0 million has been raised to date, compared card for card to \$482.0 million in 1980, an increase of \$54.0 million or 11.2 percent.

In pace, the campaign at this date in 1980 showed \$501.7 million pledged, compared to \$457.5 million in 1979, an increase of \$44.2 million or 9.7 percent.

This week outstanding values worth \$2.9 million in 1980 came in at a 5 percent increase or \$3.1 million. Currently, 96 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1981 Campaign: \$21.1 million.

The 1982 Campaign as of January 14, 1982:

\$206.4 million has been raised to date, compared card for card to \$177.4 million in 1981, an increase of \$29.0 million or 16.4 percent.

In pace, the campaign at this date in 1981 showed \$190.0 million pledged, compared to \$161.0 million in 1980, an increase of \$29.0 million or 18.0 percent.

This week outstanding values worth \$9.1 million in 1981 came in at a 15 percent increase or \$10.5 million.

Two years ago at this time, the campaign showed \$165.6 million pledged, compared to \$139.6 million a year earlier, an increase of \$26.0 million or 18.6 million.

Summary 1980 - 1982 (as of January 14):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$206.4 million	\$177.4 million	16.4 %
1981	\$190 million	\$161 million	18 %
1980	\$165.6 million	\$139.6 million	18.6 %

Project Renewal

\$104.6 million has been raised, of which \$10.8 million has been pledged to date in the 1982 Campaign.

(Over)

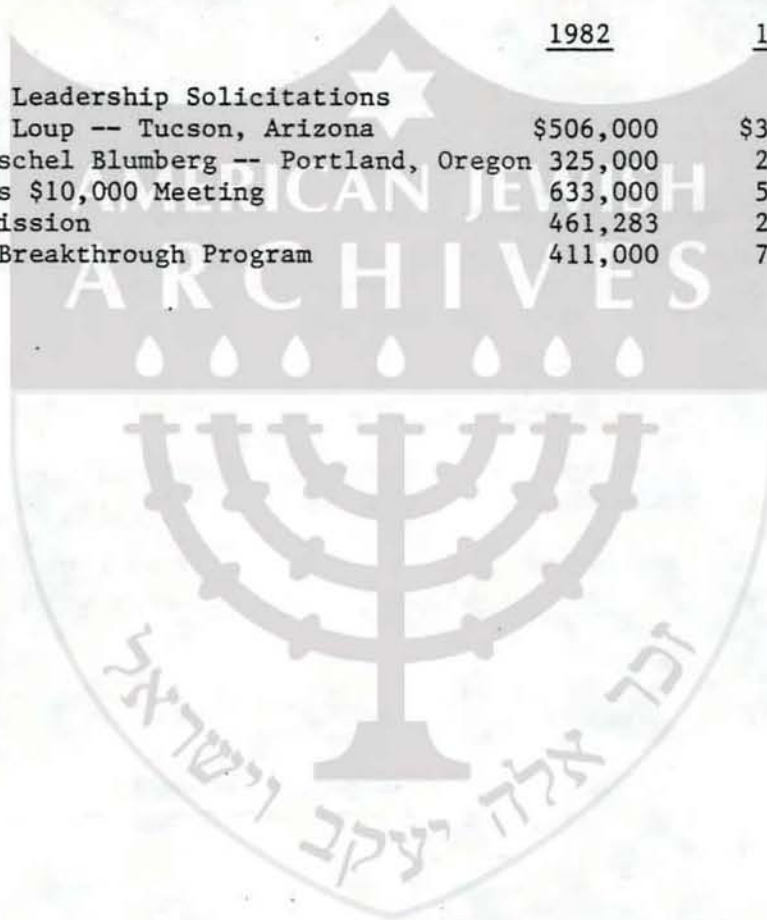
Collection Progress Report as of January 15, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$20,257,456	\$17,289,418	\$17,983,459
Project Renewal	\$801,693	\$846,935	\$408,920
Israel Education Fund	\$234,604	\$117,540	\$267,263

Major Gift Events Summary to date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
National Leadership Solicitations				
Bob Loup -- Tucson, Arizona	\$506,000	\$335,000	51	
Herschel Blumberg -- Portland, Oregon	325,000	275,000	18	
Big Gifts \$10,000 Meeting	633,000	501,000	26	
Chazon Mission	461,283	207,237	122	\$106,480*
Florida Breakthrough Program	411,000	741,000	80	

* new money



Date: January 27, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1981 Campaign as of January 21, 1982:

\$538.5 million has been raised to date, compared card for card to \$488.8 million in 1980, an increase of \$49.7 million or 10.2 percent.

In pace, the campaign at this date in 1980 showed \$503.1 million pledged, compared to \$462.0 million in 1979, an increase of \$41.1 million or 8.9 percent.

This week outstanding values worth \$6.8 million in 1980 came in at a 37 percent increase or \$9.3 million. Currently, 97 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1981 Campaign: \$14.8 million.

The 1982 Campaign as of January 21, 1982:

\$221.4 million has been raised to date, compared card for card to \$189.4 million in 1981, an increase of \$32 million or 16.9 percent.

In pace, the campaign at this date in 1981 showed \$210.9 million pledged, compared to \$179.0 million in 1980, an increase of \$31.9 million or 17.9 percent.

This week outstanding values worth \$12.0 million in 1981 came in at a 24 percent increase or \$15.0 million.

Two years ago at this time, the campaign showed \$181.7 million pledged, compared to \$153.8 million a year earlier, an increase of \$27.9 million or 18.1 percent.

Summary 1980 - 1982 (as of January 21):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$221.4 million	\$189.4 million	16.9 %
1981	\$210.9 million	\$179 million	17.9 %
1980	\$181.7 million	\$153.8 million	18.1 %

Project Renewal

\$104.6 million has been raised, of which \$10.8 million has been pledged to date in the 1982 Campaign.

(Over)

Collection Progress Report as of January 22, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$26,463,857	\$23,998,149	\$25,252,945
Project Renewal	\$1,335,276	\$1,158,903	\$421,045
Israel Education Fund	\$441,000	\$197,997	\$346,763

Major Gift Events Summary to date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Prime Minister's Mission	\$ 15,545,75	\$12,967,000	25.9	\$9,808,700
President's Mission	9,644,796	7,215,251	33.7	5,310,960
Prime Minister's Breakfast	6,150,000	5,151,500	19.3	3,250,000
NYC Rosenwald Mission	5,233,275	4,218,095	23.6	2,596,500
YLC Leadership Retreat	2,034,230	1,548,520	31.4	1,409,680
National Singles Mission	484,855	162,743	198.0	53,061
YWLC Leadership Retreat	275,803	209,495	31.7	138,430
Northeast Regional Conference	1,050,950	770,185	36.0	53,000
West Coast \$100,000 Conference	2,820,000	2,355,000	20.0	27,000
Southeast Regional Conference	242,260	177,990	36.0	45,000
National Study Missions I,II and III	3,577,487	2,611,311	37.0	362,050
New York Wall Street Mission	1,400,000	1,100,000	27.0	
Mid-Atlantic Regional Conference	1,576,900	1,207,500	30.0	602,000
International Meeting	28,181,000	13,457,700	20.0	12,731,000
Washington Missions Program	2,682,641		36.4	240,000*
National Family Mission	356,309	254,560	40.0	31,200
Florida Breakthrough Program	741,000	411,000	80.0	
Chazon Mission	461,283	207,237	122.0	106,480*
Big Gifts \$10,000 Meeting -- Tucson, Arizona	633,000	501,000	26.0	
National Leadership Solicitations Bob Loup -- Tucson, Arizona	506,000	335,000	51.0	
Herschel Blumberg -- Portland, Oregon	325,000	275,000	18.0	

* new Money

Date: February 4, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1981 Campaign as of January 28, 1982:

\$539.8 million has been raised to date, compared card for card to \$491.7 million in 1980, an increase of \$48.1 million or 9.8 percent.

In pace, the campaign at this date in 1980 showed \$503.2 million pledged, compared to \$462.8 million in 1979, an increase of \$40.1 million or 8.7 percent.

This week outstanding values worth \$2.9 million in 1980 came in at a 45 percent increase or \$4.2 million. Currently, 98 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1981 Campaign: \$11.8 million.

The 1982 Campaign as of January 28, 1982:

\$241.8 million has been raised to date, compared card for card to \$206.8 million in 1981, an increase of \$35.0 million or 16.9 percent.

In pace, the campaign at this date in 1981 showed \$220.2 million pledged, compared to \$185.5 million in 1980, an increase of \$34.7 million or 18.7 percent.

This week outstanding values worth \$17.4 million in 1981 came in at an 18 percent increase or \$20.5 million.

Two years ago at this time, the campaign showed \$190.9 million pledged, compared to \$162.6 million a year earlier, an increase of \$28.3 million or 17.4 percent.

Summary 1980 - 1982 (as of January 28, 1982):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$241.8 million	\$206.8 million	16.9 %
1981	\$220.2 million	\$185.5 million	18.7 %
1980	\$190.9 million	\$162.6 million	17.4 %

Project Renewal

\$105.2 million has been raised, of which \$11.2 million has been pledged to date in the 1982 Campaign.

(Over)

Collection Progress Report as of January 29, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$36,442,889	\$30,498,772	\$33,178,415
Project Renewal	\$2,438,916	\$1,203,303	\$553,943
Israel Education Fund	\$476,435	\$501,935	\$419,402

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
National Family Mission \$	356,309	254,560	40.0	31,200
Florida Breakthrough Program	741,000	411,000	80.0	
Chazon Mission	461,283	207,237	122.0	106,480*
Big Gifts \$10,000 Meeting -- Tucson, Arizona	633,000	501,000	26.0	
National Leadership Solicitations				
Bob Loup -- Tucson, Arizona	506,000	335,000	51.0	
Herschel Blumberg - Portland, Oregon	325,000	275,000	18.0	
Dr. Aryeh Neshier Solicitations				
-- Columbia, SC	185,000	110,000	68.2	
Women's Workers' Division Meeting	1,265,200	1,081,245	17.0	280,200
Women's Division Chazon Mission	79,500	42,790	86.0	12,250*

Super Sunday Results to Date: \$18,867,670

*new money

United Jewish Appeal

Date: February 11, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of February 4, 1982:

\$249.8 million has been raised to date, compared card for card to \$215.5 million in 1981, an increase of \$34.3 million or 15.9 percent.

In pace, the campaign at this date in 1981 showed \$234.9 million pledged, compared to \$197.8 million in 1980, an increase of \$37.1 million or 18.8 percent.

This week outstanding values worth \$8.7 million in 1981 came in at 92 percent, or \$8.0 million. Currently, 42 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1982 Campaign: \$319.9 million.

Two years ago at this time, the campaign showed \$199.8 million pledged, compared to \$170.7 million a year earlier, an increase of \$29.1 million or 17 percent.

