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New York City campaign reports. 1971-1973.

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UJA - NY.

HAF

February 28, 1972

Mr. Irving Bernstein

Martin Peppercorn

NEW YORK CITY CAMPAIGN STATUS

AMERICAN JEWISH

In conversation with Ernest Michel this morning, he reported the New York City campaign status as follows:

1971

1972

19,491,675

26,192,280

for a 34.4% increase.

MP:sh
cc: HAF
PBC
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EB
RH
WAXBERG
DK



HAF

March 24, 1972

Mr. Irving Bernstein

Martin Peppercorn

NEW YORK CITY CAMPAIGN STATUS

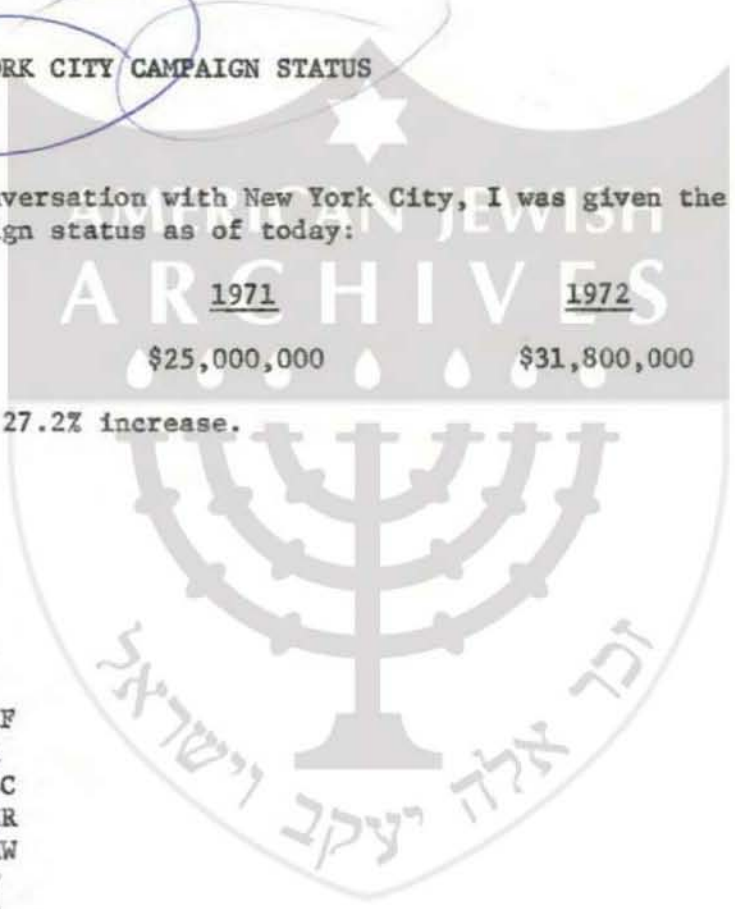
In conversation with New York City, I was given the following campaign status as of today:

<u>1971</u>	<u>1972</u>
\$25,000,000	\$31,800,000

for a 27.2% increase.

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HAF

May 2, 1972

Mr. Irving Bernstein

Martin Peppercorn

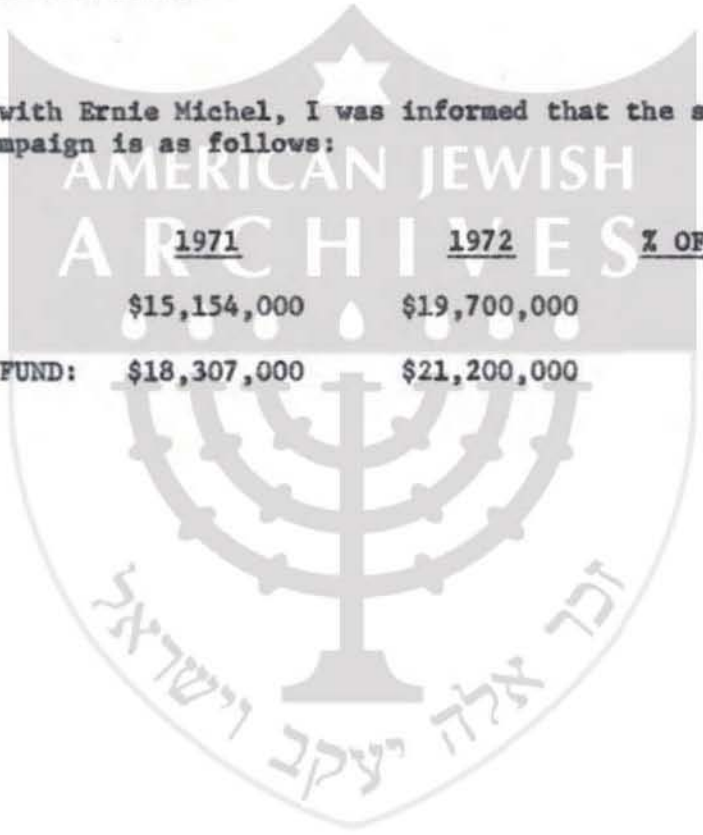
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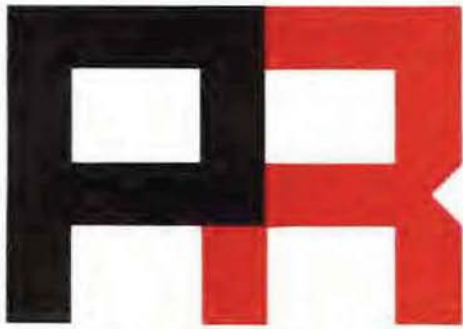
NEW YORK CITY CAMPAIGN STATUS

