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"New Prospects!" newsletters. 1981-1982.

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

Date: December 30, 1981

To: Federation Presidents, Campaign Chairmen,
Executive Directors, and Campaign Directors

From: Neil A. Cooper, National New Gifts Chairman

Subject: NEW GIFTS MISSIONS

We are delighted to be sending you the preliminary New Gifts Missions information. You will be receiving promotional literature for local distribution as soon as it comes off the presses -- we hope this will be several weeks after the first of the year.

If you have any questions regarding the enclosed memo, please call the National New Gifts Department.

We ask for your special patience and cooperation -- this is a new program and we will do our very best to make it a successful one.



Neil A. Cooper

We are pleased to be sending you the schedule for the first "New Gift" Missions -- a new UJA travel program designed specifically and exclusively to attract non-givers to Israel under UJA/Federation auspices.

THE CONCEPT

We've designed three "test" travel packages for prospects who may have considered going to Israel but put the trip off in favor of "leisure" travel to other destinations. We're offering two exciting travel options in one UJA package -- a mission experience designed for first-timers plus extensions in either Morocco, Egypt or Kenya.

DATES & DESTINATIONS

ISRAEL PLUS MOROCCO:	May 2 - 17, 1982
ISRAEL PLUS EGYPT: (Israel/Egypt land only & Israel/Egypt land and Nile Cruise)	August 2 - 16, 1982
ISRAEL PLUS KENYA:	October 27 - November 11, 1982

WHAT IS THE OBJECTIVE OF A NEW GIFT MISSION?

The objective is to motivate non-givers to affiliate with and give to the UJA/Federation campaign. We hope that these missions will turn non-givers into active, committed and giving members of the Jewish community.

WHO IS ELIGIBLE TO PARTICIPATE?

Each of the three pilot missions will consist of 40 people.

Because personal peer relationships will play a crucial role in recruitment, and because developing group spirit before the mission departs is important to the success of the trip, we are requesting that participating communities send at least four couples; three couples must be non-givers with the capability of making a gift at least equal to the cost of the trip; the fourth couple must be a "leadership" couple, who will play an important role in mission recruitment, pre-education, mission solicitation, and act as a focus of post-mission activity. This couple must have mission experience and solicitation experience on a mission.

This is not an upgrade mission. We are asking that you not recruit persons already involved in the campaign -- even if their involvement is minimal. (The exception is the "leadership" couple.)

If your community is too small to recruit a minimum of four couples, we will try to accept "cluster" groups on a regional or sub-regional basis.

If you are interested in reserving half of a bus -- 20 people, this can be arranged if we are notified immediately.

The Executive Director or Campaign Director of headquarter communities is eligible if accompanied by a delegation of a minimum of four qualified couples.

SOLICITATION

Mission participants must be able to make a gift at least equal to the cost of the trip. They must also understand that they will be solicited on the mission. One member of your delegation must be a qualified solicitor.

Only one person will be accepted representing a family or corporate gift.

WHAT ARE THE COSTS?

We expect the total cost of the Israel "plus" package to be:

ISRAEL PLUS MOROCCO --	14 nights	
	Total cost:	\$2,300*
ISRAEL PLUS EGYPT --		
A. Israel plus Egypt land	13 nights	
	Total cost:	\$2,436*
B. Israel plus Egypt land & Nile Cruise	13 nights	
	Total cost:	\$2,636*
ISRAEL PLUS KENYA SAFARI --	14 nights	
	Total cost:	\$2,490*

UJA will not underwrite these missions; communities may pursue individual subsidy policies if they so choose.

PROMOTIONAL LITERATURE/INVITATIONS

UJA is designing a four-color generic New Gifts Missions Promotion Shell. It is designed to accept individual inserts about specific missions, and also has a place for a local business or personal calling card to be inserted. It will be available for distribution shortly, in limited quantities.

* Based on advance information on air fares covering the period April 1, 1982 - March 15, 1983 subject to Government approval.

HOTELS

We have booked deluxe hotels throughout. (With exception of Kenya where there are no deluxe accommodations.)

- | | |
|------------------|--------------------------------------|
| In Israel -- | The King David (Jerusalem) |
| In Morocco -- | The Hotel Mansour (Casablanca) |
| | The Tour Hassan (Rabat) |
| | The Palais Jamais (Fez) |
| | The Mamounia (Marrakesh) |
| In Egypt -- | |
| A. Land Only | Ramses Hilton (Cairo) |
| | Oberoi Aswan or (Aswan) |
| | New Cataract (Aswan) |
| | Etap or New Winter Palace (Luxor) |
| B. Land & Cruise | Cruise Ship |
| | Ramses Hilton (Cairo) |
| In Kenya -- | The Norfolk (Nairobi) |
| | Mt. Kenya Mountain Lodge (Mt. Kenya) |
| | Samburu Lodge (Samburu) |
| | Mt. Kenya Safari Club (Mt. Kenya) |
| | Mara Serena Lodge (Masai Mara) |

REGISTRATION

You will receive application forms within a short period. Do not hold forms until your entire delegation registers; rather, send them on to us as they are completed. No individual can be registered unless all information on the form is completed.

Please complete each registration form carefully, including rating and business background and send to:

New Gifts Department
Att: Miriam L. Cantor, Nat'l. New Gifts Consultant
1290 Avenue of the Americas
New York, New York 10104

As applications are approved, confirmations will be sent directly to participants with copies to the executive directors and to the lay leader of the community delegation.

TRAVEL ARRANGEMENTS

The missions will depart from Kennedy Airport as follows:

1. Israel/Morocco May 2, 1982
2. Israel/Egypt August 2, 1982
 - A. Land only
 - B. Land and cruise
3. Israel/Kenya Safari October 27, 1982

All travel arrangements and reservations must be verified in writing and sent to the UJA's New Gifts Department.

We will send you additional information on costs, guidelines, and program as it is developed.

RESPONSIBILITY

The United Jewish Appeal, Inc., and their representatives act only as agents for the tour members in making arrangements for hotels, transportation, sightseeing, restaurants, or any other services in connection with your itinerary. We will exercise reasonable care in making such arrangements. However, we do not assume any liability for any damage, loss, accident or delay to person or property because of any act or default of any services included in the tours. The United Jewish Appeal accepts no responsibility for any damage or delay due to sickness, pilferage, labor disputes, machinery breakdowns, quarantine, government restraints, weather or any other cause beyond its personal control. No carrier shall be responsible for any act, omission or event during the time passengers are not on board its own conveyances.

In view of statutory or contractual limitations that may apply to personal injury or property damage losses, the purchase of accident and baggage insurance is strongly recommended.

In addition, mission participants may wish to purchase insurance protecting themselves in the event they must change their itinerary and lose the return fare.

Date: Spring, 1982

To: New Gifts Chairmen and Directors,
Executive and Campaign Directors, and interested parties

From: Neil A. Cooper, National New Gifts Chairman

Subject: New Gifts Mission Brochures

Enclosed you will find a brochure and sample application form describing "Discovery '82" New Gift Missions. Each of these three missions consists of a five-day experience in Israel designed for first-timers, plus deluxe extensions in:

1. ISRAEL/MOROCCO MAY 2-17, 1982
2. ISRAEL/EGYPT AUGUST 2-16, 1982
 - a. LAND ONLY
 - b. LAND PLUS NILE CRUISE
3. ISRAEL/KENYA OCTOBER 27-NOVEMBER 11, 1982

They are designed to fit into a #10 envelope.

Use of Brochure in Recruitment

The promotional brochure should be used only as a follow-up to personal contact with a missions candidate. It is not intended to be used for mission recruitment as a direct mail piece.

Internal Distribution of Brochure

We urge you to distribute copies of this brochure to all of your professional staff in campaign, as well as board members, New Gifts chairmen and committee. We also urge you to discuss the concept of New Gift Missions at a campaign staff meeting.

Facts to Stress

- New Gift Missions are intended for a specific market and are in no way intended to replace traditional UJA missions.
- Recruitment is limited to non-givers (with exception of the "leadership" couple.)
- There is Jewish programming on extensions.
- There are minimum gift requirements.
- Both husband and wife will be solicited.
- Singles are welcome
- We can help arrange an extension in Israel, if so desired.

(OVER)-----

Who is Eligible?

Each of the three pilot missions will consist of 40 people.

Because personal peer relationships will play a crucial role in recruitment, and because developing group spirit before the mission departs is important to the success of the trip, we are asking that participating communities send at least four couples; three couples must be non-givers with the capability of making a gift at least equal to the cost of the trip; the fourth couple must be a "leadership" couple, who will play an important role in mission recruitment, pre-education, mission solicitation, and act as a focus of post-mission activity. This couple must have mission experience and solicitation experience on a mission.

This is not an upgrade mission. We are asking that you not recruit persons already involved in the campaign--even if their involvement is minimal. (The exception is the "leadership" couple.)

If your community is too small to recruit a minimum of four couples, we will try to accept "cluster" groups on a regional or sub-regional basis. If you are interested in reserving half of a bus--20 people, this can be arranged if we are notified immediately.

The Executive Director or Campaign Director of headquarter communities is eligible if accompanied by a delegation of a minimum of four qualified couples.

Solicitation

Heads of households participating on the mission must be able to make a gift at least equal to the cost of the trip. (This includes singles.) Spouses will also be solicited. Participants must understand that they will be solicited on the mission. One member of your delegation should be a qualified solicitor.

To Order Brochures

Call the New Gifts Department at (212) 757-1500, ext. 325 or ext. 277

United Jewish Appeal

Date: March 18, 1982

To: Executive Directors, Campaign Directors,
New Gifts Professionals, Lay Leadership

From: Neil A. Cooper, National New Gifts Chairman
Miriam L. Cantor, National New Gifts Consultant

Subject: NEW GIFTS INSTITUTE AT BRANDEIS -- July 14-16, 1982

Attached you will find the preliminary program and cost breakdown for the most comprehensive and practical workshop ever offered by the UJA National New Gifts Department.

It is a working, learning and participating Institute designed to assist you in areas vital to successful New Gifts campaigning.

We urge you to attend -- bring your spouse along -- we're arranging activities for them in the Boston area.

Please fill out the enclosed reply form and use the pre-paid envelope made out to the National New Gifts Department.

Thank you -- and I look forward to seeing you at Brandeis.

/rs
cc: UJA Campaign Staff



NEW GIFTS INSTITUTE AT BRANDEIS

July 14 - 16, 1982

WEDNESDAY, JULY 14TH:

8:00 AM	Breakfast
9:00 AM - 10:30 AM	<u>CONFRONTING THE NON-GIVER: WHAT YOU'RE GOING TO BE UP AGAINST</u> Tapes of live interviews with non-givers as basis for participatory exploration of attitudes and feelings of both prospects and New Gift campaigners
10:45 AM - 12:15 PM	<u>IMPLICATIONS OF NON-GIVER ATTITUDES FOR CAMPAIGNING</u> Analysis of UJA-commissioned studies of givers and implications for campaign
12:30 PM	Lunch
1:30 PM - 2:30 PM	<u>IDENTIFYING PROSPECTS AND CHOOSING PRIORITY MARKETS</u> Different target New Gift markets and the characteristics which may make them priorities for New Gift campaigns
2:45 PM - 4:30 PM	<u>DEFINING THE NEW GIFTS MESSAGE AND MEDIUM</u> Participants working in small groups, outlining and evaluating the basics of the message we want to communicate to specific target groups and appropriate medium for this message -- followed by full group discussion
4:30 PM - 6:30 PM	Recreation
6:30 PM	Dinner
8:00 PM - 10:00 PM	<u>CAN TZEDAKAH BE MARKETED TO NON-GIVERS? -- (AND IF SO, WHEN AND HOW?)</u> Panel discussion with marketing experts, Jewish teachers, "establishment" fund raisers and fund raisers involved in "alternative" methods of fund raising

THURSDAY, JULY 15TH:

8:00 AM Breakfast

9:00 AM - 11:00 AM PLANNING, ORGANIZING AND MANAGING A NEW GIFTS CAMPAIGN: BASIC PRINCIPLES AND PROBLEMS
Presentation by campaign management expert followed by group discussions of applications and anticipated problems (divided by community size) with re-assembly for group sharing and comment from experts

11:15 AM - 12:15 PM ADAPTING TRADITIONAL CAMPAIGN TECHNIQUES FOR THE NEW GIFTS MARKET
Designing and implementing missions programs, special events, welcome/shalom events, parlor meetings, telephones, PR campaigns, aimed specifically at potential new givers

12:30 PM Lunch

1:30 PM - 3:30 PM THE CHANGING TECHNOLOGIES OF NEW GIFTS FUND RAISING
Presentation on use of direct mail, computers, word processors, credit cards. (Detailed instructions and other techniques would be provided by direct follow-up with interested communities)

3:45 PM - 5:00 PM TRAINING THE NEW GIFTS SOLICITOR
(Concurrent Session) Presentation of new, New Gift Solicitor Training Video Tape with accompanying material on how to use in the local community

3:45 PM - 5:00 PM DESIGNING A NEW GIFTS EDUCATION PROGRAM
(Concurrent Session) How to build a year-round educational program linked to a New Gifts campaign

5:00 PM - 6:30 PM Recreation

6:30 PM Dinner

8:00 PM - 10:00 PM THE STATE OF AMERICAN JEWRY: WHERE WE ARE AND WHERE WE'RE HEADING
An "off the record" examination of current issues in the American Jewish community and in Israel-Diaspora relations that can affect campaign successes -- followed by discussion.