Summary 1980 - 1982 (as of February 4):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$249.8 million	\$215.5 million	15.9 %
1981	\$234.9 million	\$197.8 million	18.8 %
1980	\$199.8 million	\$170.7 million	17.0 %

Project Renewal

\$105.7 million has been raised, of which \$12.3 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of February 5, 1982:

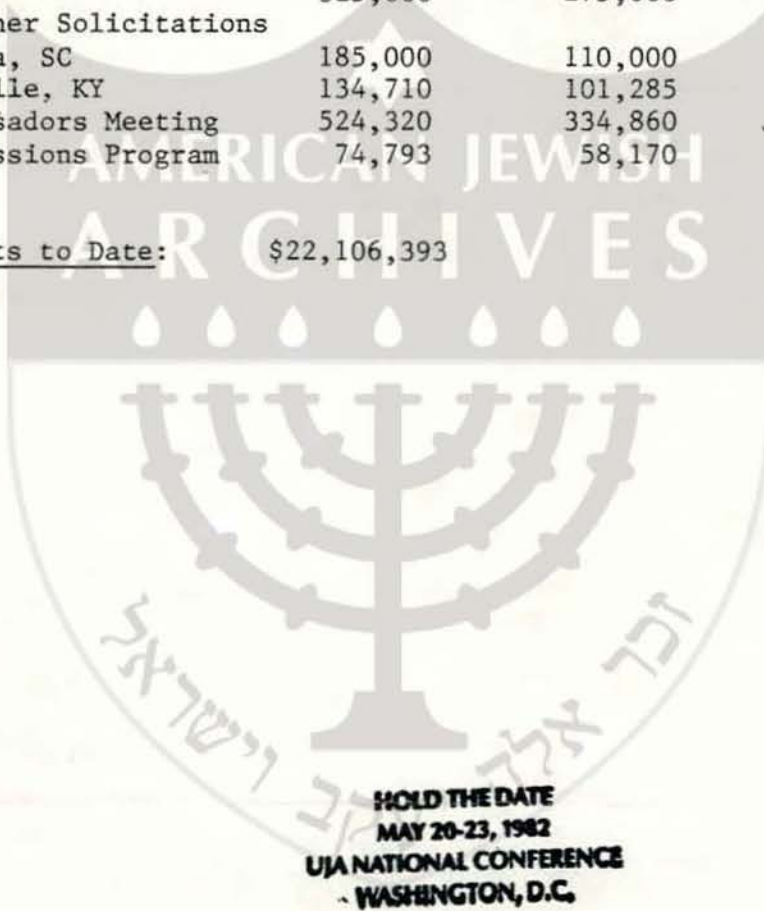
	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$42,694,169	\$34,021,425	\$38,099,314
Project Renewal	\$2,689,411	\$1,263,662	\$1,188,496
Israel Education Fund	\$505,935	\$677,545	\$459,146

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
National Family Mission \$	356,309	254,560	40.0	31,200
Florida Breakthrough Program	741,000	411,000	80.0	
Chazon Mission	461,283	207,237	122.0	106,480*
Big Gifts Meetings				
Tucson, AZ	633,000	501,000	26.0	
Bux-Mont, PA	357,249	287,260	24.0	
Indianapolis, IN	2,575,770	2,372,770	8.6	
National Leadership Solicitations				
Bob Loup -- Tucson, AZ	506,000	335,000	51.0	
Herschel Blumberg -- Portland, OR	325,000	275,000	18.0	
Dr. Aryeh Neshner Solicitations				
-- Columbia, SC	185,000	110,000	68.2	
-- Louisville, KY	134,710	101,285	33.0	
\$10,000 Ambassadors Meeting	524,320	334,860	57.0	296,300
Washington Missions Program	74,793	58,170	29.0	

Super Sunday Results to Date: \$22,106,393

* New Money



United Jewish Appeal

Date: February 18, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of February 11, 1982:

\$263.4 million has been raised to date, compared card for card to \$228.2 million in 1981, an increase of \$35.2 million or 15.4 percent.

In pace, the campaign at this date in 1981 showed \$238.2 million pledged, compared to \$200.6 million in 1980, an increase of \$37.6 million or 18.7 percent.

This week outstanding values worth \$12.7 million in 1981 came in at a 7 percent increase or \$13.6 million. Currently, 44 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1982 Campaign: \$307.3 million.

Two years ago at this time, the campaign showed \$206.2 million pledged, compared to \$176.3 million a year earlier, an increase of \$29.9 million or 17 percent.

Summary 1980 - 1982 (as of February 11):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$263.4 million	\$228.2 million	15.4 %
1981	\$238.2 million	\$200.6 million	18.7 %
1980	\$206.2 million	\$176.3 million	17.0 %

Project Renewal

\$106.5 million has been rasied, of which \$13.1 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of February 12, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$45,748,979	\$36,799,679	\$43,205,455
Project Renewal	\$2,862,641	\$2,074,976	\$1,417,693
Israel Education Fund	\$522,700	\$767,749	\$601,662

(Over)

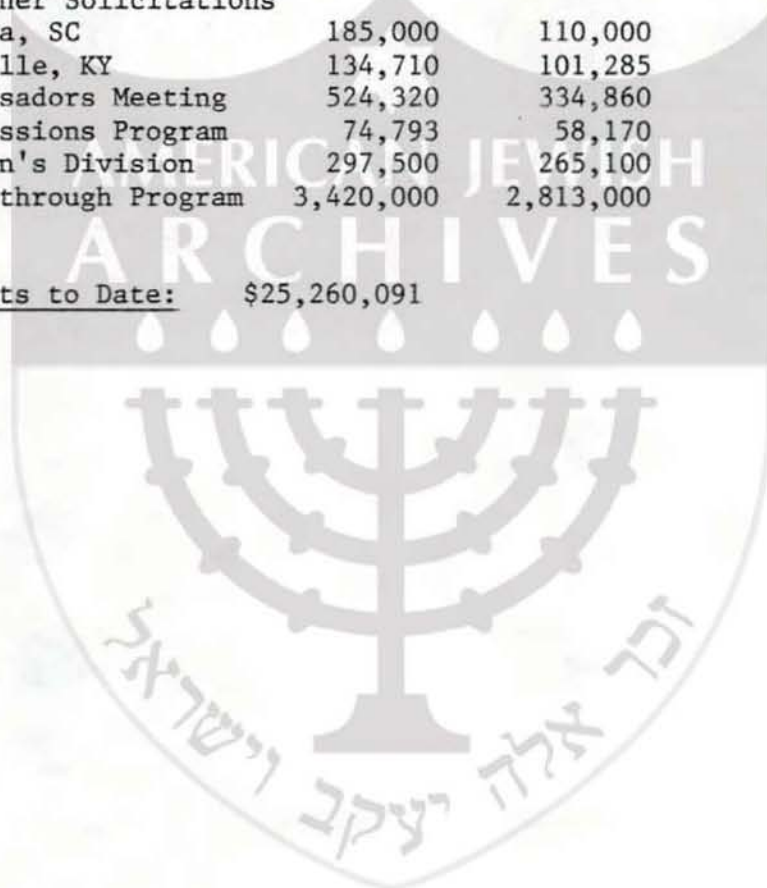
Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
National Family Mission	356,309	254,560	40.0	31,200
Chazon Mission	461,283	207,237	122.0	106,480*
Big Gifts Meetings				
Tucson, AZ	633,000	501,000	26.0	
Bux-Mont, PA	357,249	287,260	24.0	
Indianapolis, IN	2,575,770	2,372,770	8.6	
National Leadership Solicitations				
Bob Loup -- Tucson, AZ	506,000	335,000	51.0	
Herschel Blumberg -- Portland, OR	325,000	275,000	18.0	
Dr. Aryeh Neshet Solicitations				
-- Columbia, SC	185,000	110,000	68.2	
-- Louisville, KY	134,710	101,285	33.0	
\$10,000 Ambassadors Meeting	524,320	334,860	57.0	296,300
Washington Missions Program	74,793	58,170	29.0	
National Women's Division	297,500	265,100	12.0	21,100
Florida Breakthrough Program	3,420,000	2,813,000	21.0	1,440,000

Super Sunday Results to Date: \$25,260,091

*New Money

82-452-18



HELD THE DATE
MAY 20-23, 1982
UJA NATIONAL CONFERENCE
WASHINGTON, D.C.

United Jewish Appeal

Date: February 25, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of February 18, 1982:

\$275.0 million has been raised to date, compared card for card to \$237.9 million in 1981, an increase of \$37.1 million or 15.6 percent.

In pace, the campaign at this date in 1981 showed \$250.8 million pledged, compared to \$211.4 million in 1980, an increase of \$39.4 million or 18.6 percent.

This week outstanding values worth \$9.7 million in 1981 came in at an 18 percent increase or \$11.5 million. Currently, 46 percent of outstanding values have been accounted for, compared to 44 percent at this time last year. Total estimated outstanding values for the 1982 Campaign: \$297.6 million.

Two years ago at this time, the campaign showed \$227.3 million pledged, compared to \$194.2 million a year earlier, an increase of \$33.1 million or 17 percent.

Summary 1980 - 1982 (as of February 18):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$275.0 million	\$237.9 million	15.6 %
1981	\$250.8 million	\$211.4 million	18.6 %
1980	\$227.3 million	\$194.2 million	17.0 %

Project Renewal

\$107.2 million has been raised, of which \$13.8 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of February 19, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$49,360,152	\$40,780,258	\$46,026,501
Project Renewal	\$3,188,152	\$2,142,330	\$1,764,418
Israel Education Fund	\$571,448	\$901,464	\$692,870

(Over)

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Previously reported totals	\$6,430,934	\$5,102,242	26.0	\$ 455,080
Florida Breakthrough Program	3,420,000	2,813,000	21.0	1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	.
Washington Missions	2,331,002	2,109,715	10.5	.
Operation Upgrade	566,577	460,017	23.2	19,000*
National Study Mission	175,070	99,235	76.0	70,950*

Super Sunday Results to Date: \$25,260,091

*New Money



82-452-19

United Jewish Appeal

Date: March 11, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of March 5, 1982:

\$306.2 million has been raised to date, compared card for card to \$265.0 million, an increase of \$41.2 million or 15.5 percent.

In pace, the campaign at this date in 1981 showed \$279.3 million pledged, compared to \$237.2 million in 1980, an increase of \$42.1 million or 17.8 percent.

This week outstanding values worth \$16.4 million in 1981 came in at a 10 percent increase or \$17.9 million. Currently, 51 percent of outstanding values have been accounted for, compared to 49 percent at this time last year. Total estimated outstanding values for the 1982 Campaign: \$273.3 million.

Two years ago at this time, the campaign showed \$245.0 million pledged, compared to \$209.6 million a year earlier, an increase of \$35.4 million or 16.9 percent.