In conversation with Ernie Michel, I was informed that the status of the New York City campaign is as follows:

	<u>1971</u>	<u>1972</u>	<u>% OF INCREASE</u>
REGULAR:	\$15,154,000	\$19,700,000	30
EMERGENCY FUND:	\$18,307,000	\$21,200,000	15.8

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PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

M. Riklis *Laurence A. Tisch*

General Chairmen

This is the first issue of a report which we, as general chairmen of the 1971 campaign, plan to send the top leadership of the United Jewish Appeal of Greater New York in the course of the drive.

We want it to be an "insiders" report, so we are limiting the circulation to the key men and women involved in our campaign. In doing so, we can say things in this report which cannot as readily be said to a wider audience.

For that reason, we hope you will consider the contents of these reports to be for your background information only.

WHY ARE WE INVOLVED?

As a basis for these reports, you have the right to know why both of us—Meshulam Riklis and Laurence A. Tisch—have taken on the job of leading UJA's 1971 campaign.

There are two reasons, and both seem equally compelling to us. The first is that we believe completely that General Moshe Dayan was stating nothing more than the simple truth when he said recently "... at stake now is the future of Israel." The second is that we believe the outcome of the struggle for Jewish survival may well be decided this year.

AT THE BEGINNING WHERE WE STAND

It is no news to you that the job that lies ahead of us this year is the most serious we have ever undertaken. You will be encouraged, we think, to find that many of the major supporters of UJA share our understanding of the needs. Here are the initial results from 56 very substantial contributors:

<u>1971</u>	<u>1970</u>
\$11,950,000	\$6,660,000

You must keep in mind that among these contributors are men who have been giving BIG gifts for many years. For them to increase again in 1971 — and by such a high percentage — represents a great accomplishment.

But we must issue a warning:

In order to reach our goal of \$150,000,000, we must not just ask for increases. We have to set new standards.

Some gifts should be 10 and 20 times as high as they were before — from \$1,000 to \$10,000 or even \$20,000 — others can only be on a smaller scale, but all prospects must be seen personally to be convinced.

Otherwise we cannot reach this goal.

PROGRESS REPORT

We have made a great beginning, but it is only a beginning. There is a tremendous distance still to go.

MISSION TO ISRAEL

By the time this report reaches you, one of us — Meshulam Riklis — will be in Israel. Going along on this mission is a group of about 20 couples. Seven other missions have already been scheduled, and others will follow in the next few months. If you are interested in participating in one of these missions, please let us know.

ADVANCE GIFTS MEETINGS

In line with a more direct and personal approach to our contributors, we have so far organized 155 small advance gifts meetings in private homes, offices and clubs. These meetings will be addressed by a prominent Israeli and a UJA leader and — hopefully — set the giving pattern for our campaign. Our aim is to organize 1,000 of these meetings, reaching into every trade, profession and community.

If you can host at least one such meeting, would you drop us a note.

BRIEFING FOR UJA CHAIRMEN

One of the innovations we are introducing this year is a seminar for the chairmen of the various UJA divisions in trades, professions and industries. The seminar is going

to take place on February 4th at the Plaza Hotel and will concentrate on giving our division leaders a clear and detailed understanding of the scope of the campaign and the actions which we feel can assure its success.

It will deal with the HOW of campaigning as much as with the WHY. If you are a division chairman this year, please don't miss this meeting. We think you will find it an eye-opener.

\$10,000 PACE SETTERS DINNER— FEBRUARY 24

The first \$10,000 minimum contribution Pace Setters Dinner in the history of the New York UJA will take place on February 24 at the Plaza Hotel. The dress will be black tie and husbands and wives are being invited.