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

FRIDAY, JULY 16TH:

8:00 AM Breakfast

9:00 AM - 11:00 AM THE ROLE OF THE VOLUNTEER LEADER/PROFESSIONAL IN THE
NEW GIFTS CAMPAIGN

Separate workshops for lay leaders and professionals focusing on their respective roles in such areas as planning, recruitment, education, training solicitation (appointment making and solicitation) followed by combined session focusing on how to strengthen the lay-professional partnership.

11:15 AM - 12:15 PM EVALUATION AND WRAP-UP

AMERICAN JEWISH
ARCHIVES

(Program may be subject to slight change.)



NEW GIFTS INSTITUTE AT BRANDEIS

July 14 - 16, 1982

COST SUMMARY FOR PARTICIPANTS

WHAT'S INCLUDED?

- * All Sessions
- * All Background Materials
- * 3 Nights, Sleeping Accommodations
- * All Kosher Meals
- * Continental Breakfast Daily
- * Lunch and Dinner Daily (with waitress service)
- * Snacks, Coffee Breaks

ACCOMMODATION COST

DOUBLE ROOM.....	\$ 235.00
SINGLE, SEMI-PRIVATE ROOM.....	\$ 250.00
SINGLE, PRIVATE ROOM.....	\$ 265.00

PROGRAMMING FOR SPOUSES

Several possibilities exist for special programs for spouses. These include:

- a tour of historic sites in the area (Boston, Charlestown, Lexington, Concord)
- a tour of "Jewish Boston" (conducted by JCC)
- visits to the Museum of Fine Arts, the Science Museum, etc.
- a harbor boat ride
- a theatre matinee (on Wednesday)

Some of these options may involve a small additional cost for transportation and tickets.

All spouses are welcome to make use of recreational facilities on campus.

UNITED JEWISH APPEAL
NEW GIFTS INSTITUTE AT BRANDEIS

July 14-16, 1982

REPLY FORM

_____ I plan to attend the UJA New Gifts Institute at Brandeis,
and expect to arrive on _____ (date) _____ (time) _____.

I will want a: _____ single room.
_____ single, semi-private room.
_____ double room.

_____ I am unable to attend.

_____ I plan to bring my spouse/family. (Please indicate number
of persons.)

Additional comments: _____

_____ I cannot attend, but please send this material to :

NAME _____

TITLE (professional or volunteer) _____

ADDRESS (Business) _____

(Home) _____

PHONE (Business) _____

(Home) _____

United Jewish Appeal

1290 AVENUE OF THE AMERICAS □ NEW YORK, N.Y. 10104 □ TELEPHONE: (212) 757-1500 □ CABLE ADDRESS: UJAPPEAL, NEW YORK

HOLD THE DATE

JULY 14 - 16, 1982

EVENT: BRANDEIS NEW GIFTS INSTITUTE
PLACE: BRANDEIS UNIVERSITY - WALTHAM, MASSACHUSETTS
DATE: JULY 14 - 16, 1982

A two-and-one-half day learning, working, participating seminar on New Gifts campaigning for professionals and lay leaders, sponsored by the UJA New Gifts Department.

Guest seminar leaders from fields of computer technology to direct mail, presentations on training solicitors for New Gift solicitations, bolstering morale of New Gift campaigners, etc.

Sample workshops:

- * Creative Programming For Diverse New Gift Markets
- * New Gifts Campaign Management -- donor acquisition, maintenance and prospect file management
- * Changing Technology in New Gifts Fundraising (Computers, word processing, etc.)
- * Tzedakah -- A Marketable Concept to Non-Givers?
- * The Role of Lay Leadership in a New Gifts Campaign
- * Training New Gift Solicitors -- A Do-It-Yourself Kit

We are designing the program so that if you bring your spouse, he or she can participate in some sight-seeing tours in and around the Boston area, as well as enjoy the Brandeis campus.

We strongly urge attendance at this Institute for New Gifts Chairmen, New Gifts Professionals, Campaign Chairmen and Campaign Directors.

If you have any questions, please call the National New Gifts Department at 212-757-1500, extension 325 or 277.

HOLD THE DATE

MAY 20-23, 1982

**UJA NATIONAL CONFERENCE
WASHINGTON, D.C.**

82-275-04

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NEW PROSPECTS

Volume I Number 2 -- Spring 1981

WE GET LETTERS!

We're delighted at the enthusiasm which greeted the first edition of "New Prospects". Close to a hundred letters and dozens of phone requests poured into National UJA New Gifts Department.

KEEP THE NEW GIFTS NEWS COMING

An important aspect of New Gift campaigning is the sharing of information about successful and innovative programs. Share your New Gifts news with other communities by calling (212) 757-1500, ext. 325 or 277, or writing "New Prospects", UJA New Gifts Department, United Jewish Appeal, 1290 Avenue of the Americas, New York, New York 10104.

SUMMER MONTHS "GEARING-UP" TIME FOR '82 NEW GIFTS

As communities across the country wind down their regular campaign calendars, many are wisely using the summer months to "gear-up" for significant '82 New Gift campaigns. The process includes:

1. consultation with the National New Gifts Department to review overall objectives and available programs and prioritize New Gifts projects;
2. an assessment of New Gifts potential on all levels;
3. preparation of New Gifts campaign plan; approval of New Gifts budget for '82;
4. appointment of appropriate campaign staff and lay leadership to New Gifts portfolios and
5. carrying out an identification and rating program.

CORPORATE MATCHING FUNDS FOR EMPLOYEES

Alvin H. Gilens, Campaign Director of the Federation of Jewish Agencies of Greater Philadelphia, asked us to investigate a lead about a possible source of New Gifts -- the corporate "matching gift" program for employees who make contributions to philanthropies of their choice.

The UJA New Gifts Department has investigated these programs, and initial indications are that corporations restrict their matching gifts to educational institutions, hospitals, and the arts. However, if you are interested in researching the possibilities further, we are aware that the following corporations do offer employee matching contributions, with rather stringent specifications:

Allied Chemical Corporation	Joseph E. Seagram & Sons, Inc.
Bank America	Kimberly Clark
Beatrice Foods Company	Lever Brothers Company
Bunge Corporation	Meadville Corporation
Celene Corporation	Mobil Foundation, Inc.
Chase Manhattan Bank	Morgan Guaranty Trust Company
Chemical Bank	Phillip Morris, Inc.
Citibank	Quaker Oats
Corning Glassworks	Sherwood Medical Industries
Equitable Life Assurance Society	Time, Inc.
Freeport Minerals Company	Times Mirror
Granitville Company	Trans-America Corporation
Gulf Oil	United Parcel Service
Gulf and Western Industries	Wellington Management Company
Houston Natural Gas Corporation	Xerox Corporation
International Minerals & Chemical Corp.	General Electric
	Johnson & Higgins

(In each edition of New Prospects, we describe a phase of the New Gifts program. In our last issue we discussed "Assessing New Gifts Potential -- Surveys for Campaign Planning". THIS ISSUE FEATURES the following on "IDENTIFYING NEW GIFTS PROSPECTS".)

DONOR ACQUISITION -- IDENTIFYING NEW PROSPECTS

Because New Gifts are those solicited from people who are not on campaign rolls, identification is generally a mandatory first step in a New Gifts campaign. There are a number of basic methods of identifying non-donors:

Computerized "Ethnication" Programs

"Ethnic Identification" or "ethnication" are euphemisms for the process of identifying Jewish households or individuals through the use of a computer program which scans a "data base" and identifies prospects within given geographic zones by picking out Jewish-sounding surnames.

The computer's propensity for identifying large groups of these names with great rapidity -- coupled with the ability to check for duplication in current donor files -- makes this an ideal donor acquisition tool for communities with large numbers of unidentified Jews.

Any data base that is on computer tape can be "ethnicated" -- for example, a phone book, a "high-income" list, a middle-management list, a "limited partnership" investor list.

During the last decade a number of communities undertook computer-related donor acquisition projects. Because the science of computerized ethnication was then in its infancy, many of the projects proved too costly for communities to continue. Now however, costs are down and accuracy has been vastly improved by the use of special probability rating.

The UJA New Gifts department can put you in touch with a computer firm that has developed a more successful program that should have a high degree of accuracy and applicability to a wide range of communities.

Communities interested in the costs of computer-related identification projects should contact the New Gifts Department at (212) 757-1500, ext. 325 or 277.

Manual Identification

Many communities have had great success in using volunteers, students and clerical workers, to manually identify names and addresses of Jewish non-givers from such sources as:

- Current telephone directories
- "Reverse" telephone directories
- Tax assessors' lists
- Professional association lists
- Realty service lists (for single family residences)
- High-income lists
- Middle-management employee lists
- Reciprocal arrangements with synagogues and Jewish organizations for lists
- Country clubs, tennis clubs, swimming clubs
- Contractual arrangements with welcome wagons
- Various VIP directories
- Engagement, wedding, birth announcements
- New Membership lists, Jewish women's organizations...

Many communities that undertook pilot New Gifts projects using manual identification, during the first year, raised three times as much as the cost of the identification and subsequent solicitation process.

Word-of Mouth Identification

"Word-of-Mouth" identification has always been a valuable, if not systematic, method of pinpointing new prospects. Many campaign groups, including young leaders, doctors, lawyers, etc. regularly report "new arrivals" to their campaign divisions. Realtors and developers should be especially helpful in this regard.

THE "IDENTIFIERS GROUP" --
TIMELY PINPOINTING OF BIG NEW GIFT PROSPECTS

All evidence points to the tremendous benefits of putting together a committee of "identifiers" who meet on a regular basis -- say twice a month over dinner -- to pinpoint, in a timely fashion, individuals with the capacity to make large new gifts as the result of impending business deals or anticipated windfall profits.

"Impending" and "anticipated" are key words -- soliciting the Big Gift prospect just when he or she is best able to make a gift is the critical element.

A SUCCESSFUL MANUAL ID PROJECT

Florida's South County Federation (Boca Raton and Delray Beach) reports confirmed "manual" identification of 2,800 non-givers and \$50,000 in pledges, on first phone calls, from 800 new givers.

Just as important, these 800 new givers will be the basis for new campaign committees and represent a breakthrough into several geographic areas previously untouched by the campaign.

The key to this successful identification and solicitation program rests on careful organization and the use of data from a single source -- a reverse phone directory.

Reverse phone directories, available for many communities in the country, list names and phone numbers by street address rather than by last name. It is particularly useful in culling Jewish surnames within specific, targeted, geographic areas. It can be the key to systematic identification of non-givers, both in apartment houses and single family dwellings.

The steps in the Boca Raton New Gifts project went as follows:

1. definition of the campaign areas into specific geographic zones
2. the use of volunteers and/or clerical staff* to "comb" reverse directories for all streets within each zone, making cards for every possible Jewish surname found;
3. repeating this procedure until all targeted areas were covered (in this case, three months);
4. keeping cards segregated by area;
5. checking names against donor files to avoid duplication; and
6. developing a campaign plan to solicit -- by phone, direct mail, face-to-face, or a combination of these solicitation methods.

* Computer "ethnication" programs can also "sort" Jewish surnames by street and zip code and may prove cost-effective and time-saving if a community can target specific areas that have high proportions of non-giving Jewish households.

TAKE A GOOD LOOK AT THOSE CHECKS

It's a good idea to take a close look at the checks you're receiving for the campaign ... you may be missing an important clue for a significant New Gift or upgraded gift.

Individuals' gifts on checks written against a Foundation can provide an important lead.

This idea surfaced in the form of a question asked by Paula R. Kass of the Palm Beach Federation staff during a recent meeting of that community's executive staff and the directors of National UJA's New Gifts and Research Departments.

AND SPEAKING OF FOUNDATIONS ...

There are probably Jewish Family Foundations in your federation campaign area.