Summary 1980 - 1982 (as of March 5):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$306.2 million	\$265.0 million	15.5 %
1981	\$279.3 million	\$237.2 million	17.8 %
1980	\$245.0 million	\$209.6 million	16.9 %

Project Renewal

\$102.0 million has been raised, of which \$12.5 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of March 5, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$59,395,839	\$50,869,547	\$53,162,275
Project Renewal	\$4,781,154	\$2,753,373	\$1,944,013
Israel Education Fund	\$583,276	\$917,177	\$1,018,921

(over)

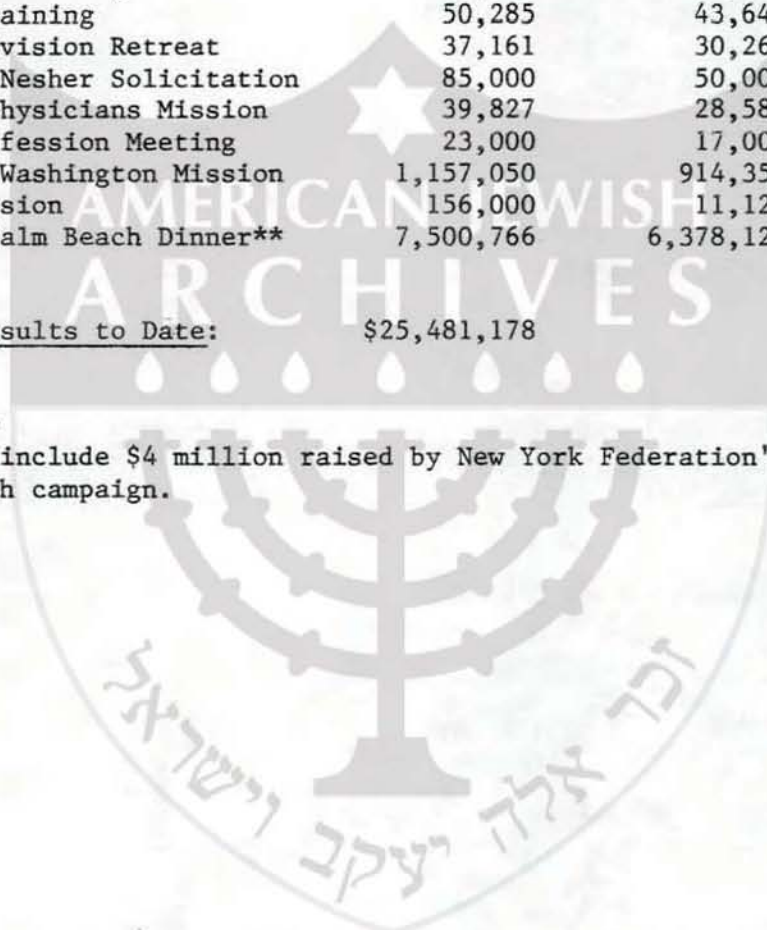
Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Florida Breakthrough Program	\$3,420,000	\$2,813,000	21.0	\$1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	
National Study Mission	175,070	99,235	76.0	70,950*
Operation Upgrade	212,654	189,943	11.9	
Washington Mission	34,934	29,400	19.0	
Training & Solicitation	69,300	57,650	20.0	17,600*
Worker's Training	17,200	15,900	8.2	
Leadership Meeting	100,200	58,000	73.0	
Upgrade Training	50,285	43,645	15.2	
Women's Division Retreat	37,161	30,260	23.0	
Dr. Aryeh Neshier Solicitation	85,000	50,000	70.0	
National Physicians Mission	39,827	28,585	39.0	29,600*
Health Profession Meeting	23,000	17,000	35.0	
Big Gifts Washington Mission	1,157,050	914,354	27.0	221,250
Chador Mission	156,000	11,120	130.0	200,000*
National Palm Beach Dinner**	7,500,766	6,378,125	17.6	3,641,600

Super Sunday Results to Date: \$25,481,178

*New Money

**Does not include \$4 million raised by New York Federation's Palm Beach campaign.



**HOLD THE DATE
MAY 20-23, 1982
UJA NATIONAL CONFERENCE
WASHINGTON, D.C.**

United Jewish Appeal

Date: March 16, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Regional Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of March 11, 1982:

\$317.6 million has been raised to date, compared card for card to \$275.0 million in 1981, an increase of \$42.6 million or 15.5 percent.

In pace, the campaign at this date in 1981 showed \$293.8 million pledged, compared to \$250.0 million in 1980, an increase of \$43.8 million or 17.5 percent.

This week outstanding values worth \$10.0 million in 1981 came in at a 14 percent increase or \$11.4 million. Currently, 53 percent of outstanding values have been accounted for, compared to 51 percent at this time last year. Total estimated outstanding values for the 1982 Campaign: \$263.3 million.

Two years ago at this time, the campaign showed \$256.6 million pledged, compared to \$219.1 million a year earlier, an increase of \$37.5 million or 17.1 percent.

Summary 1980 - 1982 (as of March 11):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$317.6 million	\$275.0 million	15.5 %
1981	\$293.8 million	\$250.0 million	17.5 %
1980	\$256.6 million	\$219.1 million	17.1 %

Project Renewal

\$102.1 million has been raised, of which \$12.6 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of March 12, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$64,107,851	\$53,958,582	\$56,144,106
Project Renewal	\$4,906,963	\$2,810,198	\$2,511,109
Israel Education Fund	\$600,387	\$1,057,276	\$1,046,723

(Over)

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Florida Breakthrough Program	\$3,420,000	\$2,813,000	21.0	\$1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	
National Study Mission	175,070	99,235	76.0	70,950*
Operation Upgrade	212,654	189,943	11.9	
Washington Mission	34,934	29,400	19.0	
Training & Solicitation	69,300	57,650	20.0	17,600*
Worker's Training	17,200	15,900	8.2	
Leadership Meeting	100,200	58,000	73.0	
Upgrade Training	50,285	43,645	15.2	
Women's Division Retreat	37,161	30,260	23.0	
Dr. Aryeh Neshier Solicitation	85,000	50,000	70.0	
National Physicians Mission	39,827	28,585	39.0	29,600*
Health Profession Meeting	23,000	17,000	35.0	
Big Gifts Washington Mission	1,157,050	914,354	27.0	221,250
Chador Mission	156,000	11,120	130.0	200,000*
National Palm Beach Dinner**	7,500,766	6,378,125	17.6	3,641,600

Super Sunday Results to Date: \$25,481,178

*New Money

**Does not include \$4 million raised by New York Federation's Palm Beach campaign.



**HOLD THE DATE
MAY 20-23, 1982
UJA NATIONAL CONFERENCE
WASHINGTON, D.C.**

Date: March 24, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of March 18, 1982:

\$328.7 million has been raised to date, compared card for card to \$284.8 million, an increase of \$43.9 million or 15.4 percent.

In pace, the campaign at this date in 1981 showed \$305.6 million pledged, compared to \$259.4 million in 1980, an increase of \$46.2 million or 17.8 percent.

This week outstanding values worth \$9.8 million in 1981 came in at a 13 percent increase or \$11.1 million. Currently, 54 percent of outstanding values have been accounted for, compared to 53 percent at this time last year. Total estimated outstanding values for the 1982 Campaign: \$255.6 million.

Two years ago at this time, the campaign showed \$270.9 million pledged, compared to \$238.3 million a year earlier, an increase of \$32.6 million or 17.4 percent.

Summary 1980 - 1982 (as of March 18):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$328.7 million	\$284.8 million	15.4 %
1981	\$305.6 million	\$259.4 million	17.8 %
1980	\$270.9 million	\$238.3 million	17.4 %

Project Renewal

\$102.5 million has been raised, of which \$13.0 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of March 19, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$67,741,843	\$56,519,653	\$58,299,254
Project Renewal	\$5,693,952	\$2,882,168	\$2,520,974
Israel Education Fund	\$791,112	\$1,246,913	\$1,083,048

(Over)

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Florida Breakthrough Program	\$3,420,000	\$2,813,000	21.0	\$1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	
National Study Mission	175,070	99,235	76.0	70,950
Operation Upgrade	212,654	189,943	11.9	
Washington Mission	34,934	29,400	19.0	
Training & Solicitation	69,300	57,650	20.0	17,600
Worker's Training	17,200	15,900	8.2	
Leadership Meeting	100,200	58,000	73.0	
Upgrade Training	50,285	43,645	15.2	
Women's Division Retreat	37,161	30,260	23.0	
Dr. Aryeh Neshet Solicitation	85,000	50,000	70.0	
National Physicians Mission	39,827	28,585	39.0	29,600
Health Profession Meeting	23,000	17,000	35.0	
Big Gifts Washington Mission	1,157,050	914,354	27.0	221,250
Chador Mission	156,000	11,120	1300.0	200,000
National Palm Beach Dinner**	7,500,766	6,378,125	17.6	3,641,600
National Leadership Mission -- Washington, D.C.	5,725,157	4,584,250	24.9	2,651,100

Super Sunday Results to Date:

\$25,481,178

*New Money

**Does not include \$4 million raised by New York Federation's Palm Beach Campaign.

Date: April 21, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of April 13, 1982:

\$368.4 million has been raised to date, compared card for card to \$320.8 million in 1981, an increase of \$47.6 million or 14.9 percent.

In pace, the campaign at this date in 1981 showed \$364 million pledged, compared to \$315.7 million in 1980, an increase of \$48.3 million or 15.3 percent.

This week outstanding values worth \$11.2 million in 1981 came in at a 5 percent increase or \$11.7 million. Currently, 61 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1982 Campaign: \$220.5 million.

Two years ago at this time, the campaign showed \$328.4 million pledged, compared to \$283.1 million a year earlier, an increase of \$45.3 million or 16 percent.

Summary 1980 - 1982 (as of April 13):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$368.4 million	\$320.8 million	14.9 %
1981	\$364 million	\$315.7 million	15.3 %
1980	\$328.4 million	\$283.1 million	16 %

Project Renewal

\$104.2 million has been raised, of which \$14.9 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of April 16, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$81,864,342	\$71,486,068	\$70,203,039
Project Renewal	\$5,969,140	\$3,527,481	\$3,298,989
Israel Education Fund	\$1,132,313	\$1,562,672	\$1,505,755

(Over)

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Florida Breakthrough Program	\$3,420,000	\$2,813,000	21.0	\$1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	
National Study Mission	175,070	99,235	76.0	70,950*
Operation Upgrade	212,654	189,943	11.9	
Washington Mission	34,934	29,400	19.0	
Training & Solicitation	69,300	57,650	20.0	17,600*
Upgrade Training	50,285	43,645	15.2	
Women's Division Retreat	37,161	30,260	23.0	
Dr. Aryeh Neshar Solicitations	85,000	50,000	70.0	
National Physicians Mission	39,827	28,585	39.0	29,600*
Health Professions Meeting	23,000	17,000	35.0	
Big Gifts Washington Mission	1,157,050	914,354	27.0	221,250
Chazon Mission	461,283	207,737	122.0	106,480
National Palm Beach Dinner**	7,500,766	6,378,125	17.6	3,641,600
National Leadership Mission -- Washington, D.C.	5,725,157	4,584,250	24.9	2,651,100
Southwest Mission to Israel	220,466	132,000	67.0	154,900*
North Jersey Initial Gifts Meeting	478,400	418,300	14.0	
Orange County \$1,000 Meeting	645,000	424,342	52.0	230,000*
Big Gifts Meeting -- Dayton, OH	267,000	200,104	33.0	

Super Sunday Results to Date: \$28,123,589

* New Money

**Does not include \$4 million raised by New York Federation's Palm Beach Campaign.

Date: April 28, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of April 22, 1982:

\$378 million has been raised to date, compared card for card to \$329.3 million in 1981, an increase of \$48.7 million or 14.8 percent.

