



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

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

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

Box
43

Folder
10

National Chairmen meeting. October 1972.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

M E M O R A N D U M

October 27, 1972

CONFIDENTIAL

To: UJA National Chairmen

Re: Notes on National Chairmen Meeting, October 20, 1972 at the UJA office
in New York City. The following were present:

Albert B. Adelman
Irving Bernstein
Melvyn H. Bloom
Gerald S. Colburn
Melvin Dubinsky
Louis S. Goldman
Alexander Grass

Gottlieb Hammer
Donald H. Klein
Marc Tabatchnik
Jack D. Weiler
Philip Zinman
Paul Zuckerman
(by telephone from Israel)

REPORT FROM ISRAEL Mr. Zuckerman, who was in Israel, was able to address the meeting by virtue of an amplified telephone hook-up which also permitted the National Chairmen in New York to speak to him. He greeted everyone at the meeting, thanking them for coming, and then addressed the meeting.

Mr. Zuckerman said that he would be returning to the United States that weekend, but that he would be traveling in connection with campaign activity for considerable time thereafter, and he had felt a meeting of the National Chairmen at this point was of the essence. It was necessary for the development of new ideas for the 1973 campaign as well as the effectuation of plans already developed. In particular, it was important now in order to assure the impetus provided by the tremendous spirit and actual joy in giving demonstrated by the Study Conference participants was carried forward into the campaign forcefully and quickly.

A great surge of Soviet Jewish immigration was occurring in October, Mr. Zuckerman reported -- much higher for this month already than in either August or September. (In the first 18 days of October, 1,600 Russian Jews had entered Israel; Mr. Hammer later implemented this citation with a report received that morning indicating 1,831 had entered as of October 20.) Mr. Zuckerman pointed out Jewish Agency Chairman Louis Pincus was now concerned about an immigrant housing crisis, in view of the large scale of immigration from all sources this year. The mood of the Israeli people was one of great satisfaction with the continued flow of Soviet Jews, but also of concern about "where are we going to put them all?" A new addition to the expenses of the Jewish Agency is the high cost of providing the kind of security that circumstances now obviously require for emigrants throughout the course of their transit to Israel.

Mr. Zuckerman observed that Israelis in all walks of life, when encountering American Jews these days, are likely to express warmly their recognition of the significance of UJA aid. It is heartening for anyone associated with the UJA to note this acknowledgment on their side that "we are all one people."

It was stressed that particular concentration is required between now and December 31 on the cash collection effort, as well as on assuring the effectiveness of the Million Dollar Minimum Gift Meeting on November 15 with Defense Minister Moshe Dayan in William Levitt's home...and of the December 7 Inaugural Meeting with Simcha Dinitz, Director-General of the Prime Minister's Office. Mr. Zuckerman indicated that the need for immediate funds overseas was extremely critical. He expressed appreciation for the leadership Dr. Sidney Edelstein has given as National Cash Chairman, and to Mr. Colburn for now assuming this post. It was urged that every means be utilized to regenerate and intensify the cash drive. Mr. Colburn responded that he had "gotten the message" and that he would expend all his energies to achieve the necessary results.

Mr. Zuckerman asserted that it was very important to have additional names of potential contributors who might be invited to the Million Dollar Meeting, and to mobilize a capacity attendance by \$35,000 minimum contributors at the Inaugural Dinner. It was vital to extend the spirit and productivity of both the Prime Minister's Mission and the Study Conference into the American Jewish community through these two forthcoming events. The fact that a total of over \$26,000,000 had been pledged on these high level missions, compared to \$20,000,000 from the same contributors in 1972, portended well for the 1973 campaign--although, from his present observations in Israel, Mr. Zuckerman remarked, "no matter how much we raise it could not be enough."

Mr. Zuckerman concluded by remarking that the success of the 1972 campaign had demonstrated how outstanding the UJA leadership truly was, that he was proud to be associated with this leadership--and confident that "all of us together will do the job required of us in 1973."

PURPOSE OF MEETING Mr. Bernstein further reviewed the purpose and need for this meeting. He noted that because so many Chairmen were already so involved in 1973 campaign activities around the country, not all of them could attend. Nevertheless, Mr. Zuckerman and he felt it was preeminently desirable at this date to have those who were available come together for a session of "brainstorming". (Attached to these notes is a listing of speaking engagements and missions participation of National Chairmen scheduled to date.)