It is a novel approach, but so are the reasons that impelled us to plan it. We need your active help in bringing out the maximum attendance. Please make your own reservations quickly.

The Pace Setters dinner has many notable features. The guest of honor will be Baron Elie de Rothschild who is coming from Paris especially for the event. The guest speaker will be Herbert A. Friedman, and the dinner chairman is William J. Levitt.

INAUGURAL DINNER — MARCH 18

The official kick-off dinner is scheduled for March 18

at the Americana Hotel. Speakers will be Israel's Foreign Minister, Abba Eban, and Governor Rockefeller. Guests of honor will be the five chairmen of the 1970 campaign, and the dinner chairman will be Saul Steinberg.

MAJOR WOMEN'S MEETINGS

The Women's Division campaign is off to a running start. More than 100 campaign workers met at the Harmonie Club earlier this month to plan the division's major fund-raising events. The first of these, which will involve contributors of \$5,000 and more, will be held on January 25 at the home of Mr. and Mrs. William Rosenwald.

Hosts for the traditional Pacesetters luncheon, which has a \$2,500 base and is scheduled for February 1, are Mr. and Mrs. Isidore M. Cohen. The next luncheon in this series will be the Inaugural, which is slated for February 9 at the St. Regis Roof. Hosts for this luncheon, which brings together contributors of \$1,000 and over, will be Mr. and Mrs. Arthur G. Cohen.

REACHING ONTO THE CAMPUSES

Our Leadership Council, made up of younger professional and business men and women, has been active recently in seeking to build up a nucleus of UJA-minded students on the metropolitan college campuses. Fund-raising drives are being organized for Jewish students on these campuses, and they have begun to attract

young people who have not previously been associated with any Jewish activity.

YOUNG LEADERSHIP TRIPLES QUOTA

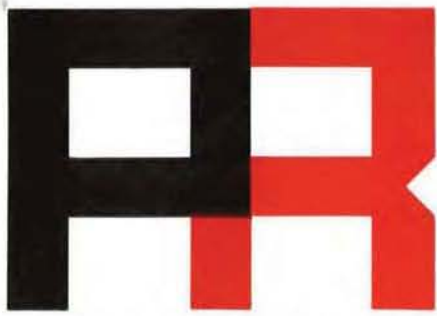
A quota of \$500,000 has been adopted for 1971 by UJA's Young Leadership Division which is made up of young single business and professional people. This is three times the amount which was raised last year. The first major event which is planned in the drive toward the expanded quota is the group's Inaugural Dinner which will take place on February 17 at the Hotel Plaza. More than 100 committee members are now working on the dinner.

MISCELLANEOUS

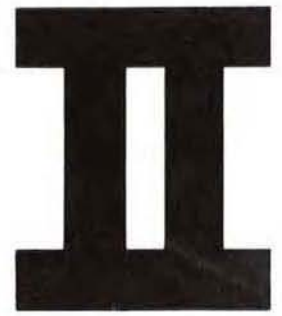
The Harrison community leadership has already arranged for 12 parlor meetings . . . Bellmore has scheduled 6 . . . An energetic effort is being made to organize missions to Israel from many synagogues throughout Greater New York . . . The second dinner meeting of the overall Campaign Cabinet was held on January 11. Several key campaign problems were resolved . . . A national UJA mission to Israel, which included a number of New Yorkers, took off a week ago. It took three planes to accommodate the nearly 500 participants.

If you have any suggestions to improve the campaign, any ideas that can be useful, please let us know . . . Call a member of the UJA staff who will pass it on.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

February 5, 1971

Meshulam Riklis *Laurence A. Tisch*

General Chairmen: Meshulam Riklis, Laurence A. Tisch

NEW CAMPAIGN OPENED FEBRUARY 1

At midnight on January 31st the books officially closed on UJA's 1970 campaign and the 1971 campaign season officially opened.

Much of the planning and preparation for 1971 has been going forward during recent weeks, and these efforts will reach their first fruition at the \$10,000 minimum Pace Setters dinner at the Hotel Plaza on Wednesday, February 24th.

After that, the intensive mass phase of the campaign begins to take shape. During this period, virtually every day will witness the gathering of UJA supporters at meetings large and small in every area of the city.

WOMEN BEGIN 1971 WITH \$1,400,000 LUNCHEON

The old days when women's gifts to UJA came out of savings from the family's food budget are pretty much behind us.

Last week, Mr. and Mrs. William Rosenwald were hosts at a luncheon at their home to 73 New York women who gave a total of \$1,400,000 to the 1971 campaign—a 40% increase over the gifts last year.