In pace, the campaign at this date in 1981 showed \$372.9 million pledged, compared to \$322.7 million in 1980, an increase of \$50.2 million or 15.5 percent.

This week outstanding values worth \$8.6 million in 1981 came in at a 12 percent increase or \$9.6 million. Currently, 62 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1982 Campaign: \$211.9 million.

Two years ago at this time, the campaign showed \$346.6 million pledged, compared to \$301 million a year earlier, an increase of \$45.6 million or 15.1 percent.

Summary 1980 - 1982 (as of April 22):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$378 million	\$329.3 million	14.8 %
1981	\$372.9 million	\$322.7 million	15.5 %
1980	\$346.6 million	\$301 million	15.1 %

Project Renewal

\$104.3 million has been raised, of which \$15 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of April 23, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$84,512,856	\$75,872,430	\$72,016,465
Project Renewal	\$6,060,312	\$3,558,709	\$3,655,480
Israel Education Fund	\$1,158,667	\$1,648,945	\$1,577,513

(Over)

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Florida Breakthrough Program	\$3,420,000	\$2,813,000	21.0	\$1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	
National Study Mission	175,070	99,235	76.0	70,950*
Operation Upgrade	212,654	189,943	11.9	
Washington Mission	34,934	29,400	19.0	
Training & Solicitation	69,300	57,650	20.0	17,600*
Upgrade Training	50,285	43,645	15.2	
Women's Division Retreat	37,161	30,260	23.0	
Dr. Aryeh Neshier Solicitations	85,000	50,000	70.0	
National Physicians Mission	39,827	28,585	39.0	29,600*
Health Professions Meeting	23,000	17,000	35.0	
Big Gifts Washington Mission	1,157,050	914,354	27.0	221,250
Chazon Mission	461,283	207,737	122.0	106,480
National Palm Beach Dinner**	7,500,766	6,378,125	17.6	3,641,600
National Leadership Mission -- Washington, D.C.	5,725,157	4,584,250	24.9	2,651,100
Southwest Mission to Israel	220,466	132,000	67.0	154,900*
North Jersey Initial Gifts Meeting	478,400	418,300	14.0	
Orange County \$1,000 Meeting	645,000	424,342	52.0	230,000*
Big Gifts Meeting -- Dayton, OH	267,000	200,104	33.0	

Super Sunday Results to Date: \$28,123,589

* New Money

**Does not include \$4 million raised by New York Federation's Palm Beach Campaign.

United Jewish Appeal

Date: May 5, 1982

To: National Officers, Regional Chairmen,
Campaign Chairmen, Campaign and Executive Directors

From: Herschel Blumberg

Subject: Campaign Status Report

The 1982 Campaign as of April 29, 1982:

\$396.6 million has been raised to date, compared card for card to \$348.7 million in 1981, an increase of \$47.9 million or 13.7 percent.

In pace, the campaign at this date in 1981 showed \$389.3 million pledged, compared to \$338.7 million in 1980, an increase of \$50.6 million or 14.9 percent.

This week outstanding values worth \$19.4 million in 1981 came in at 96 percent, or \$18.6 million. Currently, 66 percent of outstanding values have been accounted for. Total estimated outstanding values for the 1982 Campaign: \$192.5 million.

Two years ago at this time, the campaign showed \$359 million pledged, compared to \$313.3 million a year earlier, an increase of \$45.7 million or 14.6 percent.

Summary 1980 - 1982 (as of April 29):

<u>Year To Date</u>	<u>Total Pledged</u>	<u>Year Earlier (card for card)</u>	<u>Increase</u>
1982	\$396.6 million	\$348.7 million	13.7 %
1981	\$389.3 million	\$338.7 million	14.9 %
1980	\$359 million	\$313.3 million	14.6 %

Project Renewal

\$105 million has been raised, of which \$15.6 million has been pledged to date in the 1982 Campaign.

Collection Progress Report as of April 30, 1982:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$88,540,280	\$81,484,570	\$74,901,993
Project Renewal	\$6,548,194	\$3,824,024	\$3,811,221
Israel Education Fund	\$1,174,878	\$1,672,784	\$1,573,946

(Over)

Major Gift Events Summary to Date:

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Florida Breakthrough Program	\$3,420,000	\$2,813,000	21.0	\$1,440,000
Winter President's Mission	3,287,050	2,475,375	33.0	2,469,185
Southwest Regional Conference	1,717,350	1,401,000	22.6	
National Study Mission	175,070	99,235	76.0	70,950*
Operation Upgrade	212,654	189,943	11.9	
Washington Mission	34,934	29,400	19.0	
Training & Solicitation	69,300	57,650	20.0	17,600*
Upgrade Training	50,285	43,645	15.2	
Women's Division Retreat	37,161	30,260	23.0	
Dr. Aryeh Neshet Solicitations	85,000	50,000	70.0	
National Physicians Mission	39,827	28,585	39.0	29,600*
Health Professions Meeting	23,000	17,000	35.0	
Big Gifts Washington Mission	1,157,050	914,354	27.0	221,250
Chazon Mission	461,283	207,737	122.0	106,480
National Palm Beach Dinner**	7,500,766	6,378,125	17.6	3,641,600
National Leadership Mission -- Washington, D.C.	5,725,157	4,584,250	24.9	2,651,100
Southwest Mission to Israel	220,466	132,000	67.0	154,900*
North Jersey Initial Gifts Meeting	478,400	418,300	14.0	
Orange County \$1,000 Meeting	645,000	424,342	52.0	230,000*
Big Gifts Meeting -- Dayton, OH	267,000	200,104	33.0	
Norristown, PA Initial Gifts Meeting	318,000	266,000	20.0	
Ambassador's Ball	2,088,000	1,468,000	42.0	5,000*

Super Sunday Results to Date: \$29,539,238

* New Money

** Does not include \$4 million raised by New York Federation's Palm Beach Campaign.

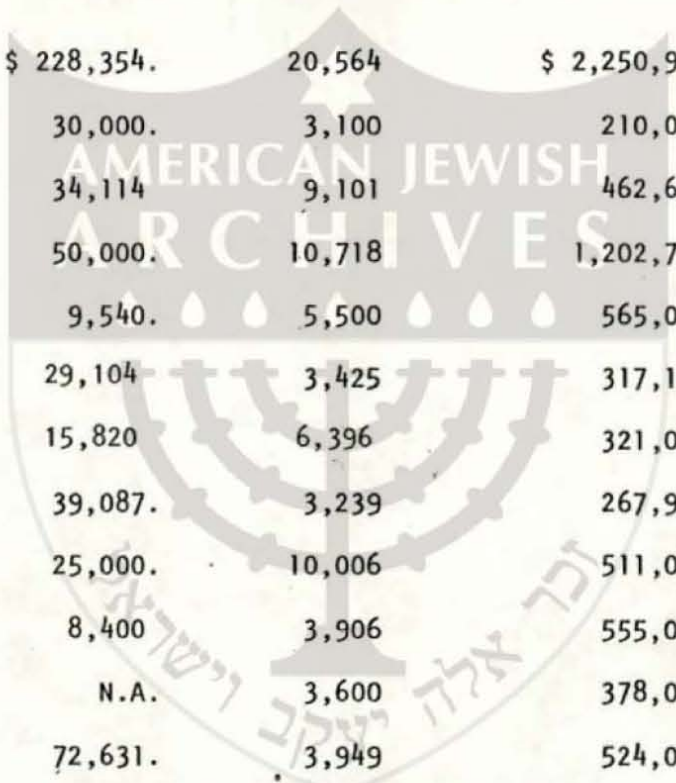
**HOLD THE DATE
MAY 20-23, 1982
UJA NATIONAL CONFERENCE
WASHINGTON, D.C.**

SUPER SUNDAY
results as of May 14, 1982

REGION	NUMBER OF COMMUNITIES	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF '82 VOLUNTEERS
1	32	8757	\$419,605	61,986	\$5,968,802	7,487
2	30	9957	425,273	102,704	8,268,128	9,519
3	14	1,988	96,395	11,321	880,852	1,247
4	11	7,884	328,384	15,551	2,364,847	4,621
5	11	2,416	112,235	22,794	1,936,022	2,530
6	13	2,842	136,213	25,113	1,907,966	2,515
7	12	3,518	146,077	9,982	950,578	1,685
8	16	3,907	212,195	32,943	4,611,654	5,563
TOTAL	139	41,269	1,876,377	282,394	26,888,849	35,167
CANADA	6	500	\$54,000	9,400	\$1,783,000	1,290
TOTALS	145	41,769	1,930,377	291,794	\$28,671,849	36,457

"BIG 24" RESULTS
SUPER SUNDAY 1982

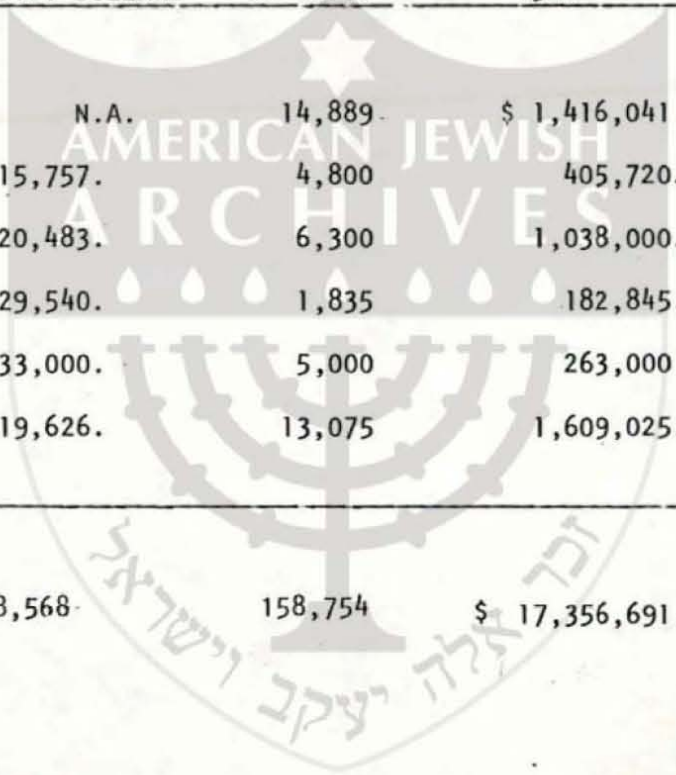
COMMUNITY	TOTAL NUMBER OF NEW GIFTS 1982	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
New York City	3,158	\$ 228,354.	20,564	\$ 2,250,920.	2,230	-
Atlanta	300	30,000.	3,100	210,000.	275	38 %
Baltimore	1,564	34,114	9,101	462,633.	971	16.2
Boston	1,000	50,000.	10,718	1,202,773.	1,200	15.7
Chicago	200	9,540.	5,500	565,000.	580	15
Cincinnati	673	29,104	3,425	317,113.	400	22
Cleveland	600	15,820	6,396	321,029.	600	15
Dallas	1,087	39,087.	3,239	267,972.	300	22.1
Denver	600	25,000.	10,006	511,000.	600	36
Detroit	125	8,400	3,906	555,000.	460	24
Hartford	600	N.A.	3,600	378,000.	600	20
Houston	1,226	72,631.	3,949	524,025.	500	33.2
Kansas City	391	11,000.	2,550	202,540.	250	20.4
Los Angeles	N.A.	N.A.	7,855	1,525,000.	2,500	-
Metro	740	36,606	10,946	1,244,498.	949	9.46
Miami	N.A.	N.A.	N.A.	1,388,000.	2,600	-
Milwaukee	N.A.	N.A.	4,000	170,987.	185	17
Minneapolis	1,277	50,506	4,000	345,570	600	33.7