The Foundation Center, an informational resource, has a nationwide network of "foundation reference collections" for free public use. There are four reference libraries operated directly by the foundation; all other collections are maintained and operated by cooperating public institutions.

The four reference libraries operated directly by the Foundation Center offer the widest variety of user services and the most comprehensive collections of foundation materials. The New York and Washington, D.C. libraries contain the IRS returns for all currently active private foundations in the U.S. The Cleveland and San Francisco libraries contain the IRS records for those foundations in the midwestern and western states, respectively. These Foundation Center operated reference libraries are located in:

NEW YORK

The Foundation Center
888 Seventh Avenue
New York, New York 10106
Tel: (212) 975-1120

WASHINGTON, D.C.

The Foundation Center
1001 Connecticut Avenue, N.W.
Washington, D.C. 20036
Tel: (202) 331-1400

CLEVELAND

The Foundation Center
Kent H. Smith Library
739 National City Bank Building
629 Euclid
Cleveland, Ohio 44114
Tel: (216) 861-1933

SAN FRANCISCO

The Foundation Center
312 Sutter Street
San Francisco, California 94108
Tel: (415) 397-0902

The cooperating collections generally contain IRS records for only those foundations within their state, although they may request information or copies of other records from New York. These collections are generally located within public institutions and are open to the public. Cooperating collections are located in the states and Canada, Mexico, Puerto Rico, and the Virgin Islands. For the specific location in your state call (800) 424-9836.

PAYROLL DEDUCTION -- A SOURCE OF NEW GIFTS

Non-giving Jews, particularly in the 25-40 age group, increasingly tend to be non-affiliated, salaried professionals who relate in a strong and positive way to their professions and places of work.

A small but interesting experiment concerning payroll deduction as the most painless and easiest way for a non-giving employee to contribute to the local campaign was outlined in a memo to Sylvia Hassenfeld, National Vice Chairman of the United Jewish Appeal, past Chairman and President of the National Women's Division and widow of the late Merrill Hassenfeld, former National Vice Chairman of UJA, who headed Hasbro Industries, Inc. of Pawtucket, Rhode Island.

At the conclusion of the luncheon, Merrill gave his usual fine, warm talk about the Jewish Federation and the needs of the community. Information was distributed and a card given to each employee -- if the card was not returned within a short period, a personal call was made to the employee.

As a result of payroll deduction, ten more employees contributed than in the previous year for a total of fifteen out of twenty-two employees. Two out of the five who previously gave noted that they increased their contributions because of the deduction plan. Of the seven employees who did not elect to contribute, no pressure was exerted.

The Hasbro Company has a long record of being a vigorous support of the United Way and Fair Share giving, and over the years implemented the annual appeal period by sponsoring special bonuses and give-aways in connection with fair share giving.

Because the work-place is increasingly a key part of the social and professional networks of non-affiliated Jews, organizing Jewish employers to run payroll deduction campaigns in their companies may prove a valuable source of new gifts.

NEW GIFTS WORKSHOP
1982 Campaign Leadership Conference

DATE: Friday, May 15th
TIME: 12:30 to 3:30

PLACE: Sheraton Washington Hotel
Lanai Room 191
Washington, D.C.

Join us for a lively and informative session on New Gifts campaigning. We'll bring you up to date on the latest tools and programs being developed by the National New Gifts Department. The presentation will be followed by an open-ended discussion about reaching non-givers in your community ... what your experiences have been and what kind of New Gifts campaign you would like to see.

["NEW PROSPECTS" is prepared by the New Gifts Department of the UJA: Neil A. Cooper, National New Gifts Chairman; Miriam L. Cantor, Editor; Barbara J. Nixon, Associate Editor].

NEW PROSPECTS

Volume I Number 3 -- Summer 1981

CHAIRMAN'S NEWS BRIEFS

FROM: Neil A. Cooper, National New Gifts Chairman

NEW GIFTS SOLICITOR TRAINING SLATED FOR DENVER, SEPTEMBER 13-14

New Gifts Chairmen and professionals from 10 communities will be gathering in Denver, Colorado on September 13-14 for UJA's first New Gifts Solicitor Training Institute.

This 19-hour intensive training experience will include a number of innovative techniques designed to motivate solicitors who will be facing prospective first-time givers.

Plans call for a series of New Gifts Training Institutes in regions throughout the country during the coming months.

75 COMMUNITIES PARTICIPATING IN "JEWISH FAMILIES ON THE MOVE" PROJECT

On July 28, 1981, the New Gifts Department officially launched its "Jewish Families on the Move" pilot project, designed to help communities identify and contact newcomers and those relocating within the community. When the program is in full gear, new address information may cover as many as 500,000 households nationally each year. The project will be tracked and evaluated monthly.

RATING NEWLY IDENTIFIED PROSPECTS

"Nothing is more frustrating than to discover in the middle of a solicitation that the person being asked to pledge \$25,000 can't afford to give \$1,000. Nothing, that is, unless it is to discover too late that the person being asked to pledge \$1,000 should have been asked to pledge \$25,000," warns Rudolph Feldman, a veteran solicitor from Hallandale, Florida.

Systematic rating of newly identified prospects can help solicitors to avoid such frustration and can pay off in increased campaign dividends. Among the various New Gifts techniques are:

1. "Mass" rating -- crude rating for large groups of prospects, for example, separating out "high-income" zip codes for special consideration, or using census track information on median income.

2. "Individual" rating -- a more precise system which includes professional, financial and personal information. Various communities are reporting formation of identifiers groups -- standing committees which meet on a regular basis to identify systematically prospects for solicitation of larger new gifts as the result of wind-fall profits or anticipated business deals. Also effective is a separate rating committee which can utilize raw data supplied by UJA's Research Department. Data in this form can be made available to communities which have the lay and professional resources to interpret it. Bankers, brokers and real estate people can be excellent committee members.
3. Surveys -- rating information gathered by telephone or mail surveys. See below for a sample mini-survey for new prospects.

MINI-SURVEYS HELP COMMUNITIES
GET A HANDLE ON "COLD" PROSPECTS

The Atlanta Jewish Federation has shown creativity in using a mini-survey technique to get important information about prospects who have never made a contribution.

Campaign Director Marilyn Shubin reports an excellent response to a modest mail survey the Federation sent out to non-givers "in order to plan intelligently to meet the needs of the Jewish population and to communicate important issues to the community."

We have reproduced Atlanta's cover letter and questionnaire because the questions relating to business information provide important leads for solicitation. Individual communities may wish to add other questions relevant to their own needs.

Dear Friend,

The Atlanta Jewish Federation serves the Jewish community by carrying out several basic functions. These include mounting the annual Campaign in behalf of 45 local, national and overseas agencies; long range planning, budgeting and leadership development.

In addition, the Federation is also concerned with maintaining good relations with the non-Jewish community and improving the quality of Jewish life.

In order to plan intelligently to meet the needs of the Jewish population and to communicate important issues to the community, the Federation has assumed the responsibility of keeping an accurate mailing list of all Jewish families. Due to the large number of newcomers, it is becoming increasingly difficult to maintain current information. In order to keep our files updated and better serve this expanding Jewish community, we would appreciate your taking a moment to complete the enclosed questionnaire. A return envelope is provided for your convenience.

The Southern Israelite has agreed to distribute complimentary issues to each respondent for the next 3 months.

I will look forward to hearing from you.

Many thanks for your cooperation and help.

Sincerely,

Max Rittenbaum, President

Enclosures

NAME _____

BUSINESS INFORMATION: Occupation or Title, Employer, Industry, Address _____

AGE (approximate) under 35 35-40 40-50 over 50

YEARS IN ATLANTA: _____ MOVED FROM WHERE _____

SPOUSE'S NAME: _____ CHILDREN (# &/or age): _____

SPOUSE'S OCCUPATION: _____

SPOUSE'S BUSINESS PHONE: _____

HUSBAND: _____

WIFE: _____

TELEPHONE: HOME: _____ BUSINESS: _____

PREPARING FOR PHONE SOLICITATIONS

Many communities have a problem locating correct phone numbers for significant numbers of Jewish households whose addresses are assumed correct through their mailing lists. Rachel Lindenthal, Assistant Executive Director of the Jewish Federation of Tidewater, Virginia, came up with a solution: a flier which almost guarantees a response. The cover simply posed the question, "WOULD YOU GO AWAY WITHOUT LEAVING A PHONE NUMBER FOR YOUR FAMILY?" Inside this fold over flier was an appeal for a pledge and a return envelope, as well as the request for the correct phone number.

NEW GIFTS DIRECT MAIL PROJECT

A series of high-impact direct mail pieces will be designed and tested under the direction of the New Gifts Department. The material to be tested will explore themes specifically developed to solicit funds from non-giving, unaffiliated Jewish households. An Attitudinal Study of Non Givers, which will draw out specific data on the emotional and social make-up of non-giving Jews will be an important source of insight on which the direct mail pieces will be based.

National testing will be carried out in cooperation with five cities of varying demographic characteristics and will examine reactions of non-givers to certain specific variables. Among them are:

1. Name recognition -- Is the non-giver familiar with and does he respond positively to the name of the local federation? Does he/she confuse the Federation with other Jewish philanthropies?
2. Issue recognition -- Does the non-giver respond to such issues as Jewish survival and K'lal Yisroel?
3. Graphics -- How do non-givers respond to illustrations of Jewish rituals, objects, and other Jewish symbols?
4. Copy -- What key words, phrases or ideas can be used to elicit positive reactions from non-givers?
5. Timing -- Are there seasons of the year during which the non-giver is most likely to be responsive to solicitation?

Testing is also planned in the use of credit cards as a means of payment over an extended period as an alternative to single payments of pledges.

It is hoped that by the use of computerized record-keeping it will be possible to test the effectiveness of the mailing pieces and to analyze the implications of the response for local campaigns.

DIRECT MAIL SERIES SCORES NEW GIFT RESULTS

Campaign Chairman Hal S. Stark kicked off Bergen County, New Jersey's New Gifts effort with a straight-talking series of mailing to contributors. Included was an invitation to a "Champagne Barbecue Under the Stars," this year's annual community function.

We liked the direct mail piece so much that we are reprinting it in full below.

Dear Friend:

I am proud to report that we have taken the advice that so many of you participating Jews have given; and that is to start spending the majority of our time and effort in bringing the, thusfar noncommitted Jews, into the United Jewish Community.

A statement which typifies the advice offered by most of you is, "I am happy and proud to give as much as I can to the UJC. I do not consider it charity but rather my Jewish obligation. I'm not at all happy however, that so many of my fellow Jews in the Pascack-Northern Valley do not recognize their obligation and do not contribute."

We pledge to you that from this date forward, because of our new combined efforts, this situation will change. I'm confident that when you see the change, all of you will be happy and satisfied and do even more.

Starting within the next few weeks you will be receiving the first of a series of unique, thought-provoking mailings which are being sent to all Jews in the Great Pasack-Northern Valley. The mailings are intended to correct the misconceptions a great many people have concerning the UJC. They will hopefully be the first of many new steps in helping to make our community a truly united Jewish community.

Attached to each mailing will be an invitation to our annual community function which last year, as you know, had a record-breaking attendance of 500 people; this year we have already made a booking for 1,000 people -- that's how confident we are in the response of our Jewish community.

Thank you for your continuing support.

Sincerely,

Chairman

A fact sheet about the UJC went along with Mr. Stark's letter. The second mailing included a fact sheet on Israel. The third, a straight invitation to the Champagne Barbecue scheduled for a weekday evening at a local country club, stated clearly that no minimum contribution was required. The cover charge was \$20 per person.

The results of this three stage mailing: 277 Jews who had never made a donation to the campaign contributed for the first time. Some gave \$1000 -- some gave even more -- for a total of \$32,000.

A COMMUNITY PLAN TO SOLICIT 10,000 "ZERO" GIVERS

A San Diego staffer has proposed a plan to solicit 10,000 "zero" givers on a limited budget and within a limited time frame (December 1 - May 1). The plan is interesting because it combines short-term involvement and low prospect-to-solicitor ratio, thus making it very attractive to volunteer solicitors.

The plan calls for the 10,000 names to be divided geographically into four area sections. A Staff Associate for each area would be recruited from retired or semi-retired individuals, placed on a very modest stipend to cover expenses and supervised by a full-time Federation professional. Each Staff Associate, working with an Associate Chairperson, would coordinate 12 or 13 Captains who would in turn supervise 10 solicitors. Each solicitor would be responsible for 20 prospects.

All leaders and workers would be required to participate in a training program to help assure the effectiveness of the solicitors. The Area Sections plan may be extended and intensified in the following campaign, based on an evaluation of its results.

