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National United Jewish Appeal Contingency Plan for Wartime or
Declared Emergency. 1972.

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United Jewish Appeal

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May 5, 1972

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Mr. Herbert A. Friedman
P.O. Box 92
Jerusalem, Israel

Dear Herb:

The specific areas of responsibility in the Israel office under the Contingency Plan are:

- HAF - 24 hour news service, as described.
- CV - Speakers - Including maintenance of updated lists and handling flight logistics.
- Rafi Bar-Am - Film, audio and video coverage.

A copy has been sent to Chaim. He is aware that the speaker's list and flight logistics are his responsibilities.

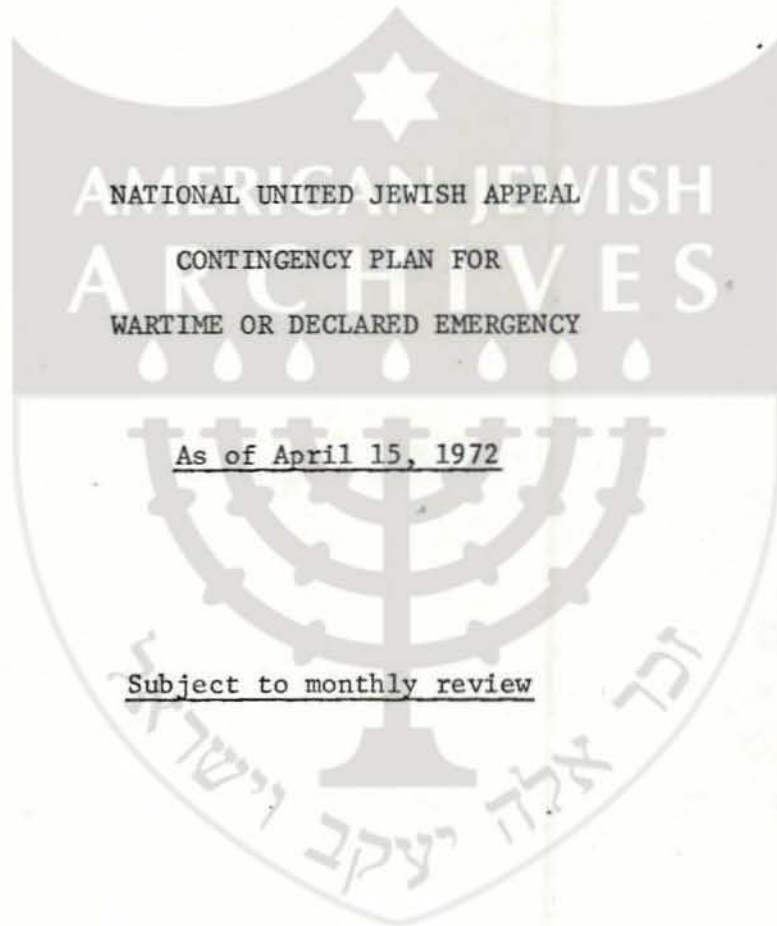
It was good to hear from you. Say hello to Francine and the boys.