SUPER SUNDAY

1982

COMMUNITY	TOTAL NUMBER OF NEW GIFTS 1982	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Philadelphia	290	N.A.	14,889	\$ 1,416,041	1,400	29
Pittsburgh	340	\$ 15,757.	4,800	405,720.	400	19
San Francisco	266	20,483.	6,300	1,038,000.	700	24.5
So. Broward	309	29,540.	1,835	182,845.	300	38
St. Louis	500	33,000.	5,000	263,000	400	18
Washington D.C	2,205	119,626.	13,075	1,609,025.	1,500	18
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TOTALS:	17,451	\$858,568	158,754	\$ 17,356,691.	20,500	-



SUPER SUNDAY - REGION #1

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Bridgeport, Ct.	N.A.	N.A.	1,500	\$185,000.	150	-
	Norwalk	75	\$4,000	281	10,174.	27	15%
	Albany, N.Y.	78	2,641.	915	102,547.	104	16.5
	Buffalo, N.Y.	300	11,879.	3,005	199,080.	175	13.9
	Rochester	465	17,500.	3,050	247,000.	525	24
	Holyoke, MA	53	N.A.	220	10,208.	55	-
	Framingham	131	3,091.	892	42,822.	100	16.8
Sep. 27	Providence, R.I.	414	22,483.	1,000	116,000.	225	25
Jan. 10	Boston	1,000	50,000.	10,718	1,202,773.	1,200	15.7
	Syracuse	131	4,098.	2,073	146,735.	170	15.7
Jan. 17	Newburgh, NY	280	8,267.	552	69,510.	125	39.59
	Hartford	600	N.A.	3,600	378,000.	600	20
	Hew Haven	700	25,000.	3,100	330,000.	600	19
	Worcester, MA	41	1,296.	1,074	69,227.	50	10.2
	Stamford, Ct	503	4,240.	1,757	77,406.	105	20
	Utica, NY	80	1,400.	420	34,000.	65	10
	North Shore	286	14,000	2,700	236,000.	300	28
	New Bedford	20	525.	198	22,675.	38	13

SUPER SUNDAY - REGION #1 CONT.

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Springfield	135	\$ 5,254.	1,410 .	\$ 57,533.	210	-
	Westport, Weston, and Wilton	47	2,495.	243	17,258.	32	22.4%
	Dutchess Co.	65	1,444.	467	17,132.	40	20
	Schenectady	N.A.	N.A.	650	20,150.	120	-
	Valley 'Ansonia	35	1,200.	165	19,129.	19	-
Jan. 31	N.Y. City	3,158	228,354.	20,564	2,250,920.	2,230	-
	Broome Co.	N.A.	N.A.	738	16,760.	100	66
Feb. 28	Waterbury,CT	5	150.	293	13,021.	21	18
Mar. 7	Glen Falls, NY	14	N.A.	40	1,791.	7	-
Mar. 28	Beacon, NY	75	1,870.	124	26,736.	30	15.6
Apr. 4	Pittsfield, MA	N.A.	N.A.	123	7,310.	30	32
Apr. 25	Danbury	N.A.	4,000	N.A.	17,943	23	48
May 23	Kingston	-	-	-	-	-	-
May 2	Bangor	66	4,418	114	13,962	11	-
TOTALS:		8757	\$ 419,605	61,986	\$ 5,968,802	7,487	



SUPER SUNDAY REGION #2

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Pittsburgh	340	\$15,757.	4,800	\$405,720.	400	19%
	Scranton	61	2,928.	865	41,200.	100	20.8
	Englewood	N.A.	N.A.	700	131,182.	N.A.	39
	Raritan Valley	777	32,617.	2,751	174,900.	350	49
	Reading	145	N.A.	387	50,449.	101	40
	Somerset Co.	165	5,266.	400	32,000.	70	45
	Southern N.J.	N.A.	N.A.	4,000	315,000.	600	35
	Trenton	100	N.A.	1,200	121,737.	160	14
	Morris-Sussex	300	N.A.	1,700	204,000.	135	15
	North Jersey	400	14,311.	3,500	231,000.	400	20.2
	North Middlesex	300	17,500.	1,725	190,557.	255	21.7
	Ocean Co.	300	3,900.	509	43,334.	130	27
	Passaic-Clifton	310	22,009.	1,400	149,468.	160	9.94
	Central N.J.	340	18,369.	3,500	366,114.	400	20.5
	Bergen Co.	970	59,955.	4,500	476,000.	600	25
	Lower Bucks Co.	250	10,000.	1,250	140,000.	200	36
	York, PA	40	1,990.	71	10,054.	30	29
	Metro, N.J.	740	36,606.	10,946	1,244,498.	949	9.46

SUPER SUNDAY - REGION #2 CONT.

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Monmouth Co.	N.A.	\$28,262.	17,050	178,000.	250	-
	Delaware	N.A.	N.A.	1,813	92,640.	100	-
	Washington DC	2,205	119,626	13,075	1,609,025.	1,500	18
	Bux-Mont, PA	80	N.A.	350	17,263.	52	30
	Allentown, PA	60	1,250	1,000	85,000.	79	20
Jan. 31	N. Hudson	13	718	374	15,420.	15	-
	Philadelphia	290	N.A.	14,889	1,416,041.	1,400	29
Feb. 7	Baltimore, MD	1,564	34,114	9,101	462,633.	971	16.2
	Altoona, PA	7	95	48	4,693.	2	28
Mar. 4	Harrisburg	200	N.A.	800	45,200.	110	33
May 2	Bayonne	-	-	-	15,000.	-	-
June	Jersey City	-	-	-	-	-	-
TOTALS:		9,957	\$ 425,273	102,704	\$8,268,128.	9,519	

SUPER SUNDAY - REGION #3

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF S.S. '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S.	NUMBER VOL. '82	CARD FOR CARD % INCR.
Jan. 17	Charleston,	0	0	468	\$17,045.	47	-
	Norfolk, VA	406	25,859.	2,906	320,040.	250	24%
	Memphis, TN	685	21,529.	1,845	123,892.	200	39
	Augusta, GA	101	3,000.	251	12,036.	65	63
	Chattanooga	19	909.	291	21,746.	45	-
	Atlanta	300	30,000.	3,100	210,000.	275	38
	Charlotte, NC	267	6,048.	484	44,700.	56	27
	Richmond	149	6,000.	1,652	65,000	200	-
Feb.	Newport News	N.A.	N.A.	74	7,868.	N.A.	69
Feb. 28	Knoxville	18	N.A.	98	1,213.	7	-
Feb. 28	Raleigh	-	-	-	-	-	-
Feb. 14	Durham/Chapel Hill	-	-	-	1,400.	-	-
Mar. 14	New Orleans	-	-	-	55,000.	75	22
Mar. 14	Shreveport	43	3,050.	152	8,892.	27	36
TOTALS:		14	\$ 96,395.	11,321	\$ 888,852	1,247	

SUPER SUNDAY - REGION #4

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Palm Beach Co.	5,600	\$ 160,000.	7,000	\$ 230,000.	400	-
	Miami	N.A.	N.A.	N.A.	1,388,000.	2,600	-
	Tampa	133	7,025.	590	40,476.	60	40%
	Ft. Lauderdale	1,003	63,000.	1,864	125,000.	650	80
	Jacksonville	201	11,255	754	73,258.	53	48
	Sarasota	280	26,000	1,400	124,000.	200	26
	Hollywood	308	30,000	1,835	182,387.	300	50
	So. Broward	309	29,540	1,835	182,845.	300	38
Mar. 21	Pensacola	N.A.	N.A.	68	5,446.	18	-
Mar. 28	Daytona Bch.	50	1,564	205	13,435.	40	-
Mar. 21	Boca Raton	-	-	-	N.A.	-	-
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TOTALS:	11	7,884	\$328,384.	15,551	\$2,364,847.	4,621	

SUPER SUNDAY - REGION #5

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER S.S. GIFTS '82	TOTAL DOLLARS RAISED FOR S.S.	NUMBER OF VOLUNTEERS '82	CARD FOR CARD % INCREASE
Jan. 17	Detroit	125	\$ 8,400.	3,906	\$ 555,000.	460	24 %
	Cincinnati	673	29,109	3,425	317,113.	400	22
	Indianapolis	250	N.A.	1,230	77,923.	140	40
	Dayton	N.A.	37,000.	1,386	160,000.	215	21
	Columbus	128	7,700.	1,500	200,957.	200	14
	Toledo	N.A.	5,821.	2,100	102,000.	200	32
	Ann Arbor	214	9,550.	814	34,000.	80	-
Dec. 6, 31	Akron	359	N.A.	N.A.	40,400.	40	34
Feb. 23	Cleveland	600	15,820	6,396	321,029.	600	15
Feb. 21	Louisville	57	7,240.	1,837	115,600.	165	10
May 2	Ft. Wayne	10	N.A.	200	12,000.	30	N.A.
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TOTALS:	11	2,416	\$ 120,640	22,794	\$ 1,936,022	2530	-

SUPER SUNDAY - REGION #6

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Chicago	200	\$ 9,540.	5,500	\$ 565,000.	580	15 %
	Springfield	21	459.	145	9,461.	20	11
	N.W. Indiana	52	3,200.	1,230	77,923.	200	10
	Rockford	28	1,435.	125	4,449.	20	32
	Minneapolis	1,277	50,506.	4,000	345,570.	600	33.7
	Madison, WI	106	2,255.	695	22,536.	50	18.6
	Kansas City	391	11,000.	2,250	202,540.	250	20.4
	St. Paul, Mn	N.A.	12,000.	906	101,000.	100	13.2
	St. Louis, Mo	500	33,000.	5,000	263,000.	400	18
Feb. 28	Milwaukee	N.A.	N.A.	4,000	170,987.	185	17
Apr. 11	Lincoln	N.A.	N.A.	248	21,500.	-	5.6
Jan. 17	Highland	52	3,200.	560	88,000.	50	9
	Washtenaw	215	9,618.	454	36,000.	60	15
TOTALS:		13	2,842	136,213	25,113	\$1,907,966.	2515