A session of this sort had been held with the National Chairmen at the Study Conference in Israel on October 8, starting at 11:00 p.m., in Mr. Zuckerman's hotel suite. Similar meetings would be called fairly frequently as a kind of ongoing "think tank" during the 1973 campaign.

Complementing this approach to generate additional ideas and activity, it was hoped that the National Chairmen would assume greater autonomy and undertake increasingly to formulate policy in the areas of their special responsibilities. These are now defined in many cases through the committee approach developed at the Executive

Committee Retreat in June, and include:

Breakthrough -- Leonard R. Strelitz
Cash -- Gerald S. Colburn
Florida -- Charles Ginsberg, Jr.
Israel Education Fund -- Philip Zinman
Missions -- Louis S. Goldman
Potential -- Bert Rabinowitz
Special Gifts (\$50,000 and over) -- Albert B. Adelman
West Coast -- Bram Goldsmith

It was stressed that the National Chairmen, in their chairmanship of these committees, must work with groups of lay leaders rather than utilizing only UJA staff in the committees' efforts. Mr. Bernstein said it was hoped this would be done to an increasing extent, with the committees' lay leadership under the National Chairmen's direction operating fairly independently. He noted that at the present time Breakthrough, Cash and Special Gifts are operating without such groups, and it was strongly urged that they change their present method in order to follow the new pattern being developed for 1973.

REGIONAL MEETINGS At the National Chairmen's session during the Study Conference it was agreed that during the balance of October and early November, regional meetings of community representatives with National Chairmen should be scheduled to further the campaign pace already set, put the campaign in perspective, and promote the November Million Dollar Meeting and the December Inaugural Dinner. Six of these meetings were already projected for the following areas: West Coast, East Central, New Jersey, New England, West Central, and the South. Arrangements for meetings in Pennsylvania, as well as Virginia and the Carolinas, were pending at the time of this National Chairmen's meeting.

In the ensuing discussion, the following points were made with regard to the regional meetings:

Participants should include selected leaders, campaign chairmen, federation presidents, and executive directors from each major community in the region.

National Chairmen should have lists in advance of the key people desired in order to recruit attendance.

The campaign challenge to be emphasized at the meetings is that massive Soviet Jewish immigration is continuing (as cited by Mr. Zuckerman in his report from Israel), in spite of the special exit visa fees being imposed on academic people. The latter group represents no more than one-fifth of Jews wishing to emigrate. This point may be implemented by the fact that, in addition to Russian Jews, thousands of immigrants are coming to Israel from other places of origin (Mr. Hammer noted a total of 30,000 is expected for the current year).

Additional potential million dollar contributors to be invited to the November 15 meeting must be sought at the regional meetings. They must also be utilized to stimulate attendance at the Inaugural Dinner, and of \$35,000 minimum gifts to be announced at the dinner (this amount representing the cost of saving one Russian Jewish family).

The need for strenuous community cash efforts between now and the end of the year must be conveyed -- along with the urgency of starting 1973 campaigns immediately.

Mr. Goldman, who was chairing the first regional meeting, developed a suggested agenda for all the meetings (which is attached).

Mr. Bernstein described how the spirit of solidarity manifested on the Study Conference was captured by the special 25th Anniversary show presented in Tel Aviv's Mann Auditorium. The stirring theme song written for this presentation, "All Israel is One" -- a celebration of Jewish unity - sung first by the children of Lachish, the children of an early immigration, and then by 90 members of the Vilna choir now living in Israel, symbols of today's great historic immigration from Russia -- seemed to be expressing the Study Conference's renewed sense of brotherhood. The song will be distributed to American Jewish communities in song sheets and records. It was agreed that, through the regional meetings, the communities must be stimulated to associate themselves with Israel's 25th Anniversary and the Study Conference participants' intensified sense of peoplehood.

CJFWF GENERAL ASSEMBLY Mr. Bernstein observed that there would be substantial attendance by American Jewish community leadership at the November 9-11 General Assembly in Toronto, and it was important for UJA National Chairmen to participate. The occasion would provide a valuable additional opportunity to seek out million dollar gift prospects, recruit Inaugural Dinner attendance, and solicit individual gifts. For the latter purpose, the National Chairmen would be provided with lists of contributors to be approached -- prepared in consultation with community executive directors.