Sincerely,

David

DM:MS

file
~~Contingency~~
Emergency Plan



NATIONAL UNITED JEWISH APPEAL
ARCHIVES
CONTINGENCY PLAN FOR
WARTIME OR DECLARED EMERGENCY

As of April 15, 1972

Subject to monthly review

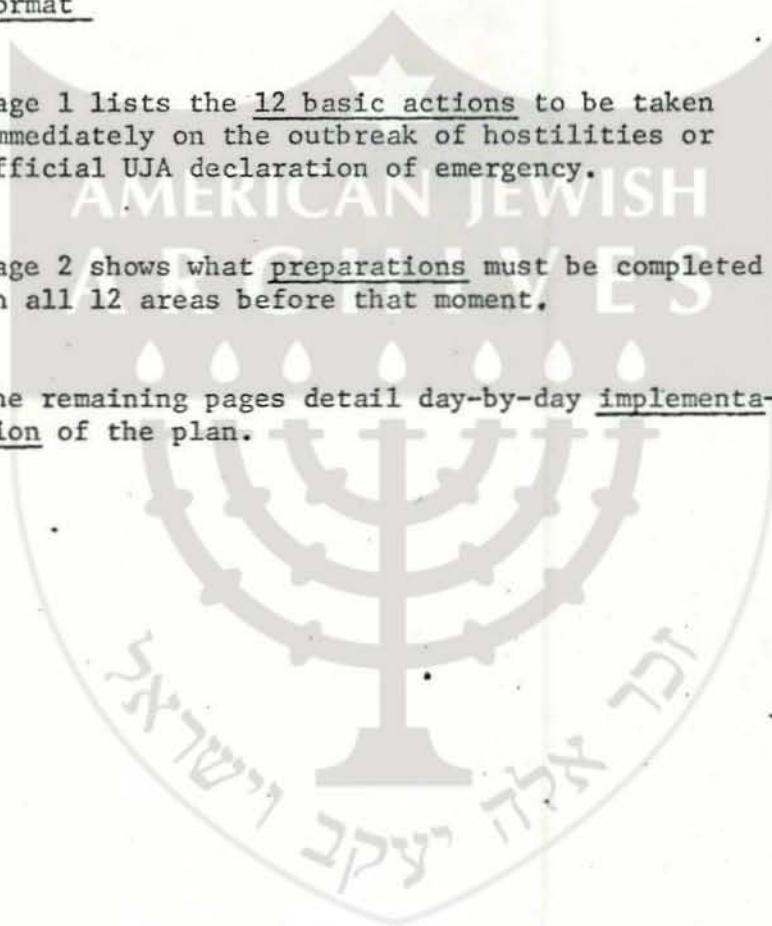
זכר אלה יעקב
וישראל

Format

Page 1 lists the 12 basic actions to be taken immediately on the outbreak of hostilities or official UJA declaration of emergency.

Page 2 shows what preparations must be completed in all 12 areas before that moment.

The remaining pages detail day-by-day implementation of the plan.



IMMEDIATE RESPONSE: The 12 Basic Actions

<u>Action</u>		<u>Responsibility</u>
<u>A. MOBILIZATION</u>		
1. <u>TOTAL UJA STAFF IS RECALLED TO NEW YORK HEADQUARTERS.</u>		MP, MT
2. <u>COORDINATING COMMITTEE GOES INTO IMMEDIATE SESSION.*</u>		DHK
3. <u>NATIONAL EMERGENCY MEETING IS CALLED FOR EVENING OF SECOND DAY.#</u>		MP, MT
4. <u>NATIONAL UJA DIVISIONAL EMERGENCY MEETINGS ARE CALLED FOR AFTERNOON OF SECOND DAY.</u>		EAJ, HS, EW
5. <u>ISRAEL OFFICE EMERGENCY OPERATION IS ACTIVATED.</u>		CV, HAF
<u>B. INFORMATION/COMMUNICATION SERVICES</u>		
6. <u>CENTRAL NEWSROOM IS ESTABLISHED.</u>		MHB
7. <u>TWX NETWORK IS ACTIVATED.</u>		MHB, MT
8. <u>PR MATERIALS GO TO PRESS AND INTO PRODUCTION.</u>		MHB
<u>C. FUND RAISING</u>		
9. <u>NATIONAL BUCKET SHOP IS INSTALLED.</u>	<u>Nomenclature</u> ISRAEL CALLING	MP, MT
10. <u>AIRPLANE CHARTER PLAN GOES INTO EFFECT.</u>	AIRLIFT FOR ISRAEL	MP, BS
11. <u>NATIONAL SOLICITATION MASTER PLAN IS INAUGURATED.</u>	OPERATION LIFELINE	MP
12. <u>CASH TRANSFER PLAN GOES INTO EFFECT.</u>	OPERATION OVERGIVE	HR

*Members of Coordinating Committee: Paul Zuckerman, Chairman. Max M. Fisher, Edward Ginsberg, Melvin Dubinsky. Irving Bernstein, Philip Bernstein, Martin Peppercorn, Donald H. Klein, Marc Tabatchnik, Melvyn H. Bloom.

#: To be invited: UJA officers and Executive Committee; Executive Boards of UJA Women's Division, Young Leadership Cabinet and Rabbinical Advisory Council; Federation Executive Directors, Campaign Chairmen and Presidents; top officers of CJFWF and major Jewish organizations; outstanding individuals.