SUPER SUNDAY - REGION #7

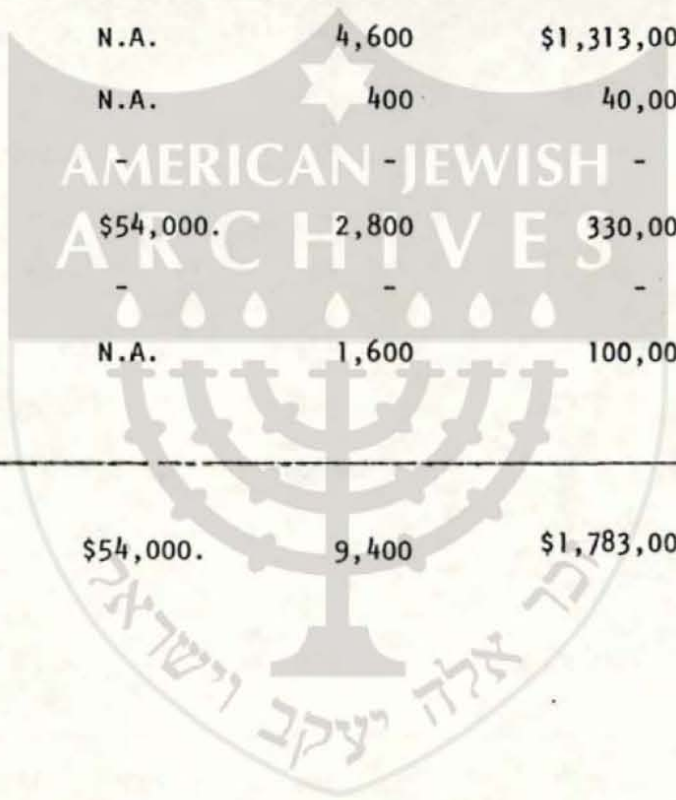
DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. '82	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Dallas	1,087	\$39,087.	3,239	\$ 267,972.	300	22.1 %
	Houston	1,226	72,631.	3,949	524,025.	500	33.2
	Austin	248	9,823.	367	31,000.	125	-
	El Paso	60	2,800.	362	20,870.	40	4
	Oklahoma City	165	9,763.	400	24,081.	98	98
	Little Rock	74	4,010	282	19,100.	31	17
May 16	Corpus Christi	-	-	-	-	-	-
Jan. 31	Galveston	42	2,500	150	5,600.	16	-
Feb. 28	Fort Worth	560	N.A.	1,129	44,010.	257	76
Mar. 7	Baton Rouge	56	2,313.	104	5,020.	280	.138
Apr. 25	Tulsa	N.A.	1,500.	N.A.	1,500.	8	-
Mar. 14	San Antonio	N.A.	1,650.	N.A.	7,400.	30	41
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TOTALS:	12	3,518	\$ 146,077.	9,982	\$ 950,578.	1,685	-

SUPER SUNDAY - REGION #8

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF SUPER SUNDAY '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	San Jose	314	\$6,750	873	\$ 52,067.	152	63%
	Tuscon	223	5,689	881	57,508.	120	24
	Denver	600	25,000	10,006	511,000.	600	36
	Sacramento	586	N.A.	903	292,112.	57	41
	Las Vegas	760	14,041	1,144	36,500.	210	-
Jan. 31	San. Fran.	266	20,483	6,300	1,038,000.	700	24.5
	Oakland	N.A.	N.A.	N.A.	185,000.	125	21
Feb. 7	Los Angeles	N.A.	N.A.	7,855	1,525,000.	2500	-
	Seattle	700	50,000	2,500	255,000.	300	24
	Albuquerque	136	5,232	781	20,207.	50	35
Feb. 21	Portland	262	N.A.	1,300	127,000.	150	-
	Phoenix	-	65,000	N.A.	401,000	400	-
Apr. 25	Orange Co.	-	-	-	46,260.	175	100
Mar. 17	Honolulu	-	-	-	N.A.	-	-
May 2	Eugene, Or.	-	5,000	250	15,000.	9	-
	Tacoma, Wash.	60	15,000	150	50,000	15	-
TOTALS:	16	3,907	212,195	32,943	4,611,654	5563	

SUPER SUNDAY - REGION CANADA

DATE	COMMUNITY	NUMBER OF NEW '82 GIFTS	TOTAL NEW '82 GIFT DOLLARS	TOTAL NUMBER OF S.S. '82 GIFTS	TOTAL DOLLARS RAISED FOR S.S. 1982	NUMBER OF VOLUNTEERS 1982	CARD FOR CARD % INCREASE
Jan. 17	Toronto	N.A.	N.A.	4,600	\$1,313,000.	600	-
	Hamilton	N.A.	N.A.	400	40,000.	50	-
	Edmonton	-	-	-	-	-	-
	Winnipeg	500	\$54,000.	2,800	330,000.	400	21%
Mar. 14	Ottawa	-	-	-	-	-	-
Apr. 18	Vancouver	N.A.	N.A.	1,600	100,000.	240	30
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TOTALS:	6	500	\$54,000.	9,400	\$1,783,000.	1,290	



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United Jewish Appeal

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C A M P A I G N T H E M E S

Introduction

American Jewish communities will be campaigning in 1982 in an environment of multiple concerns:

- *The increasing indifference and hostility directed toward the isolation of Israel among the nations of the world.
- *The related rise of anti-Semitism (disguised as "anti-Zionism") throughout the world, including the western European democracies and the United States itself.
- *The continued entrapment of millions of Jews in lands of distress and oppression, with a slowdown in the rate and opportunity for their release to freedom in Israel and elsewhere.
- *The inability of UJA/Federation campaigns to fund the humanitarian programs of the Jewish Agency in Israel without deficit financing; or to keep pace with increasing needs in the JDC world and at home.
- *The need to strengthen Jewish community life in the US against the inroads of assimilation, undermined family life, inadequate Jewish education and shifting population patterns.

The campaigns of the 1980's, beginning with the 1982 campaign, must be structured to meet all those concerns head-on.

For the individual American Jew, maximum participation in UJA/Federation campaigns as contributor and worker must be - and must be presented as being - the most central and effective action he or she can take in order to:

- *strengthen Jewish communal life at home;
- *respond to anti-Semitic and other divisive threats and attacks;
- *maintain a support system which offers hope to oppressed Jews everywhere;
- *keep bridges open to Israel's people to prevent their growing isolation;
- *and -- most urgently -- provide our full share of the funds required by the Jewish Agency to carry out its vital, life-enhancing immigrant absorption programs.

Proto-Theme

How well our campaigns fulfill those objectives ultimately depend on how well they fulfill the last and most urgent of them.

The needs in Israel command the deepest concern, provide the greatest source of motivation, require the largest portion of the sums raised. Missions to Israel consistently produce the highest percentage of increased giving of any fundraising program. The largest campaigns have been generated by physical conflicts threatening Israel's existence.

The heart of our campaign lies in our partnership with Israel's people. Pursuing that partnership assertively and intensively produces maximum campaign funds - which brings all our objectives closer to realization, including the strengthening of Jewish communal life at home.

In the decade of the Eighties, when the needs in Israel are so great that they demand campaigns of wartime proportions, it is time for the American Jewish community to inform its campaigns with an openly expressed proclamation of commitment to that partnership.

The national officers of the United Jewish Appeal are drawing up a Covenant with the people of Israel, associating the annual campaigns they lead with the prevailing Covenant between the reconstituted Jewish Agency and the government of Israel. It will be effective as of June 21, 1981 - the tenth anniversary of the Agency's reconstitution, which was a recognition of the partnership status of free world Jewish campaign leadership in funding and carrying out its life-supporting programs.

The Covenant will be available for community and individual leadership association throughout the 1982 campaign.

For the UJA - and for associating communities - the proto-theme for the campaigns of the decade will be KEEP THE COVENANT.

ONE PEOPLE INDIVISIBLE

The Covenant is a graphic and dramatic way of reaffirming UJA's proto-theme of the past five years: "We Are One".

The concept of Jewish unity in that phase remains important, valuable and operable. The phrase itself, however, has become passive and needs refreshing and reactivation.

In Campaign '82, UJA will produce a general brochure and a print ad series developing the active variation - We Are One People - into the thematic tag-line, ONE PEOPLE INDIVISIBLE.

This, we project, can be the underlying theme of the major events - such as the Prime Minister's and President's Missions - of early major gifts campaigning. It can appear prominently in promotional and display materials for these missions and for national and regional major gifts events.

THE JEWISH ANSWER

Another way of proclaiming our unity in the face of divisiveness is to characterize our campaign as THE JEWISH ANSWER. It can be presented in several ways:

- *As the direct answer to the so-called "Jewish Question", revived by the new anti-Semitism;
- *As our campaign answer to the question of how to fulfill the Jewish Agency's covenanted program commitments in Israel without deficit financing;
- *Most deeply, at the basic human level: as our direct answer to individual needs -- of Youth Aliyah youngsters, incoming immigrants, the aged in their workshops, settlers in the Negev and Galilee, people in Project Renewal neighborhoods; hostage Jews in distressed lands; the remnant Jewish communities of the JDC world; our children, families and newcomers here at home.

We provide the Jewish Answer by keeping our covenant with all of them, through our campaigns.

A wide range of print and audio-visual materials, as well as human interest feature stories, can flow from this thematic position.

WE CAN MAKE THE DIFFERENCE. (YES, WE CAN).

An even more direct way of expressing this position, in relation to the individuals we help by keeping the covenant, is: WE CAN MAKE THE DIFFERENCE.

This was one of the themes explored by national UJA in connection with the 1981 campaign. Although not implemented nationally, variations were adopted - or developed separately - by a number of communities. The form most used was "You Make the Difference".

We feel that, in recognition of the collective nature of our campaign, "We" is preferable to "You". Also, the definitive "Make the Difference" is subject to being considered too broad a claim at a time when philanthropic contributions can be made to appear relatively minor compared to the overall national need in Israel.

WE CAN MAKE THE DIFFERENCE, applied to individual lives, is a more realistic and effective statement. It can also be applied to individual lives aided by JDC around the world, and locally by federations.

Avoiding a flat claim of certainty and stating what is possible, it also raises the question of our capacity to make the difference.

The affirmative response, to be developed in printed matter, filmic materials and feature stories of human interest, is the thematic tagline for this position: YES, WE CAN. If we raise to capacity, allocate to capacity, collect to capacity -- if we live up to the potential we say we have -- the people we help in Israel and at home can live up to the potential we know they have.

SAY YES

As the public campaign is developed in the later months, the affirmative statement will take over. SAY YES will be the key. We keep the covenant by saying yes to:

- *Super Sunday callers;
- *National Shabbat programs;
- *Walk-A-Thon participants;
- *Campaign closing events;
- *Most importantly: young pioneer families in Israel's north and south; Youth Aliyah kids and our own troubled youngsters; new immigrants in Israel and the US; our aged in Israel, in JDC-aided areas and here at home; our fellow Jews waiting for renewal in distressed neighborhoods and freedom in distressed lands.

THE GIFT OF LIFE

Discussions within the UJA professional staff, among our national officers and with community professionals have developed a consensus in favor of converting a 1981 print ad theme-line - "A Gift of Light Unto Our People" - into THE GIFT OF LIFE for 1982.