With further regard to the Million Dollar Meeting, Mr. Bernstein said six gifts of \$1,000,000 minimum for 1973 had already been forthcoming -- at least one, and perhaps two of them, for \$2,000,000. He indicated the Meeting was "beginning to build". The National Chairmen were urged, in addition to providing more names for invitations, to undertake to see prospects prior to the meeting where this could be helpful.

With further respect to cash, it was proposed and agreed that further assistance in the drive should be sought from the United Israel Appeal, the Joint Distribution Committee and the Israel Education Fund -- through their respective Chairmen, Mr. Dubinsky, Mr. Edward Ginsberg, and Mr. Zinman.

* * *

Mr. Bernstein reported the UJA had obtained television rights for the showing of the BBC-produced film biography of Israel Prime Minister Golda Meir which was received so enthusiastically when shown at the Executive Committee Retreat. The terms arranged would permit two local showings under UJA auspices in the communities, as well as other showings with commercial sponsorship. It was also pointed out that the 25th Anniversary Scrolls being presented to 1973 community campaign chairmen who visit Israel, and the Anniversary medallions being presented locally, were already producing very good effects.

OVERSEAS TRIPS It was noted that Operation Israel trips would be continuing almost every week hereafter until February. For the period November 12-22 there were now scheduled four Cameo Missions, intensive 2½ day trips, for high level leaders and contributors from Baltimore, Chicago, Cleveland and Minneapolis. Arrangements for other such trips are pending.

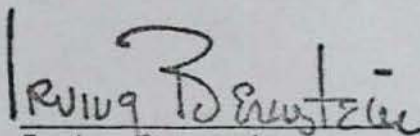
MAJOR COMMUNITY SOLICITATIONS In their discussion the National Chairmen gave particularly strong expression to the view that the opportunity for more extensive individual gift solicitation by UJA national leadership in the major communities could be a very productive element in the 1973 campaign. Mr. Bernstein indicated the key importance of the major communities by pointing out that 75 per cent of UJA-raised funds comes from 21 cities.

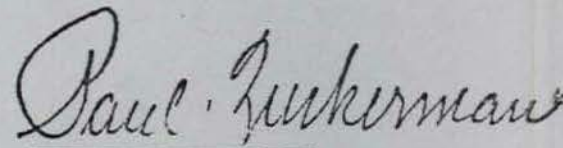
It was proposed and agreed that, as an initial approach, arrangements be made with executive directors for some of the newly inspired Study Conference participants to be contacted by National Chairmen and enlisted for solicitation visits with the National Chairmen in their communities. This approach will be tried first in Boston, Chicago and Philadelphia. The National Chairmen going into these cities will further encourage the Study Conference participants to attend the reunion for them planned as part of the Inaugural Meeting.

The additional proposal was made to arrange, later on in the 1973 campaign, for community visits by National Chairmen to solicit \$5,000 minimum contributors with potential for greater giving.

FORTHCOMING EVENTS An Executive Committee meeting will be held in New York on Monday, November 20. The national luncheon to bid farewell to Ambassador Itzhak Rabin originally contemplated for that date has been scheduled for January 22. A suggestion was made to invite a top representative of the administration in Washington next January to take part in the farewell luncheon.

EDUCATION FUND Mr. Zinman asked the National Chairmen to "keep the Israel Education Fund in mind" and submit to him as prospective donors the names of people who obviously have made their maximum campaign contribution but still have considerable gift potential.


Irving Bernstein
Executive Vice-Chairman


Paul Zuckerman
General Chairman

Attachments

SPEAKING ENGAGEMENTS AND MISSIONS PARTICIPATION OF NATIONAL CHAIRMEN

Albert B. Adelman

8/28/72 - 9/1	- Prime Minister's Mission	
10/2/72 - 10/10	- Study Conference	
10/16/72	- Harrisburg, Pa.	Quota Setting
10/24/72	- Chicago, Ill.	" "
11/2/72	- Chicago, Ill.	Regional Conference

Irving Bernstein

8/28/72 - 9/1	- Prime Minister's Mission	
10/2/72 - 10/10	- Study Conference	
9/20/72	- Miami Beach, Fla.	Quota Setting
9/21/72	- Boston, Mass.	" "
10/23-24/72	- Los Angeles, Calif.	Solicitation