It was the first \$5,000 minimum gift luncheon our Women's Division has ever held, and the Rosenwalds and Mrs. George Farkas, luncheon chairman, have our deepest thanks.

FIRST 1971 NEW YORK MISSION TO ISRAEL

Saul P. Steinberg and I—Meshulam Riklis—returned from a very special mission to Israel which brought our group into personal conferences with Prime Minister Golda Meir, Defense Minister Moshe Dayan, Foreign Minister Abba Eban, and Jewish Agency Chairman Louis Pincus.

We visited UJA institutions, met with new immigrants, saw military installations all over the country, and had the exciting privilege of staying overnight at one of Israel's farthest defense outposts, Sharm el Sheikh.

Every man in our group came back with the determination to bring together a group of his own friends at his home to report on his experiences, and to bring in the pace setting gifts so essential to our success this year.

We expect that the impact made on the mission members will echo and re-echo to the benefit of UJA

PROGRESS REPORT

throughout the course of the 1971 campaign.

LEADERSHIP SEMINAR

Just the other day—on February 4th—more than 300 of our division chairmen took part in UJA's first leadership conference. The far reaching discussions covered the WHY of a \$150,000,000 goal for New York, and the HOW of achieving it. Everybody had a chance to put in a word in what proved to be a fruitful exchange of ideas.

A highlight of the conference was a report on the present plight of Jews in Russia by Mrs. Alla Rusinek, who left Russia to settle in Israel. Mrs. Rusinek is visiting this country to tell the story of what is actually happening among her fellow-Jews in Russia.

The various elements of the discussion were led by members of UJA's Cabinet. Herbert A. Friedman, Executive Chairman of the National UJA, addressed the chairmen after dinner.

A LOOK AT THE MASSIVENESS OF UJA

Do you know how massive an operation a UJA campaign is? Here are a few figures that help tell the story. In a normal campaign year—and certainly this is not one—we receive about 200,000 individual gifts from a Jewish community numbering 2,400,000. We have to do even better this year—broaden our coverage as well as increase the size of the individual gifts.

We raise our money through 20,000 volunteer workers. Some of them solicit only one or two gifts. Others like our "star" volunteers, the Bill Rosenwalds, the Jack Weilers and the Sam Hausmans, are each responsible for hundreds of gifts, all of them big ones.

Our volunteers operate through 600 campaign divisions covering trades, professions, communities and women's groups. The divisions range through every field from accountants to zipper makers.

In the course of the campaign, there will be 6,000 separate functions, bringing together friends of UJA. These include organizational and planning meetings, telephone meetings, and more than 2,000 fundraising breakfasts, luncheons, and dinners.

The per capita gift to UJA among New York's Jews amounts to \$33.50. Our objective is to increase this amount very substantially because we firmly believe that this year survival means sacrifice.

THE BEST WAY TO RAISE MONEY FOR UJA?

Here's what an analysis of 1,000 contributors to the 1970 campaign shows. Where the gifts were solicited eyeball to eyeball, the increase averaged 59%. Where the gifts were obtained at a fundraising dinner, the increase averaged 23%. Telephone solicitation brought an average increase of 8%. Mail appeal brought decreased gifts, with the average decrease being 11%.

This is a story that points its own moral. Going after gifts on a man to man—or woman to woman—level is far and away the best method we know to raise the kind of money UJA needs this year.

DIVISIONAL MISSIONS ON THE CALENDAR

There are nine New York missions to Israel already scheduled for the weeks ahead, and seven more are in the process of being firmed up.

The first of the missions to leave New York was the jewelry industry's, led by Arthur M. Buxbaum, which took off on January 31st. Oliver M. Mendell, chairman of division missions in the Campaign Cabinet, accompanied the group. Other divisional Missions are:

Division	Departure	Leader
Food Industries:	March 7	Charles Schreiber
Council of Organizations (three missions)	April 9 & 21	Hon. Benjamin Shalleck
Lighting Fixtures	April 11	Louis Ludwig
Textiles	April 18	Mr. & Mrs. Philip Vogelmann
Real Estate	April 21	Eugene M. Grant & Jack D. Weiler
Physicians	July 7	Dr. Norman S. Amer

The groups whose mission plans have not yet been completed include men's clothing, bankers and brokers, lawyers, life insurance, hardware, as well as a rabbinical group, and a special mission representing the Oceanside community.

WORRIED ABOUT TAXES?

Taxes represent 20% of the American gross national product. In Israel, the comparable figure is 41.2%, which means that the Israelis carry a tax load which is 52.6% greater than ours. An Israeli whose earnings reach the equivalent of \$9,252 a year falls into the 80% bracket for taxes and compulsory loans, as compared with our maximum personal tax of 70%.