Selectively used, this can be an effective sub-theme with most of the key themes developed above:

- *Keep the Covenant (with THE GIFT OF LIFE).
- *The Jewish Answer: THE GIFT OF LIFE.
- *We Can Make the Difference (with THE GIFT OF LIFE).
- *Say Yes (with THE GIFT OF LIFE).

Recapitulation

Our total proposed thematic platform for 1982 presents this logical progression of linked statements:

We are one people indivisible.

We express that unity most forcefully through capacity campaigns (linked with capacity allocations and cash collection).

Our campaigns provide the Jewish answer to attacks on us as a people -- to the specific human needs of hundreds of thousands.

Providing that answer through our campaigns, we can make the difference in those lives (between stagnation and growth, despair and hope, living oppressed and living free...)

Can we really do it? Can we make the difference in Israel that used to be made up through deficit financing? Can we turn the claims of capacity into reality? Yes, we can.

We say yes to all the people who need us -- most of all the people of Israel, who are central to our concerns, and to our campaign.

We are making the gift of life.

Conclusion

We believe that adds up to a comprehensive major statement of what the American Jewish enterprise - as expressed through UJA/Federation campaigns - is all about.

We will offer this full complement of related themes - in printed and other forms - during the course of the 1982 campaign. Communities will be free to use the total "package", or any single element or combination of elements they consider most appropriate to their individual campaigns.

We further believe that, in combination with the proto-theme of KEEP THE COVENANT, any or all of the other projected themes can continue to be useful and effective in the ensuing campaigns of the decade.

Copies of preliminary designs for printed materials illustrating all themes described in this presentation are attached.

81-452-5

5/6/81

One People Indivisible

A Proclamation from the American Jewish Community

WE, THE UNDERSIGNED REPRESENTATIVES OF ORGANIZED AMERICAN JEWRY, as part of our ongoing effort to strengthen our communities here at home and in recognition of our responsibilities as the guardians of our people in Israel and throughout the world, do hereby proclaim and attest herewith,



AMERICAN JEWISH ARCHIVES

- "The organization of immigration abroad and the transfer of immigrants and their property to Israel.
- "Participation in immigrants' housing and their absorption.
- "Agricultural settlement.
- "Health services in connection with immigration and absorption.
- "Youth Aliyah and youth care and training.
- "Maintenance and support of cultural, educational, scientific, religious ... and social service institutions.
- "The care of aged, disabled, handicapped and other persons in need of assistance ...
- "Generally to engage ... in any activities designed to help immigrants and needy persons to become integrated in the life of the community in Israel."

NOW, ON THIS 28TH DAY OF SIVAN 5741, as we celebrate _____

David Berg *Blau* *Handwerker* *Arthur Green* *Emmy Weiss* *Jacob Saper* *Carl Ginzberg*
Sam Dreyfus *Alb. L. Lasker* *Sam Leach* *Howard Frank* *Robert Sull* *Harvey* *Malcolm*
David Kelly *John H. ...* *Paul ...* *Philip ...* *Leo ...* *Stanley ...* *Henry ...*
Shmuel ... *J. ...* *Max ...*



Keep the Covenant

THEY ARE
RAISING
THE
'JEWISH QUESTION'
AGAIN.



**WE ARE
THE JEWISH ANSWER.**

THE UNITED JEWISH APPEAL 1982 CAMPAIGN

We Are One

We Can
Make The
Difference



In Sara's
Life

In Bob's
Life

In Lev's
Life

In Rita's
Life



Yes
We Can

Can

in

n

אני יכול
לעקב



We Can
Make
the Difference

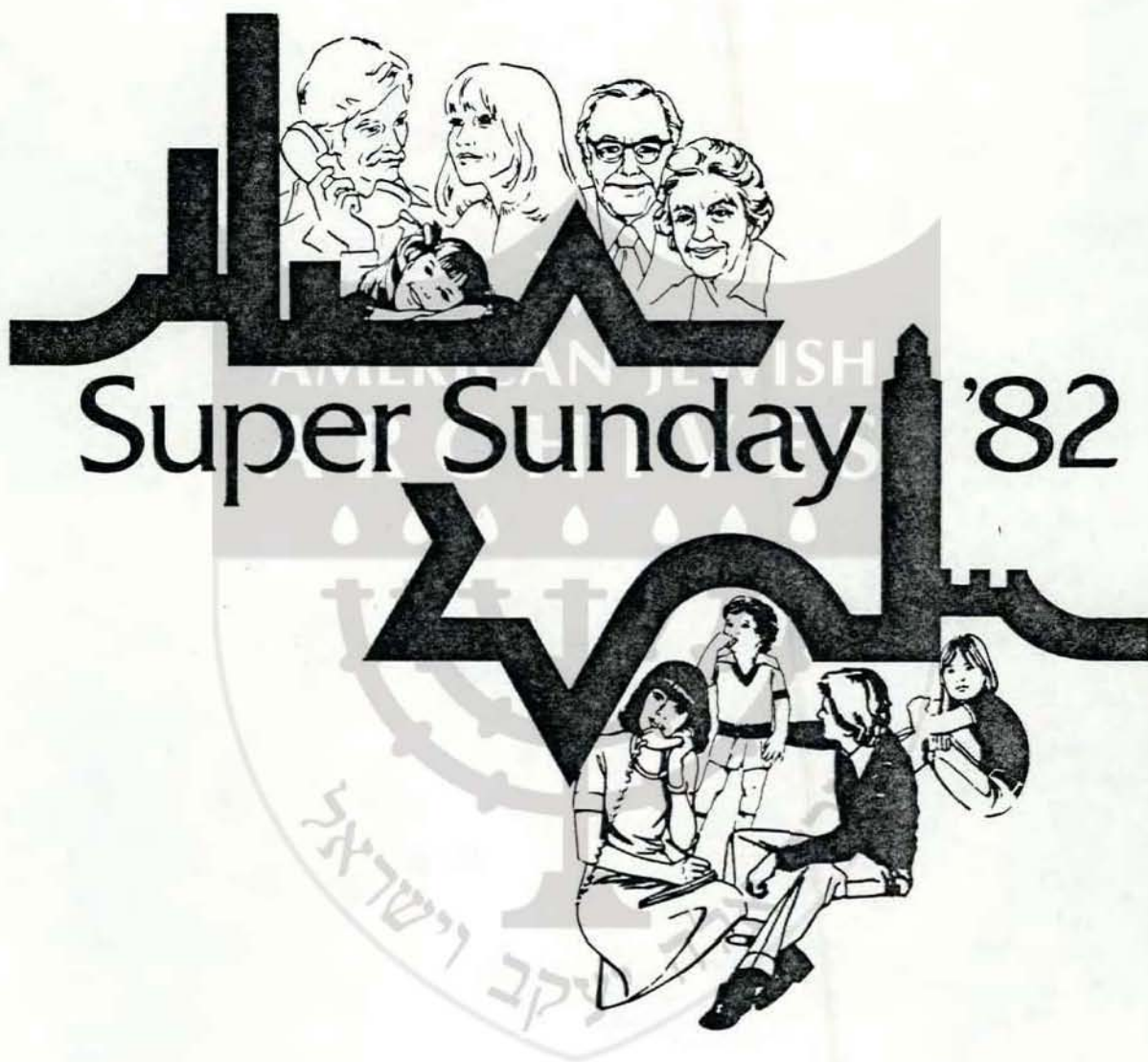


Yes
We Can





Say Yes



Super Sunday '82

The Gift Of Life



A Gift of..... Provides

[Faded handwritten text]

[Faded handwritten text]

[Faded handwritten text]

[Faded handwritten text]

[Faded handwritten text]

[Faded handwritten text]

[Faded handwritten text]



We Are One

The Gift of Life

How Your Contribution Helps

The Cost \$1000



At Home

Through Your
Community Federation



The Cost \$2000

The Cost \$2000



In Israel

Through
The Jewish Agency



The Cost \$3000

The Cost \$0000



Around The World

Through The JDC



The Cost \$0000



United Jewish Appeal

1982

C A M P A I G N P L A N

Background

From November 1980 through April 1981, an intensive round of discussions has taken place among the UJA National Officers, Regional Chairmen, National Campaign Policy Board and professional staff, in close consultation with CJF lay and professional leadership and representative groups of community executives.

The UJA National Campaign Planning Committee presented a draft Campaign Plan for 1982 to the UJA National Officers and Regional Chairmen in February. The draft was reviewed, modified and adopted for presentation to the UJA/CJF 1982 Campaign Task Force in March in Chicago, and to community lay and professional campaign leadership in April in Washington. After further study and refinement it has been organized into the following calendarized form:

MAY, 1981

Recruitment for Prime Minister's Mission (to August)

Recruitment for President's Mission (to September)

Assignments for recruitment for fall Study Missions

Begin establishing national and regional goals in all major gifts categories

Complete planning for 1982 Task Force consultations with communities

Establish national goals for missions participation: overall and in major gifts categories

CAMPAIGN '82 NATIONAL LEADERSHIP MEETING (including Annual Meeting of UJA National Campaign Policy Board):

Establishment of needs, goal and plan for 1982; endorsement by participating national, regional and community leadership

Expanded regional cabinet meetings: consultations with community executives and lay leadership to review plans for 1982 and stimulate community involvement

Opening of year-round dialogue with community campaign leadership

Project Renewal consultations with communities
Young Leadership National Family Retreat
National Women's Division Spring Seminar
Young Women's Leadership Cabinet Executive Committee Meeting
Regional Women's Division and Young Leadership Conferences

JUNE, 1981

Recruitment for fall Study Missions (through November)

Begin organizing and recruitment for possible "VIP Missions": small groups of selected prospects with large gift potential

Capacity planning process: first phase (analysis and assessment) meetings with communities participating in process last year (through August)

Capacity planning process: meetings with communities not participating last year (through September)

Begin planning and preparation of materials for Super Sunday '82 (through December)

Young Leadership Cabinet Executive Committee Meeting

Student Advisory Board Conference

Regional Women's Division and Young Leadership Conferences

UNIVERSITY STUDENTS MISSION

JULY, 1981

FAMILY MISSION

Recruitment for total missions program (through spring)

Continuation of capacity planning process (through September)

Recruitment for International Meetings (through November)

Possible seminar for Campaign Chairmen

AUGUST, 1981

Possible seminar for Campaign Chairmen

PRIME MINISTER'S MISSION

YOUNG LEADERSHIP CABINET FAMILY MISSION

JEWISH AGENCY ASSEMBLY

NATIONAL SINGLES MISSION

NATIONAL FAMILY MISSION

Meeting of Headquarter City Women's Division Chairmen and Executives

Begin organizing and recruitment for possible Trades and Professions Missions and other specialized missions (through January)

SEPTEMBER, 1981

Capacity process: conclude all meetings; finalize goals and campaign planning

CJF Quarterly: review state of 1982 capacity and planning process

Possible EVENT TO REPLACE AMBASSADOR'S DINNER (e.g., small \$100,000 minimum mission to Washington for meetings with Israel Ambassador and administration spokesmen)

SUB-MISSIONS TO EUROPE PRECEDING PRESIDENT'S MISSION

PRESIDENT'S MISSION

COMMUNITY, REGIONAL, DIVISIONAL MISSIONS TO WASHINGTON (through spring)