NEW GIFTS RESOURCE MATERIAL

1. The UJA Demographic/Attitudinal Survey Kit is now available from the New Gifts Department and should be of great value to professional and lay leaders involved with campaign planning. The Kit outlines procedures for carrying out demographic and attitudinal surveys. Included are five questionnaires from studies recently conducted by federations around the country which illustrate a wide range of social and campaign priorities as well as variations in wording and interview techniques -- mail, telephone and face-to-face.

We would be pleased to make a kit available to your community.

2. The First Six Months, an update of programs in progress in the National New Gifts Department and in communities throughout the country, is also available.

NEW GIFTS DEPARTMENT SEEKS INPUT FOR ANNUAL EVENT

The New Gifts Department is evaluating several proposals for a national consciousness raising/fundraising event to attract new givers. If you have any ideas for such an event, please share them with us. Both Super Sunday and Walk-A-Thon originated at the local level and have grown into extremely successful national fundraising events. Your idea might prove to be just as dynamic.

SHARE YOUR NEW GIFTS NEWS

Information about your plans and your success stories can be of enormous value to your fellow New Gift campaigners. Please send New Gift news to:

New Gifts Department
 United Jewish Appeal
 Suite 2900
 1290 Avenue of the Americas
 New York, New York 10104

[NEW PROSPECTS is prepared by the New Gifts Department of the UJA: Neil A. Cooper, National New Gifts Chairman; Miriam L. Cantor, Editor; Dianne L. Dolowich, Associate Editor.]

NEW PROSPECTS!

Volume 1 No. 4 Winter 1981

"AT THE START, OUR BATTLE WILL BE ONE JEW AT A TIME ...
CHAVERIM ... WE ARE IN THE TRENCHES OF THE BATTLEFIELD"

With this call to action, Neil Cooper, National New Gifts Chairman, opened the first New Gifts Institute in Denver.

"The first New Gifts Institute is a search. What you do here -- what feedback you give us, will be used as we attempt to provide the entire country with a stimulating and workable format to train campaigns to deal with the non-giver."

Neil noted that "... while everyone annually argued that the base [of givers] had to be broadened, only a few have worked seriously on the problem. Psychologically it is easier to deal with the giver than the non-giver. Psychologically, it is easier to wrap ourselves in the cocoon of those who care, rather than to deal with those who on the surface appear not to care."

In the United States, 50% of Jews do not participate in UJA Federation campaign efforts. "These two days in Denver represent our first corporate attempt to convert the uninvolved. Education has failed to energize, historical events have failed to move -- apathy and indulgent self-interest seems to be more satisfactory than service.

"The struggle to reach the uninvolved will be waged by people. There is a need for the New Gifts solicitor to understand his own psychological strengths and Jewish identity. The program of this first day is an attempt to strengthen you -- to let you size up not only yourself, but the non-giver as well.

"Chaverim, we are in the trenches of the battlefield. I believe we need a crusade to win. At the start, our battle will be one Jew at a time. There is no choice. There are no magic wands to wave or serums to use on the uninvolved. There is only us -- you and me."

NEW GIFTS INSTITUTE PROVIDES TOOLS FOR SOLICITATION

New Gifts professional and lay leaders from Los Angeles, San Francisco, Denver, Phoenix, Houston, Dallas, San Jose, Ft. Lauderdale, and Philadelphia gathered in Denver, Colorado on September 13-14 for the first New Gifts Institute. These various communities, in different stages of gearing up for New Gifts campaigning took advantage of this opportunity to share insights and experiences, as well as to participate in focused training for face-to-face solicitation of new prospects.

The sessions developed by National UJA for the Denver Institute were designed to explore motivations and perceptions of non-givers. For example, the new prospects may be totally unfamiliar with the concept of Jewish obligation.

They may be seeking a specific return for their "gift": sales contacts, clients, a service for some member of their family. They may perceive of the Federation as an "elitist" organization.

Listening: Key to "Sizing Up" Prospects

The first session presented by Steve Schiffman, veteran solicitor-trainer and UJA consultant was a "Listening Program" designed to sensitize solicitors to themselves and their prospects. Participants learned that the solicitor can develop listening and observing skills that will allow him or her to better understand the "personality type" of the prospect. If, for example, the solicitor finds an informally dressed, friendly prospect in a homey style office, he can make an educated guess that this prospect might respond best to a description of an individual or group that his or her UJA gift might impact upon, rather than a cold, statistical overview.

Jewish Identity as a Solicitation Tool

After the "Listening Program", participants divided into small groups to explore their own Jewish identity and awareness. The aim of these group sessions was to have participants define themselves and look inward to explore their motivations for being involved with UJA and the New Gifts program.

In an evening keynote address, Rabbi Irving Greenberg of the National Jewish Resource Center challenged participants to reach out to marginal Jews. He emphasized the need for supporting and reinforcing New Gifts solicitors who may risk rejection as they reach out to the unaffiliated.

The New Tax Law: Incentives for New Gifts

"Tax Incentives for Non-Givers" was the subject of a session led by Jerry Susman, Philadelphia tax attorney and member of the Young Leadership Cabinet. Mr. Susman gave a stimulating and informative presentation on using tax incentives as a tool in soliciting. He surprised participants by informing them that the Reagan tax program would work in favor of "low end" donations to charities by 1986. (See article on New Tax Law.)

Case Studies of Non-Givers

The remainder of the second day was devoted to case by case study of solicitations of the non-givers with \$1,000 - \$10,000 gift potential. After Steve Schiffman presented the 7 steps of solicitation, 5 videotape case studies of non-givers prepared in cooperation with several local communities were shown and discussed in small group sessions. Each tape represented a particular "type" of non-giver. The tape of "Michael Richman", for example, typifies many non-givers. He is a very successful businessman, very visible in the community. He is 35 years old, married and has three children. Mr. Richman came from a poor background and fears that he could somehow lose all of his acquired wealth. He has never contributed to any Jewish organization. His solicitation brought out some major problems that New Gifts solicitors might face.

Communities were extremely enthusiastic about translating these training tapes into self-contained units that could be used by local communities to train their own New Gifts solicitor.

NEW TAX LAW PROVIDES INCENTIVES FOR "GRASS ROOTS" GIVING

One concern often voiced by prospective givers is their fear that the cost of affiliation is too high. The following information about recent changes in the tax law may provide campaigners with a tool to overcome this objection.

"The enactment, in the 1981 Act, of a new provision permitting charitable deductions for individuals who do not otherwise itemize their deductions establishes an important principle which could provide additional "grass roots" support for Federations in the future. While the immediate incentives, beginning in 1982, for such contributions are limited, this provision can have substantial long range advantages. Donors who have not had the benefit of a specific charitable deduction in the past because they have used the "standard deduction" (now technically the "zero bracket amount"), nevertheless can be encouraged to increase their contributions, at least by the amount which will be deductible on their tax returns." (Council of Jewish Federations)

Taxpayers who do not itemize will now be entitled to claim charitable deductions which escalate from 25% of the first \$100 in 1982 to a full 100% of all contributions by 1986. In 1982 and 1983, 25% of the first \$100 contribution may be deducted, up to a maximum of \$25. In 1984 the limit is raised to 25% of the first \$300, with a maximum of \$75. In 1985, 50% of all contributions may be deducted and by 1986 the full 100% of all contributions to charities will be deductible.

Additional material on tax incentives for giving is available from the New Gifts Department.

STUDY REVEALS LACK OF OUTREACH A MAJOR REASON FOR NON-AFFILIATION AMONG NEWCOMERS

Morris Stein, Executive Director of the Jewish Federation of Dallas, has sent us an interim progress report on a marketing/attitudinal study commissioned by the Dallas Federation and carried out by Lifson, Herrman, Blackmarr & Harris, a management consultant firm in Dallas.

Working from the list of newcomers to the community, the firm conducted interviews with approximately one dozen high-potential and approximately 50 apparently less affluent newcomers. The face-to-face interviews led to the following initial conclusions:

1. The dominant reason for non-affiliation was simply that the individual had not been asked.
2. A secondary response was that they had no knowledge of what was available.

3. A tertiary response was the concern about the "cost" of affiliation. This concern was only evident among the less affluent respondents.

One of the most significant conclusions reached in this study is that there must be major importance attached to the making of a first friendly contact with the newcomer. "The emphasis must be one of welcome, of affiliation, of participation." The purpose of the first contact is to determine which activities or services are of interest to the new prospect. Follow-up contact should then be made by the specific organization in which interest was expressed.

The study also recommends several methods for identifying newcomers, but suggests that there be a separation between the responsibility for identification and that of making the first and subsequent contact.

For those newcomers believed to be capable of making a significant gift, intensive personal follow-up is recommended. The Lifson report calls for and spells out a considerable volunteer structure for the New Gifts campaign. For more information on the Lifson report, contact Morris Stein, Executive Director, Jewish Federation of Greater Dallas, 7800 Northaven Road, Suite A, Dallas, Texas 75230, or the National New Gifts Department.

SUPER SUNDAY AND NEW GIFTS

Last year, before the National New Gifts program was operational, many communities used Super Sunday to solicit their entire "pool" of new prospects. We urge communities planning to solicit non-givers on Super Sunday to consider the following points:

1. The New Gifts prospect may present a new set of resistances and objections to solicitation and probably requires a special kind of contact. For example, Loren Basch, Director of San Francisco Divisions Campaign and Super Sunday campaign, listed the following objections to campaign involvement voiced by the 25-40 age group:
 - a. "I shouldn't have to buy my Judaism."
 - b. "Federation is an establishment, traditional organization."
 - c. "Federation lacks universalism and is narrow in its view and approach, particularly with regard to Israel."
 - d. "There are very few vital young people involved in Federation."
 - e. "The established Jewish community tends to ignore our input; thus it is difficult for us to find our place."
 - f. "All they want is my money."
 - g. "Our generation isn't treated with the proper respect and regard for our growth to adulthood. Why bother?"

Would your Super Sunday solicitors be prepared to deal with these objections?

Most communities agree that special training should be provided for volunteers assigned to new prospect calls, alerting them to these and other possible objections. These volunteers should also be thoroughly familiar with the activities and services of the local federation and UJA supported activities in Israel which will appeal to the prospect.

2. Ideally, a Super Sunday call should not be the first friendly contact with a new prospect. Experience reveals that a prior non-fundraising call or piece of mail will greatly enhance the chances for a successful solicitation.
3. Telephone solicitation is obviously not the optimum method for contacting the new prospects capable of making a significant first-time gift. Super Sunday calls should be used for prospects in the low-end giving category.

CAMPAIGNERS RESPOND TO NEW GIFTS MISSIONS QUESTIONNAIRE

Planning for a New Gifts Mission program is moving forward. The objective is to use an exciting travel package to attract non-contributors into the campaign fold and to Israel under UJA/Federation auspices. The New Gifts Department conducted a poll in which communities were asked to express their opinions on marketing, leadership, timing and participation in New Gifts missions.

Most communities agreed that a generic brochure advertising alternative missions should be developed at the national level. Ideally, this brochure should be professionally designed to have special appeal to an individual not otherwise inclined to visit Israel. Other suggestions for promotion included special mailings, advertising in local monthly Anglo-Jewish newspapers and most importantly, face-to-face recruitment on a peer level.

Most respondents agreed that although participants in the New Gifts missions should be informed in advance that they will be solicited, there should be no minimum gift requirements. There was no consensus of opinion about subsidizing New Gifts Missions. In response to a question on the "qualities and qualifications necessary for a New Gifts mission leader" communities suggested that the mission leader be a highly respected and influential community leader with extensive social contacts and prior mission experience.

March, April or May were the favored months for participation in New Gifts Missions. There was a wide range in the estimated number of participants which the communities might project from lows of 5 or 6 in some communities to highs of 100 to 150 in others.

MORE INFORMATION ON MATCHING FUNDS

In the Spring issue of New Prospects we ran an article on the corporate "matching gifts" program for employees who make contributions to philanthropies of their choice as a valuable possible source of New Gifts.

In response to requests for more information, the UJA New Gifts Department now has available a list of some 500 companies who match a gift to four-year college or universities and some who will match to other high educational institutions. It is likely that these companies also make matching gifts to hospitals and the arts. If you are interested in obtaining a copy of this list, please call the National New Gifts Department at (212) 757-1500, extension 325 or 277.

JEWISH SINGLES - A VALUABLE SOURCE OF NEW GIFTS
FOR INDIANAPOLIS

Professional and lay leadership in Indianapolis have begun a campaign to organize and solicit Jewish singles, ages 21-35, in their community.