GREAT INCREASES REPORTED AT SMALL PACE SETTER MEETINGS

The first of 20 Pace Setter meetings which have been held in the homes of our leaders prove that substantial contributors understand the vastness of the needs we have to meet.

There have been great increases in every instance, and we are going to press for a continuance of this pattern at the Pace Setter meetings we are planning to hold ourselves.

LOCAL AND LONG DISTANCE CAMPAIGNING

Twenty of our leaders in Palm Beach are busy working on two major events—the Palm Beach Inaugural for UJA on February 18th, and the New York Pace Setters dinner on February 24th. Another long distance campaigner is Jack Weiler, who is spending hours on the

PROGRESS REPORT

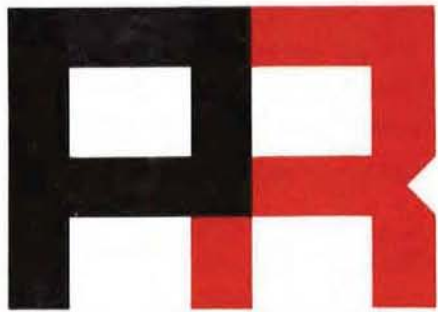
telephone at Palm Springs to help assure record attendance at the New York Pace Setters dinner.

18TH ANNUAL ART AUCTION

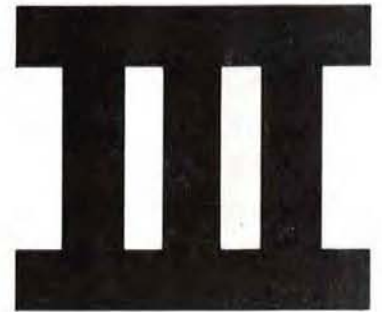
Our Women's Division will hold its 18th annual art auction at the Parke-Bernet Galleries on Tuesday evening, May 25th. This has traditionally been one of the most colorful events on the UJA calendar. Mrs. Joseph Gurwin is serving once more as chairman of the auction committee.

So long, and good campaigning.





PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

FEBRUARY 18, 1971

General Chairmen: Meshulam Riklis, Laurence A. Tisch

COUNTDOWN TO FEBRUARY 24 KICKOFF

In a few days we'll be able to tell how our 1971 campaign is shaping up. We'll find out when our top contributors announce their gifts at our \$10,000 minimum Pace Setters Dinner on Wednesday, February 24, at the Plaza.

Our hope is to see the Plaza's Ballroom crammed to capacity, so if you haven't gotten every reservation for which you are responsible, we ask you to go to work right away.

William J. Levitt, our dinner chairman, has been doing a great job, and we expect the cream of our philanthropic leadership to be present. Bill is increasing his own gift to a truly magnificent level. We believe that the impact of his generosity, and that of many of our other leaders, will begin to reverberate through the city on the 24th.

Previous contributors of \$5,000 and more are solid prospects for this function because the giving standard for 1971 is pitched at increases of two and a half times.

Just a reminder . . . our guest of honor will be Baron

Elie de Rothschild, who is coming from Paris for this occasion. Our guest speaker will be Rabbi Herbert A. Friedman.

This is a black tie affair, and we'll have a surprise guest whose message is certain to move you.

It's going to be an unusual evening, so don't miss it . . . and make sure your prospects don't either.

GOVERNOR'S DINNER RAISES \$5,900,000

Governor and Mrs. Rockefeller gave a fund-raising dinner in their apartment for a small number of UJA's leading personalities on February 3rd. The Governor himself reviewed the vastness of the problems facing Israel's people this year, and following his remarks there were voluntary expressions of support of UJA's 1971 campaign.

The seventeen gifts which were announced added up to a total of \$5,900,000, as against the \$2,964,000 the same contributors gave in 1970. We are moving ahead at twice the pace of last year in the top categories, so the omens for the Pace Setters dinner all seem favorable.

SOME EARLY INCREASES NOT GOOD ENOUGH

In an average campaign year a 70 percent increase in the level of giving would be considered extraordinary. But 1971 is not an average campaign year, and we are frankly concerned about some of the early gifts which are being made to the current campaign. In spite of many tremendous increases, we are still only 70 percent ahead of last year, and that just isn't good enough.

In all our contacts we have to keep emphasizing the "two and a half times" formula. We know we can't get it every time we try, but let's remember there are cases where we can get ten and even twenty times as much as last year. On balance, the "two and a half times" objective is definitely not beyond our reach.

PROJECT: CONTACT REPORT

When Project: Contact was started late in 1970, its primary purpose was the individual briefing of leaders and substantial contributors on the issues underlying the 1971 UJA campaign.