Gerald S. Colburn

8/28/72 - 9/1	- Prime Minister's Mission	
9/21/72	- Kansas City, Mo.	Quota Setting
9/24/72	- Cincinnati, Ohio	" "
10/10/72	- Louisville, Ky.	" "
10/18/72	- Buffalo, N.Y.	" "
10/26-11/5/72	- Operation Israel	

Melvin Dubinsky

8/28/72 - 9/1	- Prime Minister's Mission	
9/21/72	- Memphis, Tenn.	Quota Setting
9/25/72	- Union County, N.J.	" "
10/13/72	- Baltimore, Md.	" "
10/25/72	- Paterson, N.J.	" "

Larry M. Frank

8/28/72 - 9/1	- Prime Minister's Mission	
10/2/72 - 10/10	- Study Conference	
10/19/72	- Norfolk, Va.	Quota Setting

Charles Ginsberg, Jr.

8/28/72 - 9/1	- Prime Minister's Mission	
10/2-3/72	- San Francisco, Calif.	Solicitations
10/26/72	- Lynn, Mass.	Quota Setting

Edward Ginsberg

8/28/72 - 9/1	- Prime Minister's Mission	
11/5/72	- Los Angeles, Calif.	Solicitation
11/20/72	- Pittsburgh, Pa.	Big Gifts

Louis S. Goldman

9/25/72	- Indianapolis, Ind.	Quota Setting
10/2/72 - 10/10	- Study Conference	
10/23/72	- Charlotte, N.C.	Quota Setting
10/25/72	- Cleveland, Ohio	Regional Conference
* 11/2-12/72	- Operation Israel	

Bram Goldsmith

9/24/72	- San Diego, Calif.	Regional Conference
10/11/72	- Las Vegas, Nev.	Quota Setting
10/15/72	- Oakland, Calif.	Regional Conference

Alexander Grass

8/28/72 - 9/1	- Prime Minister's Mission	
10/17/72	- Allentown, Pa.	Quota Setting

Frank Lautenberg

8/28/72- 9/1	- Prime Minister's Mission	
--------------	----------------------------	--

Morris L. Levinson

8/28/72 - 9/1	- Prime Minister's Mission	
10/3/72	- Passaic, N.J.	Quota Setting
10/16/72	- Providence, R.I.	Big Gifts

Samuel H. Miller

9/24/72	- San Diego, Calif.	Regional Leadership Meeting
10/3/72	- Minneapolis, Minn.	Quota Setting
10/12/72	- Houston, Texas	" "
10/15/72	- San Francisco, Calif.	Regional Leadership Meeting
10/23/72	- Nashville, Tenn.	Quota Setting

Bert Rabinowitz

8/28/72 - 9/1	- Prime Minister's Mission	
10/2/72 - 10/10	- Study Conference	
9/12/72	- Fall River, Mass.	Solicitations
10/16/72	- Cincinnati, Ohio	Operation Potential
10/17/72	- St. Paul, Minn.	Leadership Meeting
10/18/72	- New Orleans, La.	Quota Setting
10/31/72	- Boston, Mass.	Regional Conference
11/15/72	- New Bedford, Mass.	Quota Setting
1/14/73 - 1/21	- Operation Israel	

Leonard R. Strelitz

10/2/72 - 10/10	- Study Conference	
-----------------	--------------------	--

Philip Zinman

8/28/72 - 9/1	- Prime Minister's Mission	
10/2/72 - 10/10	- Study Conference	
10/23/72	- San Francisco, Calif.	Quota Setting
11/1/72	- Rochester, N.Y.	Solicitation

Paul Zuckerman

8/28/72 - 9/1	- Prime Minister's Mission	
10/2/72 - 10/10	- Study Conference	
10/28-29/72	- Los Angeles, Calif.	Solicitation
11/30/72	- Chicago, Ill.	Big Gifts Meeting



1.

AGENDAS FOR REGIONAL MEETINGS

- I. Introduction by Chairman
- II. Discussion of Russian Immigration and Needs
- III. Campaign - Dialogue
 - A. 1) Prime Minister Mission
 - 2) CJFWF Sept. Mtg.
 - 3) Study Conference
 - B. Million Dollar Meeting
 - C. December 7 Program
 - 1) \$150,000 Luncheon
 - 2) Dinner - Passport to Freedom
 - D. Cash
 - E. Florida Program
 - F. Use of 25th Anniversary in Campaign
 - G. Effectiveness of Operation Israel & Cameo Program
 - H. If there is time, discussion of Golda Meir film