Frank Newman, Executive Vice President, and Bernard Cohen, Assistant Director of the Jewish Welfare Federation, report that their efforts have resulted in a rapidly growing mailing list which now includes more than 500 names.

Two young singles, Larry Reuben, an attorney, and Norm Siegal, a businessman, were also instrumental in getting this campaign off the ground. Combining lists from synagogues, JCC and singles clubs a "singles committee" worked on expanding and refining the list. They also advertised and hosted an educational function with a speaker. In June, the JDF sponsored a "strictly social" picnic and gathered more names from the singles who attended. The goal of this campaign: to raise \$50,000 from this group within the next three years. Approximately \$10,000 has already been raised during a March phonathon with 12 workers making about 300 calls.

In a letter to us, Bernard Cohen stated" ... the process (of finding Jewish singles) can easily be replicated in other communities... We would be glad to share this experience with anyone interested." Please address your inquiries to Bernard Cohen, Assistant Director, Jewish Welfare Federation Inc., 615 N. Alabama St., Indianapolis, Indiana 46204.

ADD YOUR CAMPAIGNERS TO THE "NEW PROSPECTS" MAILING LIST

As New Gifts campaigns expand in many communities, we are receiving several requests each week to add both lay and professional campaigners to the New Prospects mailing list. Please limit your additions to lay leaders and campaign professionals who are directly involved in New Gifts campaigning. For your convenience, we have enclosed one "addition form" with this issue of New Prospects. If you have questions about the form, please call Dianne Dolowich at the National New Gifts Department.

EXPANDED "NEW GIFTS" BOOKLET NOW AVAILABLE

The New Gifts Department has updated its resource booklet entitled "New Gifts." Some of the subjects included are New Gifts Campaign Guidelines, Leadership Development - Solicitor Training, New Gifts Missions Information and Tax Incentives to Giving. The revised booklet is available free of charge (in limited quantities) from the National New Gifts Department.

NEW GIFTS CALENDAR OF EVENTSWORKSHOPS AT REGIONAL MEETINGS1981

October 17 3:00 p.m. - 5:00 p.m. Northeast Regional Conference
Howard Johnson's - Windsor Locks, CT
Miriam Cantor - Presentor

October 18 8:30 a.m. - 10:00 a.m. East Central Regional Conference
Hilton Inn - Akron, OH
Judy Swedlow - Presentor

October 24 2:00 p.m. - 4:00 p.m. Southeast Regional Conference
Dunfey's - Atlanta, GA
Melvyn H. Bloom - Presentor

1982

January 8-10 Time Not Yet Determined West Coast Regional Conference
South Coast Plaza - Orange City, CA
Miriam Cantor - Presentor

UJA WORKSHOP AT CJF GENERAL ASSEMBLY1981

November 13 10:30 a.m. "Marketing the Campaign to the
Non-Giver: What Are We Selling?
... And To Whom? And Where?"
Miriam Cantor and Neil Cooper -
Presentors

(NEW PROSPECTS is prepared by the New Gifts Department of the UJA:
Neil A. Cooper, National New Gifts Chairman; Miriam L. Cantor, Editor;
Dianne L. Dolowich, Associate Editor)

81-275-04

NEW PROSPECTS

Volume II No. 1 Midwinter, 1982

DENVER SETS \$1 MILLION NEW GIFTS TARGET

Denver has announced a plan to raise \$1 million in New Gifts in 5 years. After meetings with the UJA New Gifts Department, Mike Goldberg, New Gifts Chairman, Nancy Stone, Co-Chairman, Alan Engel, Associate Executive Director of the Denver Federation and Gary Siepser, professional associate in charge of Campaign/Community Development, outlined a six step initial plan to launch the campaign:

- Step I: HEIGHTEN PUBLIC AWARENESS: Through a media campaign to inspire public support; present New Gifts program to Jewish leaders in Denver and obtain their input and support.
- Step II: TARGET new gift populations with highest potential by using the UJA "Standard Demographic Kit," Jewish Families on the Move, "Newcomer" and "Neighbor to Neighbor" programs, lists of children of major givers, Jewish organizational lists, corporate contacts, committee referrals and names obtained through probate.
- Step III: AFFILIATE those successfully targeted through direct mail campaigns, "Newcomer" and "Neighbor to Neighbor" programs, Young Adult Division, Business and Professional Women Division, Women's Forum, Institute of Awareness and programs like "Walk for Israel," (UJA Walk-A-Thon) and Super Sunday.
- Step IV: EVALUATE and assign new prospects for solicitation using basic tools available now and adopting new methods of evaluation resulting from on-going research; likely solicitation target: 3-5% of gross income.
- Step V: TRAIN AND EDUCATE New Gift solicitors in special techniques needed for New Gifts campaigning. Emphasis will be placed on New Gifts Missions and utilization of National New Gifts training programs.
- Step VI: DEVELOPMENT of 3-5 year New Gifts Goals Calendar whose components include specific populations and dollar objectives.

BOSTON MAPS DONOR ACQUISITION PROGRAM USING DIRECT MAIL

The leadership of the Boston Campaign has given the green light to a multi-year direct mail project designed to attract significant numbers of new contributors through a positive, compelling direct mail program. An ancillary goal is the development of a volunteer program to support the needs of the prospect program.

According to Harold Morgan, Campaign Director, "Boston's overall New Gifts goal for '82 is 4,000-5,000 new contributors," roughly one quarter of which will be acquired solely through direct mail solicitation; the remaining 75% through Super Sunday and other forms of solicitation.

After consultation with the National New Gifts Department, Boston's first step in determining the parameters of their mail program was an "in-house" inventory and evaluation of existing mail programs. Allen Spivack, CJP campaign associate and coordinator of the mail project, found that thousands of pieces of fund-raising mail of varying quality were sent out annually, usually as a "clean-up" effort to secure a gift.

The campaign's second step in Boston's direct mail project was to increase significantly the prospect file -- to identify 60% of Jewish households in Greater Boston. This prospecting effort was carried out during the summer months by staff and an outside firm which provided an "ethnicated" prospect list of 15,500. The resulting file was 60,000 prospects -- 25,000 of which will be used in the New Gift mail project.

These 25,000 will be divided into three test groups:

- Group I (20% of the file -- some 5,000-6,000 prospects) will receive mail only -- two appeals with no follow up contact.
- Group II (60% of the file -- 15,000-18,000 prospects) will get a combination of mail/phone/mail -- direct mail appeal followed by a Super Sunday call (if there is no response to the first appeal). The prospects who do not respond to either the first mailing or the Super Sunday call will receive a second mailing.
- Group III (the remaining 20% of the file) will be solicited only on Super Sunday and through other community activities such as outreach programs or solicitation teams.

Groups I, II and III will be further subdivided for purposes of testing the relative strengths of various themes on non-givers and the feasibility of using giving clubs and credit cards to encourage donations.

Spivack stresses that the Boston New Gifts campaign leadership views prospect mail as a capital investment -- its function, at least in the first year or two, is primarily to acquire contributors. Evaluating the advantages of a mail program requires a multi-year period so that contributors can be re-educated, processes institutionalized and changes made in the existing campaign structure.

BASIC CONCEPTS IN DIRECT MAIL DONOR DEVELOPMENT

A monograph entitled "Basic Concepts Involved in Direct Mail Donor Development" is available from the UJA New Gifts Department, free of charge, to members of Federation campaign staffs and lay leadership involved in New Gift Campaigning. If you would like a copy of this monograph write or call the UJA New Gifts Department, 1290 Avenue of the Americas, New York, New York or call (212) 757-1500, ext. 325 or 277.

NEW GIFTS RETENTION PROGRAM BRINGS 63% CARD-FOR-CARD INCREASE IN SAN JOSE

The relatively high cost of acquiring donors through direct mail can be offset by a comprehensive retention and upgrade program. Over the course of several years, a well planned direct mail donor development program can return more than three times the initial expense of the program. This was dramatically demonstrated by the Jewish Federation of Greater San Jose which carried out a direct mail donor acquisition project as part of their 1980 campaign to solicit New Gifts. 180 New Gifts totaling \$5,122 were added to the rolls, as the result of a mail program which cost \$3,831.

Eight months into the 1981 campaign, 104 of these 180 new givers had given. The result was an increase of 63% on a card-for-card basis. For 1980, values from the 104 new givers were \$3,546. In the 1981 campaign, \$5,785 was raised from the same 104.

Nat Bent, Executive Director of San Jose, attributes the successful retention and upgrade of these new givers to efforts made to affiliate with the Jewish community. Once the prospect had given his gift, the San Jose Federation immediately provided him with a subscription to the local Jewish newspaper, a directory of community services and an offer for a visit from the Jewish Welcome Wagon. Apparently many long-time San Jose residents were unaware of the services offered by the Federation and were grateful for the information.

"MARKETING" THE CAMPAIGN IN HI-RISES

Reva Wexler, of the Jewish Federation of South Broward, who has broad experience in hi-rise campaigning has, at the request of the UJA New Gifts Department, authored a fact-filled pamphlet entitled, "Hi-Rise Campaigning." This booklet is available, free of charge, to New Gift campaigners. If you would like a copy, call or write the UJA New Gifts Department, 1290 Avenue of the Americas, New York, New York 10104 or call (212) 757-1500, Ext. 325, 277.

GOAL TENDING: NEW YORK LOOKS AT THE NUMBERS

A 30% across the board increase -- that's the 1982 goal of the UJA Federation Joint Campaign of Greater New York. The operative question posed by Ed Alcosser, Director of Queens and Long Island Division of the Joint Campaign is "how?" To shed some light on campaign priorities, he analyzed the basic categories of gifts given to the UJA campaign and the significance of three possible plans for reaching campaign goals. His conclusion: If local campaigns are to meet increased goals, a significant New Gifts component is an absolute necessity.

These scenarios, profiled below, differ in the percentage increases in each of 3 gift categories. Yet ... all the plans bring the same bottom line result -- a 30% overall increase. Those three categories include "existing gifts" (those gifts made every year), "non-repeats" (gifts which do not come in this year even though people gave last year) and "new gifts," gifts from previous non-givers.

OUTCOME 1

- Upgrade the value of existing gifts by 30%
- Successfully solicit 50% of last year's "non-repeats"
- Double last year's New Gifts

RESULT: 30% net increase

OUTCOME 2

- Upgrade the value of existing gifts by 22%
- Successfully solicit 50% of last year's "non-repeats"
- Obtain four times last year's New Gifts total

RESULT: 30% net increase

OUTCOME 3

- Upgrade the value of existing gifts by 15%
- Successfully solicit 50% of last year's "non-repeats"
- Obtain six times last year's New Gifts total

RESULT: 30% net increase

This statistical breakdown has one overriding implication for communities -- New Gifts will be a critical component as communities plan strategy for attaining increased campaign goals.

STANDING ROOM ONLY AUDIENCE FOR NEW GIFTS
WORKSHOP AT GENERAL ASSEMBLY

More than 140 lay and professional New Gift campaigners packed a 2½ hour workshop at the recent CJF General Assembly in St. Louis. The information-filled seminar, "Marketing the Campaign to the Non-Giver -- What are We Selling, To Whom ... and How?" heard presentations by Neil Cooper, UJA New Gifts Chairman, and Miriam L. Cantor, UJA New Gifts Consultant. Dr. Kalman Lifson, a marketing management consultant from Dallas, discussed the Dallas Federation's New Gifts campaign plan resulting from an in-depth study of newcomers to the Dallas area. Alan Engel, Associate Executive Director of the Denver Federation and Gary Siepser, Denver campaign associate, outlined that community's \$1 million New Gifts campaign, aimed primarily at soliciting New Gifts in the \$1,000 - \$10,000 range. Donor acquisition through direct mail was the subject of Allen Spivack's presentation -- Allen is campaign associate coordinating Boston's ambitious donor acquisition and retention program. Jerry Susman, Philadelphia tax attorney and a member of the UJA Young Leadership Cabinet demonstrated how tax incentives can play a critical role in soliciting the potential giver. Materials relating to all of these presentations are available from the UJA New Gifts Department.

OUTREACH -- A TOP PRIORITY IN PHOENIX

The extraordinary growth in the Jewish population of Phoenix -- more than 1,000 Jewish families moved into the community in 1982 -- has spurred a determined New Gifts effort by the Jewish Federation of Greater Phoenix, reports Larry Cohen, Executive Director.

Lay Outreach Chairman, Tina Scheinbein, and Campaign Outreach Coordinator, Debbie Hammer, are spearheading a campaign to find and integrate newcomers into the Jewish community. Their committee's activities are directed at three geographic areas (determined by demographic analysis) to be prime centers for Jewish population growth: Scottsdale/Paradise Valley, Tri-Center Area and Sun City.