The briefings, which were conducted on a man-to-man basis, were provided by Ambassador Mordecai Shalev, who had been Israel's Ambassador to Ghana.

The great bulk of the 300 Project: Contact meetings which have thus far taken place involved Ambassador Shalev personally, and many have brought results beyond those originally planned. Among the collateral benefits of Project: Contact have been these:

1. Commitment to increased gifts for 1971.
2. Planning of small Pace Setter meetings to establish increased giving standards in advance of divisional campaigns.
3. Acceptance of invitations to Pace Setters Dinner on February 24.
4. Reorientation of divisional campaign plans to apply new campaign methods to meet new problems.

65 MORE CONTACT VISITS SCHEDULED

Between now and early March, 65 more Project: Contact briefing sessions are scheduled with leaders and contributors whose 1970 giving aggregated \$270,000.

Ambassador Shalev will continue to bear the major responsibility for the personal briefings, but now three more leading Israelis are here, ready to work with us. They are:

General Avraham Yoffe, Director of the Authority for Israel's Natural Reserves, and commander of the tank brigade which captured the Mitla Pass during the Six-Day War.

Aviad Yafeh, a leader of Israel's Labor Party, and former Political Secretary to the late Prime Minister Levi Eshkol and to Prime Minister Golda Meir.

Yitzhak Avni, Assistant Director-General of the Prime Minister's office and Director-General of Israel's Coins and Medals Corporation.

All four of these prominent Israeli visitors are prepared to accompany UJA leaders on face-to-face solicitation visits during the weeks immediately ahead. They can help you enormously, so call your UJA staff member to tell him when you can give a morning, an afternoon, or a whole day to cover your assignments. He'll arrange to have one of our distinguished guests work with you.

SUPPORT FOR UJA IN SYNAGOGUES

It is startling to learn that of the 200,000 Jewish families who hold synagogue membership, it is estimated that only 30 percent support UJA. Rabbi Judah Cahn, who is a member of our Campaign Cabinet, is determined to revise that figure sharply upwards. With his colleagues, he is aiming at nothing less than 100 percent on the part of these 200,000 families.

One of the first steps in this effort has been the issuance of a proclamation by the New York Board of Rabbis. The proclamation:

“Calls upon congregations to take the following actions which we believe are urgently needed:

“1. For each synagogue member to make a personal contribution to the Israel Emergency Fund and general UJA campaign.

“2. For the Board of Trustees of every synagogue to organize a systematic effort to achieve total support by its members of the 1971 campaign of the United Jewish Appeal of Greater New York.”

Please support this effort in your own synagogue. It can mean a great deal. Reaching the 100 percent level will take time, but it's surely worth it.

REACHING NEW CONTRIBUTORS

One of our Cabinet members, Carl Glick, has been doing a far-reaching research job on potential sources of support for UJA among those who have recently acquired wealth.

Carl and his associates are acting constructively on the basis of their research. They have already produced three new gifts of \$100,000 each. In one instance the contributor had never made a gift before; in the second the prospect's gift had been \$250, and in the third it had been \$2,000. As a result, we have a net gain of \$297,750 from these contributors alone.

There are occasional failures, even when the research is thorough and the findings accurate, but as every campaigner knows, there is much to be learned even from failure.

On the whole, we are beginning to learn more precisely where the possibilities for expansion lie. The next job is to find personal approaches to these prospects. Increasingly, we are learning where the new money is, and there is no time lost in going after it.

The results so far prove again that there is no substitute for face-to-face solicitation.

RATING YOUR PROSPECTS

The most successful UJA volunteers, particularly those who operate in the big gifts areas, usually have a definite amount in mind when they go out on a personal solicitation. They find the solicitation moves more smoothly when the prospect knows the kind of gift the worker is seeking, and a good deal of the sparring back and forth to arrive at a figure is eliminated.

This means that the volunteer has to do some thinking before he begins talking with his prospect. He has to think in terms of the prospect's standard of living, of what he knows of his business achievements, and what his philanthropic standards have been in the past.

This practice of “rating” ought to be a conscious activity on the part of the volunteer, and it can often lead to tremendously gratifying results. Sometimes the volunteer will “overrate” his prospect, but the prospect is usually flattered at being upgraded in the eyes of his associates.

ASSURING CONTINUITY OF UJA

James Weinberg urges leaders of UJA to make certain that the second generation in their own families are fully indoctrinated on the importance of UJA in their own lives.

In the search for “new blood” to succeed the current generation of UJA leaders, Jimmy emphasized, it would be tragic to overlook our own children, or our own nieces and nephews.