PREPARATIONS

1. UJA Staff. Maintain up-to-date lists of all possible addresses and telephone numbers of all staff personnel. (Should include exact out of town location on any given day.)
2. Coordinating Committee. Work out plan for converting PZ office into COORDINATION CENTER AND OPERATIONS ROOM. Prepare basic maps and charts for Operations Room. (MHB/DM)
3. National Meeting. Maintain up-to-date special invitation list for National Emergency Meeting, broken down into telephone assignments for all members of professional staff.
4. UJA Divisions. Women's Division, Rabbinical Advisory Council and Young Leadership Cabinet to maintain special invitation lists for their meetings.
5. Israel Office. Maintain list of all high-level Israelis predictably available for U.S. campaign during emergency.
6. Central Newsroom. Compile full information on costs and installation time for all equipment; newsticker, TV set-up, videotape machines, telephone hot line to Israel.
7. TWX Network. Compile full list of subscribing cities, full information on costs and installation time around the country. Have plan ready for alerting AT&T and moving quickly.
8. PR Materials. Printed items: to approved mechanicals. Ads: to approved mechanicals. Radio spots: to approved copy, music and sound. TV spots: to approved copy and visuals.
9. Bucket Shop. Maintain National Call List (based on \$10,000-plus list), ready to be broken down quickly into logical assignments for leaders reporting for bucket shop duty.
10. Air Charter. Compile full information on all potentially available planes for chartering from private or commercial sources. Have plan ready for immediately alerting sources and moving quickly.
11. Solicitation. Maintain up-to-date information on costs and installation time for TELEPHONE HOOK UP. (MT) Same for CLOSED CIRCUIT TV AND RADIO. (MHB) Maintain Master List of Traveling Solicitors for nationwide assignments of leaders outside their communities (including YLC, W.D. and RAC names).
12. Cash Transfer. Prepare text of basic telegram. Have ready to transmit to country as soon as emergency begins, to pre-set list of names.

IMPLEMENTATION - FIRST DAY

1. UJA Staff. Staff assembles at HQ. Hears situation summary and review by PZ and IB. Basic assignments made by MT, MP, supervisors and department heads.
2. Coordinating Committee. Puts new emergency campaign plan into final shape. Organizes COORDINATION CENTER in PZ office. CENTER receives consolidated Master List of Traveling Solicitors; also: cost and time data on telephone, TV and radio hook-ups.
3. National Meeting. Around the clock calls conducted by full professional staff to all invitees. - Space rented and details worked on.
4. UJA Divisions. All divisions call total leadership, setting meetings (same hotel as National Meeting if possible) for time prior to larger meeting.
5. Israel Office. Begins 24 hour news service, via telephone and telex, to National HQ in New York. Final list of available speakers compiled and transmitted. Speakers called in and briefed by HAF.
6. Central Newsroom. Newsticker, TV receivers, videotape machines and hot line telephones for news from Israel are set up. (Special lines, if necessary, for quick campaign news from other countries).
7. TWX Network. Installation of equipment at National Headquarters and as many subscribing cities as quickly as possible (target: 24 to 36 hours).
8. PR Materials. Printed materials to press (ready-24 hours); Radio spots into production (ready-36 hours); TV spots into production (ready-48 hours); Ads to press (ready overnight).
9. Bucket Shop. All lines installed and open. Operations begin with arrival of first leader.
10. Air Charter. All available aircraft is to be assembled and operational at all designated regional airfields by evening of Second Day.
11. Solicitation. Speakers Bureau alerts all available speakers-solicitors in U.S. List of available Israelis received. Rough schedule pencilled in on basis of initial community and regional needs reported. Master List roughly regionalized-constant contact maintained with Coordinating Committee.
12. Cash Transfer. Pre-set telegram goes out to all federated - and selected non-federated - communities calling for: bank-to-bank wire transfer of funds; use of reserves; community and individual borrowing.