The initial "detective" work is carried out in several ways. Campaign record workers scan membership lists of Jewish organizations, synagogue High Holiday lists, publications like the Arizona Business Gazette, all in an effort to record the names of new arrivals. This list is augmented by participation in the UJA New Gifts Division's "Jewish Families on the Move" project which supplies names and addresses of families with Jewish sounding surnames who have moved into or around within a specific campaign area. Additional names are continually supplied by Federation personnel, all of whom are encouraged to be on the lookout for affiliation opportunities for new Jewish families.

Once "found," these newcomers are presented with the comprehensive SHALOM PHOENIX directory, an attractive pamphlet listing all Jewish community services and resources, as well as an invitation to a "Shalom Phoenix" party to encourage them to get to know each other and take the first, important step toward affiliation with the Jewish community.

After newcomers feel welcomed and come to understand the scope of Federation/ UJA activities in Phoenix, a program of solicitation is initiated.

PITTSBURGH "MINI" STUDY PROVIDES BASIS FOR SOUTH HILLS NEW GIFTS CAMPAIGN PLAN

Jane Burke, Planning Associate of the United Jewish Federation of Greater Pittsburgh, in a project completed during summer "down time," has demonstrated how campaign planning and thoughtful use of basic demographic information can help a community make informed decisions about New Gift campaigning.

In order to make informed decisions about the long-range scope and direction of a projected New Gifts campaign, Elliot Berkowitz, Pittsburgh's Campaign Director, outlined five questions to be answered:

1. What is the geographic profile of South Hills and how many Jews reside there?
2. What is the demographic profile of Jews in the South Hills?
3. How many Jews of South Hills are on the giving rolls and what do we know about their giving patterns?

4. How many potential New Gifts do we know about?
5. How many Jewish households in the South Hills are unknown to us?

A 1976 UJF demographic study revealed that 12% of the Jewish population of Pittsburgh lives in the South Hills. South Hills was a young, family-oriented community in which synagogue affiliation was between 71-77%. This unusually high synagogue affiliation rate would facilitate identification and rating of prospects and suggested early involvement of the rabbinic community.

Analysis of giving patterns of the area indicated that potential for New Gifts was good. UJF rolls listed 290 South Hills households who had made no gift in 1981. In fact, the majority of these had never made a gift to UJA/Federation campaigns. Another 200 non-givers were located by scanning organizational and synagogue listings -- 21 more were identified through the National New Gifts Department's "Jewish Families on the Move" project for a total of 511 known non-givers.

It was decided that all 511 known new prospects should be rated by their peers before decisions about individualized methods of solicitation could be made.

Several general conclusions about solicitation were reached:

- ° prospects shown to have modest gift capacity should be solicited by mail with phone follow-up;
- ° where ratings indicated potential for a substantial gift, solicitation should be face-to-face;
- ° where potential was very high, UJA lay leaders and outside solicitors should play a role, perhaps as team members in conjunction with local lay leaders.

Of the 1702 Jewish families in South Hills, Pittsburgh leadership was able to account for and identify 1251 through the research discussed above. Analysis of the time, energy and funds necessary to identify the remaining households resulted in the following conclusion: devote all campaign New Gift resources and energies to rating and soliciting the 511 known non-givers.

JEWISH FAMILIES ON THE MOVE UPDATE

We want to thank those communities participating in the Jewish Families on the Move Project for sending us feedback. JFOM is a program developed by the National New Gifts Department which supplies, on a monthly basis, the names and addresses of families with Jewish sounding surnames who are moving into or around within a campaign area.

First, the good news ... we're pleased to hear that our effort to keep track of Jewish families has activated or reactivated "Shalom" programs (Jewish Welcome Wagons) as well as other friendly first contacts with newcomers.

Second, we are attempting to delete names from the computer program which you have found to be largely non-Jewish. The following names have been deleted:

Corn	Powell
Dauber	Ruddock
Frost	Scriven
Fries	Siegfried
Fast	Schroeder
Ferber	Seibel
Goetz	Shubin
Huber	Schell
Haskell	Skulsky
Kohler	Schweber
Kaiser	Tiffany
Kremer	Tuck
Lind	Tull
Ludlow	Wetzel
Lentz	Wieder
Mosher	Weisel
Morris	Wessel
Mintz	Yoder
Olszewski	Zeltzer

Please note, however, that due to the complexity of the computer scanning techniques, certain surnames cannot be deleted immediately. If you continue to receive a percentage of names which turn out to be non-Jewish -- bear with us for a while ... we're working on it.

SUPER SUNDAY -- TAKE THE EXTRA STEP FOR MATCHING FUND INFO

Have you considered having all your Phon-a-Thon (Super Sunday) callers ask each contributor or potential contributor if he or she works for a matching gift company? Nine hundred corporations match their employees' contributions to educational institutions, hospitals and the arts. Contributor or potential contributors will be interested to know that the value of their contribution could be doubled, tripled or even quadrupled, in some cases. It's worth taking an extra moment to get this valuable information. A list of 500 companies who have matching gift programs is available from the National New Gifts Department.

NEW GIFTS CALENDAR

New Gifts Workshop
Western Regional Conference

January 9, 1982
Costa Mesa, California

(NEW PROSPECTS is prepared by the New Gifts Department of the UJA:
Neil A. Cooper, National New Gifts Chairman; Miriam L. Cantor, Editor)

NEW PROSPECTS

Volume II No. 2 Spring, 1982

"DISCOVERY '82"

NEW GIFT MISSIONS SET FOR MAY, AUGUST, NOVEMBER

Applications are now being accepted for an exciting new program designed to spur travel, among non-givers, to Israel under UJA/Federation auspices. "Discovery '82" travel packages for New Gift prospects offer two exciting travel options -- a first time, five-day mission experience in Israel -- plus exciting, deluxe extensions in either Morocco, Egypt or Kenya.

"We believe these travel packages may be particularly attractive to people who may have considered going to Israel, but put the trip off in favor of other 'leisure' travel," says Neil Cooper, National New Gifts Chairman. "Missions have always been UJA's most effective recruitment and solicitation tool. We know that once we get people to Israel, we can turn them on to the UJA programs."

Dates and Destinations

The three packages are as follows:

- Israel plus Morocco extension May 2-17, 1982
- Israel plus Egypt extension August 2-16, 1982
 - a. land only
 - b. land and cruise
- Israel plus Kenya Safari extension October 27-November 11, 1982

Eligibility

Each of the "Discovery '82" missions has been designed for a small group -- 40 people -- to enhance the personal flavor of the Israel experience.

Participating communities are being asked to send a minimum of four couples (or eight people); three couples (or six people) must be non-givers and heads of households capable of making a gift at least equal to the cost of the trip. Both husbands and wives will be solicited. The fourth couple will be a "leadership" couple who will play an important part both before, during and after the mission. "This is not an upgrade mission, and we are asking that you not recruit persons already involved in the campaign, even if their involvement is minimal. The exception, of course, is the leadership couple," explained Neil Cooper.

Brochures Available

A handsome, fact-filled brochure on "Discovery '82" missions is now available in limited quantities. The brochure, designed for a #10 envelope, includes sample itineraries, prices, and a comprehensive explanation of what is included. It is intended to be preceded by, and followed up by, personal contact and should not be used solely as a direct mail piece. For more information about the missions, call the New Gifts Department, 212/757-1500, ext. 325 or 277.

MORE ABOUT CORPORATE EMPLOYEE MATCHING GIFTS

The New Gifts Department is continuing to compile information on Corporate Employee Matching Gift Programs. As we've said in previous issues of New Prospects, of the more than 900 corporations that offer matching gift programs, only two, to our knowledge, offer unrestricted programs. They are: The Equitable Life Assurance Society of the United States and ARCO -- The Atlantic Richfield Company.

To the best of our knowledge, eligible recipients of both of these companies include designated non-profit tax exempt 501 (c) (3) organizations.

The divisions and subsidiaries of these parent companies are:

The Equitable Life Assurance Society of the United States

The Equitable Life Holding Corporation	New York, NY
Equico Capital Corporation	New York, NY
Equico Lessors, Incorporated	Minneapolis, MN
Equico Securities, Incorporated	New York, NY
Equitable General Insurance Group	Fort Worth, TX
Equitable West Central Service Center	Colorado Springs, CO
Equitable Variable Life Insurance Company	New York, NY

The Atlantic Richfield Company

Anaconda Copper Company	Denver, CO
Anaconda Industries	Denver, CO
Arco Chemical Company	Philadelphia, PA
Arco Coal Company	Denver, CO
Arco International Oil and Gas Company	Los Angeles, CA
Arco Oil and Gas Company	Dallas, TX
Arco Petroleum Company	Los Angeles, CA
Arco Transportation Company	Los Angeles, CA

SAN FRANCISCO REACHES OUT TO NEWCOMERS,
NON-AFFILIATED JEWS

Annette Dobbs, San Francisco's New Gifts Chairman, has shared with us some creative programming and copy designed to meet the needs of newcomers to the East Bay area written in an attention-getting style by SF New Gifts staffer Mary Diamond and Susan Solomon, PR Director.

The copy comes in the form of a brochure entitled "We Can Help", which will be available for distribution in about a month. Rather than a dry recitation of Federation services, the booklet takes a marketing approach which plays on the needs and interests of its audience. Consider the brochure's section headings, for example:

"Want to be in Better Shape in Mind and Body?
Do You Want a Better Job?
Is Good Help Hard to Find?
Over 60 and Looking for Action?
Does Israel Make You Proud?
Do You Need a Loan?
Want to Meet Jewish Singles?
Want to Talk About a Problem?
Is Your Youngster in Trouble?
In Need of Marriage Counseling?
Seeking a College Connection?
Are You Informed of Jewish Events?
Does Anti-Semitism Trouble You?
Would You Like to Visit Israel?
Looking for Quality Jewish Education?
Do Your Parents Need a Place to Live?
Want to Learn More about Your Jewish Roots?
Answers for Your Questions
What This Community Needs ...
Have You been Screened for Tay-Sachs Disease?
Do You Need a Lawyer who Makes House Calls?
Do You Want to Benefit Someone Else?"

Creative programming is highlighted by an eye-catching invitation to newcomers to join a "Newcomers Network" and a special Shalom event; for example, a Newcomers Evening Reception at the historic Haas-Lilienthal Mansion with wine, cheese and conversation and a talk by the author of a book entitled, Our City: The Jews of San Francisco. Also offered is a San Francisco Jewish History Tour, complete with deli lunches and child care for parents with small children. "A Moving Experience -- Coping with the Stress of Relocation," led by a Jewish Family Services specialist is another offering.

PHILADELPHIA NEW GIFTS CAMPAIGN UNDERWAY

Philadelphia is moving ahead on short and long range plans to implement a major New Gifts effort, according to details outlined by Michael Kirschner, New Gifts Chairman, Alvin Gilens, Campaign Director and Arthur Brody, Special Assistant to the Executive Vice President.

Specifically, this city of approximately 300,000 Jews has:

DEVELOPED A PROSPECT FILE of more than 40,000 households in the Greater Philadelphia area not presently on contributors' rolls. The list, which is now being refined to allow for the highest percentage of Jewish identification, includes information on type of dwelling, length of time occupants have been listed in the phone book and income based on census track information;

USED SUPER SUNDAY TO TEST the prospect file using specially trained phone volunteers. The results of those calls are being tabulated and future strategy will reflect data collected during this session;

LAUNCHED AN ONGOING AGENCY BOARD PHON-A THON once a week, over a 20-week period, from 6:30-9:30 p.m. Thirty phones at Federation headquarters will be manned by representatives of Federation's more than 35 beneficiary agencies. Each agency is being asked to make a commitment of at least 25% participation level by executives, directors and officers. Professional staff will also be asked to cooperate. Members of the New Gifts leadership will work alongside of agency volunteers to assist and monitor phoning;

INTENSIFIED OUTREACH FOUNDATIONS in an effort to attract regular, annual foundation gifts to the campaign;

ENCOURAGED MATCHING GIFTS by identifying and developing to maximum advantage corporate employee matching funds which can be obtained from companies in the Philadelphia area whose employees already make gifts to the campaign, or could become donors;

STARTED ASSIGNING FACE-TO-FACE SOLICITATIONS from a prospect list of some 400 high potential prospects. The list is circulated and re-circulated to every Federation board, all campaign leadership and staff for the best possible suggestions for both appointment making and for solicitation. Ninety assignments have already been made.