DIVISIONAL GOALS ARE 2½ TIMES LAST YEAR

A number of chairmen at the Leadership Conference raised the question of setting division goals as part of the over-all \$150,000,000 quota. The answer, they were told, was simple: multiply the amount raised in 1970 two and a half times, and the total would represent their 1971 quotas.

The chairmen were urged to keep “two and a half times” in mind all the time. If we can reach that level, our 1971 quota becomes realizable.

A VISIT FROM SENATOR BIRCH BAYH

The last issue of this report, PR II, carried a note on our February 4 Leadership Conference. Those of you who took part in the conference know that a mere note could not convey the emotional impact of the events that took place that afternoon and evening.

Senator Birch Bayh of Indiana was an unexpected guest at the pre-dinner session of the conference, and although he spoke briefly, his words carried tremendous force.

In essence, he expressed his admiration for the kind of emotional and material support we give to Israel's people through UJA.

His conclusion was that “this is what humanity is all about.”

REPORT ON JEWS IN RUSSIA

We were all touched by a few simple words spoken by a 21-year-old girl who had managed to migrate from Russia and settle in Israel. Her name was Alla Rusinek, and she gave us a moving account of what it means to be a Jew in Russia today.

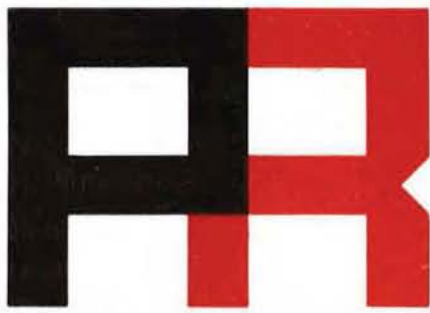
She told us: “The Russians don't want us to know our history, our religion or our culture, yet they don't want us ever to forget that we are Jews. We are not wanted. We are second-class citizens.”

When her exit visa application was filed, all sources of livelihood were automatically closed to Mrs. Rusinek. During the period of dire need that followed, she received a parcel whose sender was unknown to her then.

She concluded her talk by saying: “I give my thanks to the Americans . . . for the parcels that came from you . . . for the money that took me from Vienna to Israel . . . for the apartment I have in Jerusalem . . . and for letting me go to school at the Hebrew University.”

That's what our 1971 campaign is all about.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

MARCH 8, 1971

PACE SETTERS DINNER BRINGS 165.8% INCREASE

The Pace Setters Dinner, which for the first time in New York UJA's history set a minimum contribution of \$10,000, succeeded magnificently in accomplishing its objective. It set the pace for the 1971 campaign by establishing the "two and a half times" formula, and even exceeding it.

Contributors who gave \$6,000,000 in 1970 announced gifts of \$15,947,000 for 1971, an increase of 165.8%. The success of the dinner was the result of a tremendous amount of hard work by everyone involved.

A quick analysis of the contributions announced at the dinner shows that gifts that were solicited personally on a face-to-face basis did achieve the two-and-a-half times level, and often exceeded it. However, the contributors who were not seen individually, prior to the dinner, fell below the two-and-a-half times average we have to reach.

This points up again the tremendous importance of personal, direct, face-to-face solicitation, as the single most effective method of raising the funds that are so desperately needed.

33RD INAUGURAL ON MARCH 18

A minimum of 1,000 contributors is our aim for the 33rd annual Inaugural Dinner on Thursday evening, March 18th, in the Imperial Ballroom at the Americana Hotel. If it is a success, this dinner can help to sustain the increased standard of giving essential to every important campaign division.

Chairmen of divisions have a special responsibility to assure that the volunteer leaders in their division follow up their prospects to make this dinner a success. Let's all help Saul P. Steinberg, our dinner chairman, to make this another great event.

WHERE DO WE STAND?

At this time we have raised close to \$30,000,000. This represents an overall increase of 81.3% over what the same people gave in 1970. The results are good but we will have to work even harder if we are to achieve our goals.

WE NEED YOUR TIME AS WELL AS YOUR MONEY

We're trying to get away from the telephone as a medium for raising money in the 1971 campaign.

PROGRESS REPORT

Prime emphasis is on personal solicitation. We know it pays off. Practically every major increase we have received this year has come about through direct conversation across a desk or table.

Personal solicitation is the standard method of campaigning in every major city outside of New York. The more widely we apply this technique ourselves the more successful we are going to be.

In the past, we have held a great number of telephone meetings at UJA headquarters, but we firmly believe that the time given to these sessions can more profitably be spent on seeing our prospects face to face.

When smaller gifts are involved, and the campaign is winding up, the telephone has its place. But the real pace-setting gifts involve personal contact.