IMPLEMENTATION - SECOND DAY

1. UJA Staff. ALL ASSIGNMENTS TO BE CARRIED OUT - ACROSS DEPARTMENTAL AND DIVISIONAL LINES IF NECESSARY - UNDER GENERAL DIRECTION OF COORDINATING COMMITTEE - SPECIFIC DIRECTION OF PRO IN CHARGE OF COORDINATION CENTER AT GIVEN MOMENT - AND FINAL AUTHORITY OF PZ AND IB.
2. Coordinating Committee. COORDINATION CENTER goes into A.M. operation, to be ready for community reps arriving for Emergency meeting - PRESS CONFERENCE called by Committee to announce new campaign to be launched at meeting - Community conferences begin (see Third Day).
3. National Meeting. Delegates arrive throughout day.... report to Coordination Center for local planning... to Bucket Shop for assignments during day... and assemble in evening at meeting to approve new campaign.
4. UJA Divisions. W.D., YLC, RAC have had their meetings in P.M., have caucused their leadership gifts and assigned national and regional solicitations for best solicitors. Report to National meeting in evening.
5. Israel Office. Get first speaker-solicitors off on morning flights, to reach New York in time for appearance and assignments at National meeting. - Work out film, audio- and videotape coverage of emergency.
6. Central Newsroom.- Fact sheets/backgrounders, first off press, available. ALL NEWS COORDINATED AND DAILY BULLETINS ISSUED FOR INTERNAL AND PRESS USE; ALL CONTACTS WITH PRESS AND MEDIA CLEARED HERE: INCOMING TELEXES EDITED HERE FOR DIGEST ON OUTGOING TWX. FILM AND TAPES MONITORED HERE.
7. TWX Network. Installation of equipment hopefully completed and fully tested so that operations can begin tomorrow morning.
8. PR Materials. Ads approved. -- Printed mail materials in mail by end of day. Rush radio spots to completion and continue work on TV spots.
9. Bucket Shop. National Shop continues; reports made to Coordinating Committee which suggests changes and modifications. Regional Bucket Shops installed and operations begin as soon as possible.
10. Air Charter. First speakers arrive at designated airfields toward end of day. First flights begin on AIRLIFT FOR ISRAEL - READY TO FLY ANY SOLICITOR ANYWHERE IN U.S. AT SHORTEST POSSIBLE NOTICE.
11. Solicitation. High-level pre-Meeting solicitation draws prime gifts: announced at meeting along with prime bucket shop gifts. -- All Million Dollar solicitations at least launched today. Next day's speaker/solicitors schedule worked out and approved. - U.S.-based speakers briefed at UJA HQ, consulates, embassy. Israel-based speakers arrive at meeting, get assignments.
12. Cash Transfer. A small corps of UJA and CJFWF lay leaders and professional financial experts FAN OUT OVER COUNTRY TO SELL THE IDEA OF GIVING OUT OF COMMUNITY RESERVES AND OF INDIVIDUAL AND COMMUNITY BORROWING. . THIS IS OPERATION OVERGIVE.

IMPLEMENTATION - THIRD DAY

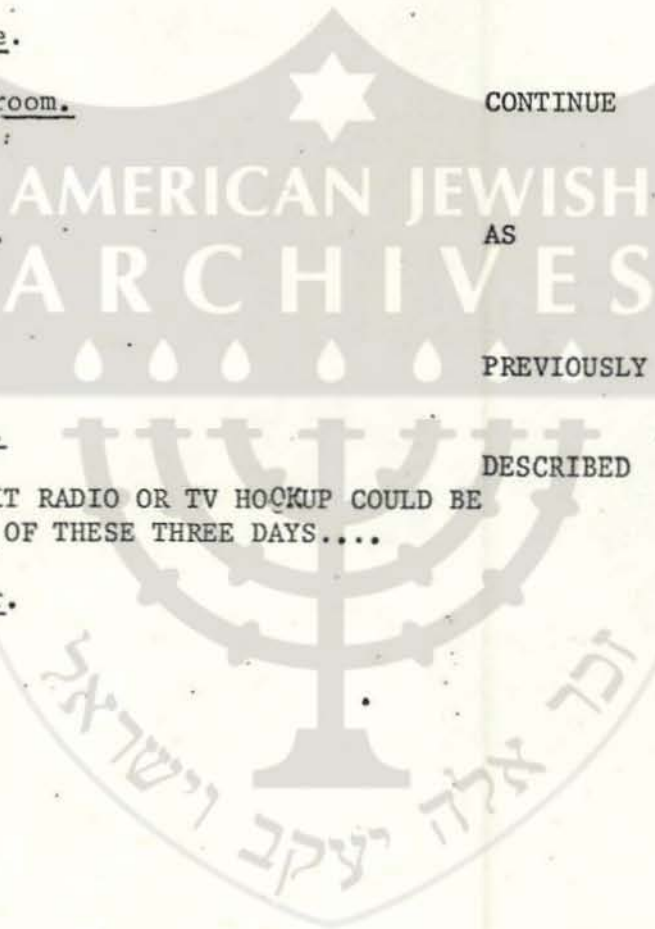
1. UJA Staff. ALL ASSIGNMENTS TO BE CARRIED OUT - ACROSS DEPARTMENTAL AND DIVISIONAL LINES IF NECESSARY - UNDER GENERAL DIRECTION OF COORDINATING COMMITTEE - SPECIFIC DIRECTION OF PRO IN CHARGE OF COORDINATION CENTER AT GIVEN MOMENT - AND FINAL AUTHORITY OF PZ AND IB.
2. Coordinating Committee. Finish planning conferences with any communities holding over from yesterday. - OPERATIONS ROOM established (see next page for description). - COORDINATION CENTER, manned by one pro and one lay leader, in constant operation, clearing dates, speakers and materials for meetings and solicitations around country.
3. National Meeting. Spinoff local Emergency Meetings begin today; reports on National Meeting made. Community and regional structures set up for crash campaigns.
4. UJA Divisions. ALL TOP DIVISIONAL LEADERS AND WORKERS - in addition to completing self-caucus and conducting intensive campaign within divisions - AVAILABLE TO ALL ASPECTS OF OVERALL CAMPAIGN. EVERY PREVIOUSLY IDENTIFIED WOMAN, MAN UNDER 40 AND CONGREGANT SHOULD BE REACHED AND MAXIMUM NUMBER OF OTHERS UNCOVERED.
5. Israel Office. PROVIDES MAXIMUM SUPPLY OF NEWS, SPEAKERS, FILM, TAPES AND VIDEOTAPES TO U.S. CAMPAIGN (COORDINATING WITH PR STAFF IN ISRAEL AND UNDER CONSULTATIVE DIRECTION OF MHB).
6. Central Newsroom. AS BEFORE (see previous page). ALSO: BEGIN CYCLING FILMS AND TAPES-- RECEIVED FROM ISRAEL, MONITORED AND EDITED IF NECESSARY - AROUND COUNTRY.
7. TWX Network. OPERATIONS BEGIN. TWO TRANSMISSIONS DAILY: NEWS FROM ISRAEL. CAMPAIGN DIGEST.
8. PR Materials. Advertising campaign breaks. CONTINUES THROUGH WEEK. Radio spots break. CONTINUE THROUGH WEEK. Rush TV spots to completion.
9. Bucket Shop. ROUND THE CLOCK OPERATIONS - "ISRAEL CALLING" - CONTINUE NATIONALLY AND REGIONALLY THROUGHOUT WEEK. (Lay leadership in New York swings between this assignment and being airlifted to other solicitation assignments.)
10. Air Charter. AS BEFORE (see previous page).
11. Solicitation. OPERATION LIFELINE GOES INTO FULL FORCE: 1) - MILLION DOLLAR SOLICITATIONS CONTINUE; 2) - AIRPORT SOLICITATIONS CONDUCTED BY INCOMING ISRAELIS; 3) - COMMUNITY MEETINGS (PARLOR SIZE AND LARGER) COVERED BY ARMY OF U.S. AND ISRAEL BASED SPEAKERS AND TRAVELING SOLICITORS; 4)- FACE-TO-FACE SOLICITATIONS; 5) - MASS RALLIES.
12. Cash Transfer. AS BEFORE (See previous page).