MINNEAPOLIS SUCCESSFULLY RECRUITS
CORPORATE EXECS IN NEW GIFTS EFFORT

Targeting new prospects by using professional networks is evolving into a successful strategy for New Gifts campaigning. Case in point -- the outreach program to corporate executives recently initiated by the Minneapolis Federation for Jewish Services under the direction of Herman Markowitz, Executive Director and Jay Jacobson, Campaign Director.

Starting with names supplied by a core of six top executives from major corporations based in the Minneapolis metropolitan area, a mailing list of 150 unaffiliated Jewish executives was composed. (Minneapolis ranks 8th nationwide in major corporations with home offices located there, including 15 Fortune 500 companies.) These executives were invited by personal letter to a meeting devoted to exploring the possibility of establishing an organization for Jewish corporate executives in Minneapolis. The letter explained: "the Jewish professional community is large ... yet, relatively few know each other even within the same company. An organization to serve the group would be useful for information sharing, education and career development."

Seventy executives attended the first meeting on November 16th.

The evening's program showcased N. Bud Grossman, Chairman and President of Gelco Corporation and chairman of Dyco Petroleum Corporation speaking on the past, present and future for Jewish professionals in the Twin Cities area. It also gave Jerry Levin, Vice President of Pillsbury Corporation, a platform from which to explain the activities and goals of the Federation/UJA, describe what UJA could do for them, and relate UJA's need for them to assume leadership roles in the New Gifts effort as well as make their own financial commitment to the campaign.

"We were very up-front with them about the real purpose of our getting together, and yet 20 of them volunteered to serve on a steering committee," said Markowitz.

This steering committee will make suggestions for topics for future meetings and ways of bringing more young Jewish executives into Federation activities. Judging by the success of the initial program, this fledgling organization is likely to become an important component of UJA's New Gift campaign in Minneapolis.

ORLANDO REACHES OUT TO BUSINESS AND PROFESSIONAL WOMEN

"Many women's groups meet during the day at brunches or fashion shows," says Marcia Kirstein, Chairman of the Women's Division in Orlando, Florida, "but fifty to sixty percent of Orlando's women are working." Responding to this reality, a Jewish Career Women's Network has been formed to meet the specific needs and talents of this group. Adapting this marketing strategy for a specific segment of the campaign population, educational network groups began meeting for one-night seminars in September 1980.

Programming included:

- Stress Management
- Passages -- How Being Jewish and Female Affects Career
- Women in the Workforce: Money Management, etc.
- Feeling Good about Working
- Career Movement
- Is Your Money Getting You Interest

- Jewish Women in History
- Leadership Development Skills
- Power and Politics
- Conflict Management/Decision Making
- Meeting Community Needs
- Being Jewish and a Woman in the Public Eye

The response has been tremendous -- apparently Orlando's working women are delighted that concerns directly related to them are being addressed.

Campaign response to the Professional/Career program will be tallied after six nights of telephone soliciting to women who attended these sessions. (Phone solicitors committed themselves to a minimum of \$100 before calling their peers.)

AMERICAN JEWISH ACTIVITIES

NEW GIFTS AND SUPER SUNDAY

Early reports on Super Sunday from the more than 85 communities which have now completed the annual one-day volunteer phon-a-thon, show tremendously increased New Gift dollars from communities that began systematically developing their prospect files far in advance of Super Sunday.

The day also served to confirm a number of hypotheses regarding the management of prospect calls:

- A. Pre-mailing, publicity in the general press and other forms of non-solicitation contact prior to Super Sunday greatly increase the chances of a successful telephone solicitation among non-givers.
- B. Special training for Super Sunday volunteers is an essential -- because of a lack of familiarity among non-givers about UJA/ Federation, and because higher negative response rates necessitate dealing openly with the rejection factor in phon-a-thon training.
- C. It is helpful to give new gift phone solicitors some "giver" cards mixed in with non-giver cards, so that the rejection factor does not become the basis for discouragement.
- D. It is important to ask for a specific amount of money, and to present that amount in terms that are psychologically manageable -- e.g. \$2 a week or \$10 a week.
- E. It is helpful, particularly when dealing with large numbers of new prospect cards, not to waste time dealing with "put-offs." Better to follow up with a friendly mail piece explaining services and programs of UJA/ Federation than to engage in lengthy and often non-productive telephone dialogues.

Palm Beach

This Florida "gold coast" community of 35,000 Jewish households started preparing for Super Sunday eight months ago, reports Norman Schimelman, Executive Director.

RESEARCH: In August, under the direction of Jay Epstein, Campaign Associate, research was initiated to locate and identify Jewish families in Palm Beach County who had never made a gift to the campaign. High rise condominiums were targeted, utilizing a reverse phone directory which lists names and addresses according to building location. The Palm Beach Review, a publication which lists real estate transactions was also used along with synagogue lists, condo lists, etc.

TRAINING: Based on judgments about the areas in which the majority of prospects lived, explained Ronni Tartakow, Super Sunday Coordinator, volunteers were instructed to ask for gifts ranging from \$100 to \$1,000 or more. Volunteers were also told, to dispel feelings of failure, that 2 to 3 gifts out of 10 calls was considered successful.

ADVANCE PUBLICITY: Because most prospects did not receive the English-Jewish newspaper, the Palm Beach Federation chose to purchase advertising space in the general press and bought radio time. A mailer was sent out one and a half weeks prior to Super Sunday to all prospects, including information on local and overseas needs. A special issue of the Jewish newspaper devoted to Super Sunday was also sent to prospects.

RESULTS: \$240,000 (so far) compared to \$40,000 last year -- of which at least 50% came from "cold" prospects. Additionally, a framework for the eventual organization of condominiums in Palm Beach was developed.

There were three new gifts of \$10,000 and one new gift of \$15,000. Surprisingly, these gifts came in after the so-called more promising prospect cards were pulled out of the Super Sunday file for a personal face-to-face solicitation. "We know this is just the tip of the Palm Beach iceberg," explained Barbara Shulman, 1982 Palm Beach campaign chairman, but it represents a real milestone for this community, both in community relations and in improved fundraising techniques."

On the lighter side, the story of the day came when a Palm Beach synagogue president called at random a "cold" prospect who agreed to give \$10,000. Calmly, the quick-thinking volunteer solicitor replied that he was thinking more in terms of a "chai" gift, or \$18,000. The prospect replied, evidently with respect for the solicitor's unflappable telephone style, "You're a terrific solicitor, but will you settle for \$15,000 for now?" With just a little hesitation, the response was affirmative.

Fort Lauderdale

Beginning in October 1980, reports Ethel Waldman, General Campaign Chairman, a determined group of volunteers, working with staffer Mark Silverman, poured over telephone directories and manually developed a prospect list of 5,500 names. The payoff was 1,033 New Gifts, representing \$63,000 in new money -- roughly 50% of Lauderdale's \$125,000 Super Sunday total. The total, by the way, is a 100% increase over last year's Super Sunday take.

Raritan Valley

Recent detective work by campaign staffers indicated that the Jewish population of this New Jersey community was closer to 35,000 than the 23,000 figure traditionally accepted. With this information in mind, the community undertook a modest computer ethnification program last October, to identify "cold" prospects for Super Sunday calls. The ethnification project identified approximately 3,000 households, and a modest investment of about \$1,000 paid for itself many times over. With only one-third of these 3,000 "cold" prospect households contacted, \$6,700 has been raised from 300 new givers. Raritan's New Gift total on Super Sunday topped \$36,000.

VISA/MASTER CHARGE

Are charge card pledge payments the wave of the future? What are the benefits to the donor and the campaign, and what is the reaction of the public to the "charge-a-pledge" option? Can credit cards be an incentive to non-givers?

The New York Joint Campaign offered use of Visa and Master charge through the mail to approximately 20,000 accounts of \$300 or less. The offer was made in a card that was inserted in their regular billing form. Though final figures are not available, approximately 300 persons chose Visa/Master card payments.

The New York campaign has undertaken a study of the giving history of the 300 accounts, to establish whether the use of credit cards accelerates payments and cuts down on costs and cumbersome billing procedures. (There is, of course, a percentage service charge made by banks handling the credit card accounts -- but this fee is negotiable, particularly if the local Federation is doing a significant volume of business with that bank.)

The question for the New Gifts Department is whether credit card use will serve as an incentive to prospective givers if marketed properly. A direct mail test project involving alternative payment forms to new givers, will be carried out in '82, and should shed some light on this question.

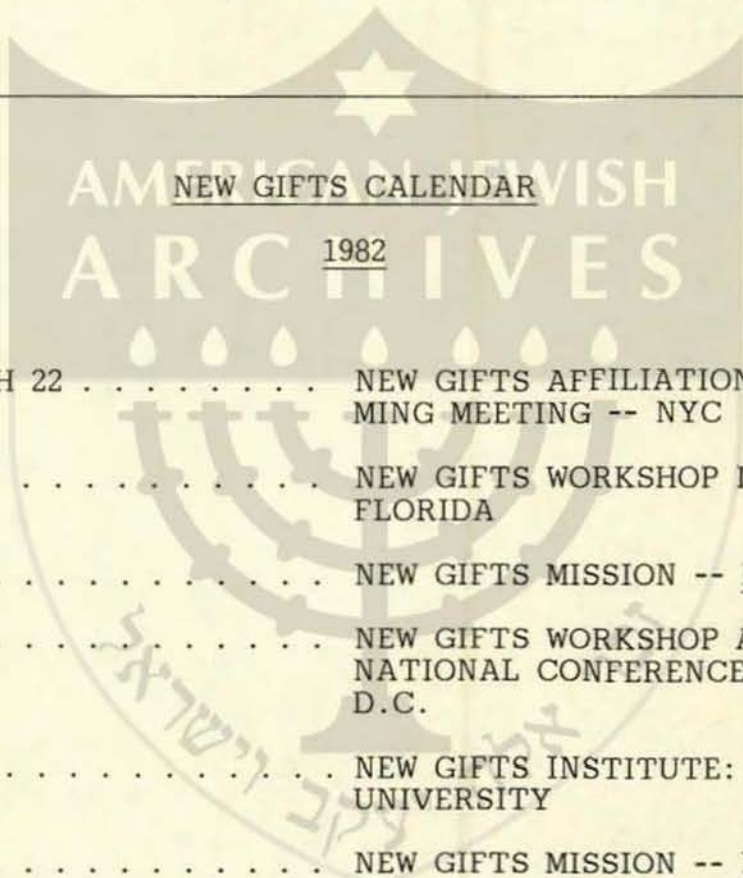
WASHINGTON MISSION PROGRAM AND NEW GIFTS

We think that the Washington Mission Program provides new prospects with a unique and exciting opportunity to get an "insider's view of the power centers of this country" and return to their communities turned on and tuned in to participation in the Jewish community and campaign.

The minimum group size is 20 people -- statewide, cluster or regional missions are another option.

We urge you to consider this exciting option for New Gift programming -- particularly for young professionals in the 25-40 age group. For more information, contact:

The Washington Mission Program
 227 Massachusetts Ave., N.E. -- Suite 120
 Washington, D.C. 20002
 (202) 547-0029



NEW GIFTS CALENDAR
 1982

- WEEK OF MARCH 22 NEW GIFTS AFFILIATION PROGRAMMING MEETING -- NYC
- APRIL 3 NEW GIFTS WORKSHOP IN ORLANDO, FLORIDA
- MAY 2-17 NEW GIFTS MISSION -- ISRAEL/MOROCCO
- MAY 20-23 NEW GIFTS WORKSHOP AND MEETINGS NATIONAL CONFERENCE IN WASHINGTON, D.C.
- JULY 12-14 NEW GIFTS INSTITUTE: BRANDEIS UNIVERSITY
- AUGUST 2-16 NEW GIFTS MISSION -- ISRAEL/EGYPT
- OCTOBER 27-NOVEMBER 11 NEW GIFTS MISSION -- ISRAEL/KENYA

(NEW PROSPECTS is prepared by the New Gifts Department of the UJA: Neil A. Cooper, National New Gifts Chairman; Miriam L. Cantor, National New Gifts Consultant)

DISCOVERY '82

**It just might be
the most fascinating trip
of your life.**

**Now you can take a trip
guaranteed to satisfy
both body and soul.**

Start off by going home.
To the faraway place that's always
been close to your heart.
Israel.
And see it as only we can show it to
you.
Off the beaten track.
Feel the joy, capture the strength, of
your own people.

Then, when your soul is satisfied,
treat yourself to that other
faraway place you've always
dreamed of.
Morocco. . . Kenya. . . Egypt.
Float down the Nile on a barge.
Soak up the sunshine in Marrakesh.
Lose yourself in Africa's night
sounds.

This year, let us help you get away
to where you've always longed to
go. Body and Soul.