Possible COMMUNITY, REGIONAL, DIVISIONAL MISSIONS TO NEW YORK

Young Leadership Cabinet Retreat

Young Women's Leadership Cabinet Annual Retreat

OCTOBER, 1981

NATIONAL STUDY MISSIONS

Possible VIP MISSIONS

NATIONAL WOMEN'S DIVISION LEADERSHIP MISSION

WASHINGTON MISSIONS

Possible NEW YORK MISSIONS

Possible alternative WASHINGTON EVENT TO REPLACE AMBASSADOR'S DINNER (see September)

REGIONAL CONFERENCES

WESTERN REGIONAL \$100,000 CONFERENCE - LOS ANGELES

Possible MIDWEST REGIONAL \$100,000 CONFERENCE

COMMUNITY MAJOR GIFTS MEETINGS

NOVEMBER, 1981

Planning/preparation for January-June period:

Finalize Sunbelt program; begin recruitment for February event in Palm Beach

Begin process of establishing "target dates" for achieving goals in all giving categories

Seek community involvement in total program of events beginning with National Shabbat/Super Sunday and including: Passover - Yom Hashoa - Yom Haatzmaut - Yom Yerushalayim - National Walk-A-Thon - campaign closing events

CJF General Assembly

INTERNATIONAL MEETING - \$250,000 Minimum

NATIONAL STUDY MISSIONS

Possible VIP MISSIONS

NATIONAL YOUNG LEADERSHIP MISSION

WASHINGTON MISSIONS

REGIONAL CONFERENCES

REGIONAL MAJOR GIFTS EVENTS

COMMUNITY MAJOR GIFTS MEETINGS

DECEMBER, 1981

Planning/preparation for January-June period:

Continue recruitment for Sunbelt program events

Conclude and circulate community "target date" schedule

Finalize program of events; advise communities

Possible VIP MISSIONS

FAMILY MISSION

UNIVERSITY STUDENTS MISSION

WASHINGTON MISSIONS

COMMUNITY MAJOR GIFTS MEETINGS

JANUARY, 1982

CHAZON MISSION

WOMEN'S DIVISION CHAZON MISSION

Possible VIP MISSIONS

Possible TRADES AND PROFESSIONS MISSIONS

WASHINGTON MISSIONS

REGIONAL CONFERENCES

WOMEN'S DIVISION PALM BEACH MEETING - \$7,500 MINIMUM

NATIONAL SHABBAT

NATIONAL SUPER SUNDAY '82 (Minimum goal: 200 communities)

COMMUNITY CAMPAIGN TARGET REPORT I

FEBRUARY, 1982

Concerted effort to close maximum number of outstanding Major Gifts through committee and regional assignments

NATIONAL MAJOR GIFTS MEETING IN PALM BEACH

"PRESIDENT'S MISSION II"

NATIONAL MISSION OPPORTUNITIES

CHAZON MISSION

Possible VIP MISSIONS

Possible TRADES AND PROFESSIONS MISSIONS

NATIONAL \$10,000 MINIMUM WASHINGTON MISSION

COMMUNITY WASHINGTON MISSIONS

COMMUNITY CAMPAIGN TARGET REPORT II

MARCH, 1982

Final closeout of all outstanding Major Gifts

FATHER AND SON MISSION

NATIONAL MISSION OPPORTUNITIES

CHAZON MISSION

Possible TRADES AND PROFESSIONS MISSIONS

Possible SPECIAL MISSIONS ORIENTED TO PROJECT RENEWAL

NATIONAL \$5,000 MINIMUM WASHINGTON MISSION

COMMUNITY WASHINGTON MISSIONS

COMMUNITY CAMPAIGN TARGET REPORT III

National Young Leadership (YLC-YWLC) Washington Conference

APRIL, 1982

CJF Quarterly

Massive regional assistance to early campaign clean-up efforts

Passover-related campaign events

Possible PROJECT RENEWAL MISSIONS

WASHINGTON MISSIONS

Resumption of possible NEW YORK MISSIONS

COMMUNITY CAMPAIGN TARGET REPORT IV

MAY, 1982

WASHINGTON MISSIONS

Possible NEW YORK MISSIONS

NATIONAL WALK-A-THON

Campaign events related to Yom Hashoa - Yom Haatzmaut - (Yom Yerushalayim)

Other CAMPAIGN CLOSING EVENTS (to be determined)

NATIONAL LEADERSHIP CONFERENCE/NCPB ANNUAL MEETING





United Jewish Appeal

1982 CAMPAIGN

NATIONAL AND REGIONAL RESOURCES

The material below lists the various resources available from the national and regional operations of the United Jewish Appeal in support of all aspects of community campaigns. Every one is a valuable tool when requested and used in a timely fashion. UJA's professional staff is available at all times to produce these resources for campaign use, and to aid communities in factoring them into their campaign calendars.

The greatest resource of all is the lay and professional leadership who offer such basic community-support services as: one-on-one and team solicitation for the regular campaign and for Project Renewal; parlor meeting keynoting and solicitations; consultation as community "chaverim" on all aspects of campaign, allocations and cash collections; programming and recruitment for missions, conferences and major community events; and training of community leadership and workers.

Communities are urged to structure their campaigns around heavy, ongoing utilization of these services by:

NATIONAL OFFICERS
REGIONAL OFFICERS
WOMEN'S DIVISION LEADERSHIP
YOUNG LEADERSHIP CABINET
MEMBERS
YOUNG WOMEN'S LEADERSHIP
CABINET MEMBERS
OPERATION UPGRADE SOLICITORS
VISITING ISRAELIS
OTHER PROMINENT SPEAKERS

PROJECT RENEWAL CHAIRMAN
AND COMMITTEE MEMBERS
PROJECT RENEWAL PROJECTS
DIRECTOR
EXECUTIVE VICE CHAIRMAN
ASSOCIATE EXECUTIVE VICE
CHAIRMAN
DIRECTOR, OPERATION BREAKTHROUGH
RABBINIC CABINET OPERATION
UPGRADE SOLICITORS

More...

PROGRAMS AND MATERIALS

NATIONAL FUNDRAISING EVENTS AND PROGRAMS

Prime Minister's Mission
President's Mission
Washington Missions
New York Missions
International Meeting
Regional Major Gifts Meetings
Women's Division Sunbelt
Program
Operation Upgrade
Rabbinic Cabinet Operation
Upgrade
Rabbinic Cabinet "100% Plan"
National Super Sunday
National Walk-A-Thon
National Direct Mail Program
New Gifts Program
National Cash Collection Program

OVERSEAS PROGRAMS

Missions to (Europe and) Israel

National
Regional
Community
Trades and professions
Chazon
Family
Women's Division
Young Leadership
Young Women's Leadership
University students
Faculty
Rabbis and congregations
Cash Chairmen
Young unmarried adults

SUPPORT MATERIALS AND RESOURCES FOR COMMUNITY FUNDRAISING MEETINGS

Full roster of speakers
National Speakers Bureau
Women's Division Volunteer
Speakers Bureau Program
Press and publicity materials
Display items
Musico-dramatic shows
Films and slide presentations
Audio and video tapes
Awards

CAMPAIGN WORKSHOPS AND SEMINARS

Working sessions on all aspects of planning, promoting and conducting community campaigns are prepared, programmed and staffed by UJA national and regional officers and professional personnel, and are available to community lay and professional leadership at:

National Leadership Meetings
Regional and sub-regional retreats
and meetings
Women's Division retreats and meetings
Young Leadership Cabinet retreats and
meetings
Young Women's Leadership Cabinet
retreats and meetings
University Programs Department retreats
and meetings
Public Relations Department intensive
one-day seminars, with CJF
Rabbinic Cabinet seminars
Rabbinic Cabinet Young Leadership
seminars
Faculty Cabinet faculty seminars

SOLICITOR TRAINING PROGRAMS

Operation Upgrade

Basic Solicitor Training
Advanced Solicitor Training
Advanced Leadership Seminars
Campaign Leadership Practicum
Telephone Appointment Making

Operation Breakthrough

Advanced Solicitor Training
Major Solicitor Clinic
Campaign Chairmen Training Seminar
Advanced Workshop in Communication
Staff Training Workshop
Telephone Solicitation Seminar

New Gifts Solicitor Training Institute

SPECIAL SEMINARS

Seminar for Fundraising Professionals
(Israel)
Operation Upgrade Leadership seminar
Seminar on tax benefits
Briefings on legacies and bequests for
prospects, attorneys and accountants
Operation Breakthrough public speaking
seminar
Women's Division advanced
speaker training
Cash seminars

RESEARCH

Prospect profiles
New prospect identification
Trade and industry surveys
Economic trends analysis
Research training seminars
Community consultations

COMMUNITY CONSULTATIONS

In addition to year-round
counseling and guidance available
from national and regional officers,
special consultations are arranged
with UJA departments on:

Campaign structure, strategy and
calendar
Project Renewal
Allocations
Cash collection
New Gifts planning and prospect
identification
Public Relations
Programming for campus campaigns
Operation Breakthrough Hi-Rise program
Programs for business and career women
Special events and dramatic productions

LEADERSHIP EDUCATION AND DEVELOPMENT

National Leadership Education Program
Divisional Leadership Development
Programs:
Women's Division
Young Leadership Cabinet
Young Women's Leadership Cabinet
Rabbinic Cabinet
Faculty Cabinet
Student Advisory Board of the
University Programs Department
Young Leadership Cabinet Judaica Study

PUBLICATIONS AND INFORMATIONAL MATERIALS

Highlights of Recent News and Events
Women's Division Record
Women's Division News Update
Women's Division Program Highlights
Young Leadership Cabinet Communiques
Young Women's Leadership Cabinet
News Makers
Project Renewal: Partnership
for the Eighties
Leadership briefing and position papers
Packets of news items of Jewish interest

PRINT, MEDIA AND DISPLAY
MATERIALS FOR COMMUNITY USE
AND ADAPTATION

For each campaign, national UJA produces the following materials, which communities use as produced or revise and adapt for their needs. In most materials, adequate space is reserved for communities to imprint their identification or local campaign message:

Print advertisements
TV/radio spot announcements
Campaign backgrounder, fact pieces
and brochures
Campaign photographs
Mission recruitment brochures
Passover and High Holiday materials
National Super Sunday Support materials
National Shabbat resource materials
National Walk-A-Thon support materials
Monthly cash billing stuffers
Posters and banners
Workers' Kits
Logo art, themes and slogans
Invitation shells
Campaign letterheads
Pledge cards
Specialized materials for campus
campaigns

MANUALS AND GUIDELINES

Campaign Chairman's Manual
Women's Division Chairman's Notebook
Missions Chairman's Manual
New Gifts Resource Booklet
Guide to Personal Solicitation
Legacies and Bequests Brochure
Tax Incentives for Charitable Giving
Public Relations Manual
Campaign Guide for Students
Super Sunday Manual
Walk-A-Thon Manual
Actions Speak Louder Than Words
(non-verbal communication)
Direct Mail Campaign Manual
Instructional Manual on Special Events
and Dramatic Programs