IMPLEMENTATION - FOURTH DAY

1. UJA Staff. AS BEFORE. Note: Volunteer workers to be screened by MT and appropriate department head or project director.
2. Coordinating Committee. COORDINATION CENTER AS BEFORE (see previous page). OPERATIONS ROOM, established yesterday and maintained throughout emergency, features charts and maps showing UP-TO-DATE STATUS AND LOCATIONS OF AIRLIFT, SOLICITATIONS, MEETINGS AND FUND RAISING RESULTS.
3. National Meeting. ALL EMERGENCY MEETINGS HAVE ENDED. ALL PLANNED CAMPAIGNS BEGIN PLUGGING INTO OPERATION LIFELINE; CONTINUE THROUGH WEEK.
4. UJA Divisions. AS BEFORE (See previous page).
5. Israel Office. AS BEFORE (see previous page).
6. Central Newsroom. AS BEFORE (See previous page).
7. TWX Network. AS BEFORE (see previous page).
8. PR Materials. TV SPOTS BREAK AND ARE USED CONTINUOUSLY THROUGHOUT WEEK. ALL OTHER ELEMENTS AS BEFORE (See previous page).
9. Bucket Shop. AS BEFORE (See previous page).
10. Air Charter. AS BEFORE.
11. Solicitation. ALL SOLICITATION ELEMENTS AS BEFORE (See previous page). NATIONAL TELEPHONE HOOK UP, IF TO BE USED, SHOULD BE READY BY THIS DAY.
12. Cash Transfer. AS BEFORE.

IMPLEMENTATION - FIFTH, SIXTH, SEVENTH DAYS

1. UJA Staff.
2. Coordinating Committee. ALL
3. National Meeting.
4. UJA Divisions. ELEMENTS
5. Israel Office.
6. Central Newsroom. CONTINUE
7. TWX Network.
8. PR Materials. AS
9. Bucket Shop.
10. Air Charter. PREVIOUSLY
11. Solicitation. DESCRIBED
CLOSED CIRCUIT RADIO OR TV HOOKUP COULD BE
READY ON ONE OF THESE THREE DAYS....
12. Cash Transfer.



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