(over)

DISCOVERY '82

Israel / Morocco Extension
May 2 - May 17, 1982
\$2300 per person

Israel / Egypt* Extension
August 2 - August 16, 1982
\$2436 per person
land only \$2636 per person
land and cruise

Israel / Kenya Safari Extension
October 27 - November 11, 1982
\$2490 per person

We can make hotel and flight arrangements for those wishing to remain in Israel on an Israel-only trip.

Mr./
Mrs./
Ms. _____

Street _____

City _____ State _____ Zip _____

Phone (H) (_____) _____ (B) (_____) _____

- Our/my \$100 deposit check is enclosed. Please reserve our/my place on the list and contact us/me with further directions.
- Please send further information.

*Please note that a visa is necessary for Egypt.

Send to: Miriam Cantor
United Jewish Appeal
1290 Avenue of the Americas
New York, NY 10104

EGYPT



Awesome Egypt. Treasures of the past—obelisks, Roman catacombs. The glory of Tutankhamen, the temples of the pharaohs. Treat yourself to gold and spices in Cairo's bustling bazaar; from the heights of Giza, gaze on lush botanical gardens. Explore a rich religious history in turreted mosques and ancient synagogues.

(over)

HIGHLIGHTS OF EGYPT EXTENSION I (LAND & NILE CRUISE)

DAY 1 Cairo Hotel: Ramses Hilton	Arrive Cairo P.M.
DAY 2 Cairo Hotel: Ramses Hilton	Visit Memphis/Sakkara/Giza Pyramids of Cheops, Kefren and Mecherinos/Sphinx/Valley Temple/Enjoy a Camel Ride
DAY 3 Cairo Hotel: Ramses Hilton	Egyptian Museum—Treasures of Tutankhamen/Old Cairo/Abu Sirca Church/Ben Ezra Synagogue/Moualaka Church/Leisure Afternoon to Further Enjoy Museum/Bazaars
DAY 4 Cairo/Aswan Cruise Ship	Departure to Aswan/Abu Simbel/Embarkation for Nile Cruise/Island Visits by Sailing Boats/Evening on Cruise Ship
DAY 5 Aswan Cruise Ship	High Dam/Old Dam/Granite Quarries/Philae Temple/Evening on Cruise Ship
DAY 6 Kom Ombo/Esna Cruise Ship	Sail to Kom Ombo/Kom Ombo Temple/Sail to Edfu/Edfu Temple/Sail to Esna/Evening on Cruise Ship
DAY 7 Esna/Luxor Cruise Ship	Visit Esna Temple/Luxor and Karnak Temples/Evening on Cruise Ship
DAY 8 Luxor/Cairo/New York	Fly to Cairo/New York

WHAT YOU GET IN EGYPT EXTENSION I:

- Breakfast and Dinner Daily While on Land and ALL Meals on Board Ship
- 6 Days of Extensive Sightseeing Including Admission to All Museums and Points of Interest
- All Flights and Transfers
- Deluxe Hotels

Itineraries may be subject to change.

HIGHLIGHTS OF EGYPT EXTENSION II (LAND ONLY)

DAY 1 Cairo Hotel: Ramses Hilton	Arrive Cairo in P.M.
DAY 2 Cairo Hotel: Ramses Hilton	Visit Memphis/Sakkara/Giza/Pyramids of Cheops/Kefren and Mecherinos/Sphinx/Valley Temple/Enjoy a Camel Ride
DAY 3 Cairo/Alexandria Hotel: Ramses Hilton	Via Nile Delta to Alexandria/Sultan Bey's Fort/Pompey's Pillar/Lunch at San Giovanni/Roman-Greco Museum/Return to Cairo via Desert Road
DAY 4 Cairo/Aswan Hotel: Oberoi Aswan	Fly to Aswan/Abu Simbel/Granite Quarries/Unfinished Obelisk/Old Dam/High Dam
DAY 5 Aswan/Luxor Hotel: Etap	Fly to Luxor/Visit to Karnak and Luxor Temples
DAY 6 Luxor/Cairo Hotel: Ramses Hilton	Cross the Nile to Valley of the Kings/Deir El Bahari/Medinat Habu/Colossi of Memnon/Return Flight to Cairo
DAY 7 Cairo Hotel: Ramses Hilton	Leisure Day in Cairo
DAY 8 Cairo/New York	Leisure Morning/Afternoon Visit to Egyptian Museum—Treasures of Tutankhamen/Old Cairo/Abu Sirca Church/Ben Ezra Synagogue/Moualaka Church Evening Flight to Cairo/Tel Aviv/New York

WHAT YOU GET IN EGYPT EXTENSION II:

- Continental breakfast daily and dinner daily
- 5 days of extensive sightseeing, including admission to all museums and points of interest
- Deluxe Hotels

Itineraries may be subject to change.

ISRAEL



Israel.

Go on a visit and find you've come home.

Walk the land.

Come to know the people.

Discover Jerusalem of Gold,
city of light and hope.

Touch a wall that hides ancient secrets.

Enjoy electric Tel Aviv,

Sip a drink in a sidewalk cafe.

Sail the sea of Galilee.

Break bread with young pioneers.

Experience the power of friendship
at the Good Fence.

Talk to housewives and heroes.

Be reborn on Masada at sunrise.

With us, you will encounter
a unique people creating history.

And in that encounter,
you will discover yourself.

(over)

HIGHLIGHTS OF ISRAEL

DAY 1 Jerusalem Hotel: King David	Arrive P.M. Welcoming ceremony at Western Wall
DAY 2 Jerusalem Hotel: King David	Jerusalem: Jewish Quarter, South Wall dig, Knesset, Dead Sea Scrolls, Chagall windows, etc.
DAY 3 Galilee Overnight on Kibbutz	Tour West Bank/drive north to Safed/boatride—Sea of Galilee. Home hospitality at Kibbutz
DAY 4 Golan/Tel Aviv Hotel: King David	Golan Heights/Good Fence/Lebanese border/lunch at military outpost/Tel Aviv: Museum of Diaspora, home hospitality—dinner with Israelis
DAY 5 Jerusalem Hotel: King David	Briefing on UJA/Yad Vashem/Mea Shearim/Kabbalat Shabbat at Wall/Shabbat dinner
DAY 6 Jerusalem Hotel: King David	SHABBAT Optional: Ein Gedi/Qumran Caves/Masada/ancient bazaar/dinner with Israeli folklore group
DAY 7 Jerusalem	Departure

WHAT YOU GET IN ISRAEL

- Welcoming ceremony
- 4 days of solid touring
- Sumptuous Israeli breakfasts daily plus a luncheon with soldiers
- 4 dinners including kibbutz and lovely Shabbat

Itineraries may be subject to change.

MOROCCO



Mysterious Morocco. Be dazzled by the ancient splendor of royal palaces, minarets and towers, golden beaches, snow capped mountains. Tour Morocco's imperial cities—Casablanca, Rabat, Meknes, Fes, and Marrakesh with their teeming bazaars and mythic soothsayers. Dine in palm groves and Moorish cafes. (And look for Rick's café, Bogie and Bergman. They might be there. . . somewhere).

(over)

HIGHLIGHTS OF MOROCCAN EXTENSION

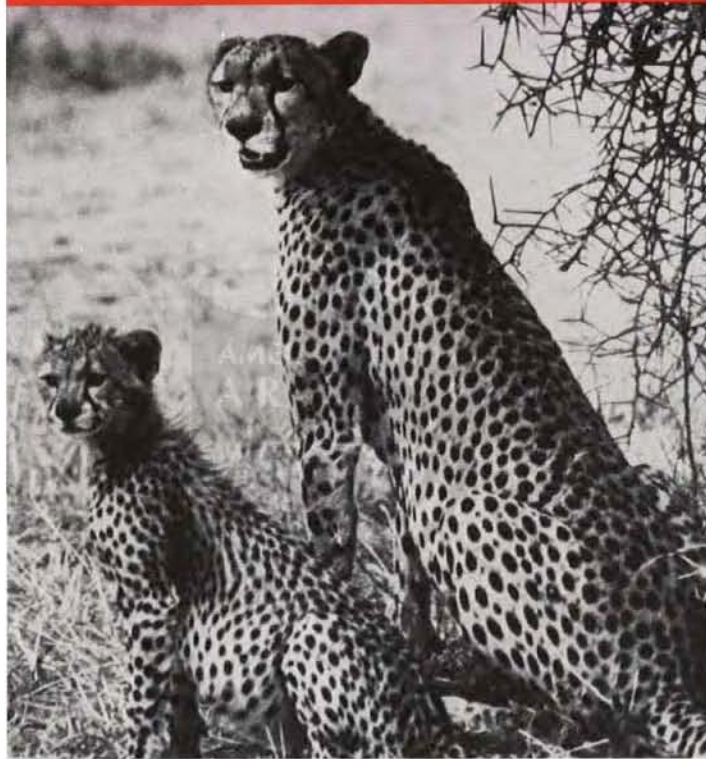
DAY 1 Casablanca Hotel: Mansour	Arrive Casablanca P.M.
DAY 2 Casablanca/Rabat Hotel: Tour Hassan	Tour of Casablanca/the Famous Corniche /Teeming Medina / Lubavitch and Ort Schools/Arrive in Rabat—Tour the Royal Palace/Chella Necropolis/Evening Get-Together with Rabat Jewish Community
DAY 3 Rabat/Fes Hotel: Palais Jamais	Through the excavated Roman Town of Volubis and Meknes, the "Versailles of Africa"/Old Mellah (Jewish Quarter)/Cemetery/Evening in Fes
DAY 4 Fes Hotel: Palais Jamais	Tour Exotic Mysterious City of Fes—Birthplace of Great Talmudic Scholars/Maimonides/Minarets/Towers/Mosque of Moulay Idriss II/Karaouiyine University/Evening Hospitality with Jewish Community of Fes
DAY 5 Fes/Marrakesh Hotel: La Mamounia	Drive Through Magnificent Atlas Mountains/Benj Mellah/Arrive Vast Palm Grove, Verdant Gardens of Marrakesh
DAY 6 Marrakesh Hotel: La Mamounia	Tour Marrakesh-Koutobia Mosque/Saadians Tomb/El Badli Palace/Bazaars/Ourika Valley/Tomb of Rabbi Salomon Bel Lhens/Evening Service with Jewish Community/Festive Shabbat Dinner
DAY 7 Marrakesh Hotel: La Mamounia	Shabbat/Full Day of Leisure/Optional Walking Tour of Mellah (Jewish Quarter)
DAY 8 Marrakesh/Rabat Hotel: Tour Hassan	Leisure Morning/Afternoon Departure to Rabat
DAY 9 Rabat/New York	Depart Rabat for New York

WHAT YOU GET IN MOROCCO:

- Full Breakfast Daily
- Deluxe Hotels
- 5 days of Exploring Morocco
- One Festive Shabbat Dinner in Marrakesh
- Sights of Jewish Interest

Itineraries may be subject to change.

KENYA



This is safari. . . Africa's throbbing pulse. Treat your senses to a heady mixture of primitive and present. Expeditions from the tranquil to the not-so-tame. Watch the big game roam free—thundering herds of elephant, a sleek pride of cheetah. At night, listen to the whispers of the African veld from the quiet luxury of your lodge. Be sure to pack binoculars!

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HIGHLIGHTS OF KENYA EXTENSION

DAY 1 Nairobi Hotel: Norfolk	Arrive Nairobi P.M.
DAY 2 Aberdere Hotel: Mountain Lodge	Kenya highlights/nighttime game viewing
DAY 3 Samburu Game Reserve Hotel: Samburu Lodge	Samburu game reserve/Samburu tribes- people/afternoon game drive
DAY 4 Samburu Hotel: Samburu Lodge	At leisure. Enjoy facilities of the Lodge
DAY 5 Mt. Kenya Hotel: Safari Club	Mt. Kenya club: Luxury hideout with heated pool, tennis, golf, fishing, hiking, exotic game
DAY 6 Masai Mara Hotel: Mara Serena	Coffee & tea plantation/Nairobi/Great Rift Valley to Masai Mara
DAY 7 Masai Mara Hotel: Mara Serena Lodge	Morning & afternoon safari on Mara/ roaming herds of elephants, buffalo, lion, rhinoceros, leopard/optional balloon ride over Great Rift Valley
DAY 8 Nairobi Hotel: Norfolk	Nairobi: free day/optional evening casino
DAY 9 Nairobi	Depart Nairobi P.M.

WHAT YOU GET IN KENYA

- Welcoming cocktail party
- 8 breakfasts; 6 lunches; 8 dinners
- City tour of Nairobi
- 4 days of safari

Itineraries may be subject to change.