PALM BEACH AND MIAMI CAMPAIGNS

Another most successful campaign was held in Palm Beach on February 18th when 328 guests, the largest number ever to participate, attended the reception and dinner at the Palm Beach Towers. The Palm Beach campaign resulted in gifts of more than \$5,500,000. The very effective and dedicated committee of UJA leaders was headed by Milton Levin.

The Miami Beach meeting on February 22nd, which was a reception for New York Israel Emergency

Fund Chairman, William Rosenwald, also turned out to be a successful campaign effort.

Mrs. Paul S. Ames (nee Harriet Annenberg, daughter of the late Moses Annenbergs) was luncheon hostess to a small group of women aboard the Ames yacht "AMERADA" in Palm Beach on February 3rd. Invitations involved a minimum gift \$5,000 to the Greater New York UJA Women's Division campaign.

NEW APPROACH TO BIG GIFTS

A few weeks ago a major East Coast city tried a new approach to fund-raising. At their Big Gifts dinner each guest, on entering the room, was given a card bearing the amount at which his peers had rated him for 1971.

Surprisingly — or maybe not so surprisingly — more than 400 out of the 600 guests at the dinner signed the cards to indicate they would give the rated amount. There were even some who said they had not been rated high enough and increased their contribution beyond the rating.

The relatively few guests who felt they could not meet their rating were asked to return their cards unsigned. They are being solicited personally.

OUT OF THE MOUTHS OF CHILDREN

U.S. Representative Ogden Reid was guest speaker

at the women's Inaugural luncheon. The Congressman opened and closed his talk in the fluent Hebrew he had learned as U.S. Ambassador to Israel a few years ago. He brought down the house when he told the story of the Reids' son Michael, who had learned Hebrew quickly. Michael was playing in the street with a group of Israeli children who asked him, "Do your mother and father speak Hebrew too?"

"Oh no," Michael replied, "my parents are goyim."

NEW OFFICE FOR FIVE TOWNS

The UJA volunteers involved in the Five Towns campaign on the South Shore of Long Island have a new and modern office at 1249 Broadway in Lawrence. The atmosphere is pleasant and hospitable and we hope our South Shore friends will make it their home away from home.

PACE SETTER MEETINGS CONTINUE

We've had enough experience now with Pace Setter meetings to draw a few general conclusions. The prime basis for success at any Pace Setter meeting is the host's readiness to announce his own substantially increased gift to the 1971 campaign. At those meetings where the host was not prepared to make his own announcement, the meetings have not been productive. It would be wiser, therefore, to schedule such meetings only when

the host himself is prepared to announce his personal commitment.

We have also learned that Pace Setter meetings which bring together leaders of different industries or different communities have been, on the whole, substantially more successful than the divisional Pace Setter meetings. There is a kind of cross-pollination that seems to take place, with industry or community leaders vying with one another to put their best foot forward.

There are exceptions to this rule, of course, and one of them was the recent Notions and Smallwares Pace Setter meeting which was attended by 12 leaders of the division. Seven of them announced their gifts, which amounted to 60% more than they had given last year. In addition to the increased gifts, five more divisional Pace Setter meetings were arranged, and plans for a divisional mission to Israel were completed.

Obviously, success in one direction can breed success in many others.

WOMEN ATTRACT CELEBRITY GUESTS

Two noted authors were special guests at recent Women's Division luncheons. Erich Segal, the author of "Love Story," attended the Inaugural luncheon and was greeted by a host of feminine admirers including his mother, Mrs. Baruch Zeger, chairman of the board of

PROGRESS REPORT

our Manhattan Organizations Division. Playwright Neil Simon was the guest of the I.M. Cohens at the women's Pacesetter luncheon, which was held in their magnificent apartment.

YOUNG PEOPLE ADD \$135,000

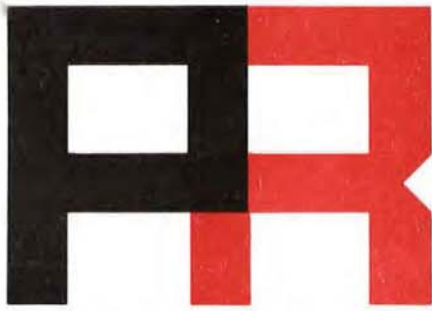
One of our many inaugural functions this year was the dinner of the Young Leadership Division, which brought together 200 "singles" and "young marrieds" on February 17th at the Plaza. Increased gifts were the order of the day, and the total raised came to \$135,000.

FOOD GROUP LEAVES FOR ISRAEL MARCH 9

The next New York UJA VIP Mission to Israel, a food industry group led by Charles L. Schreiber, departs March 9th. Nine more missions are already definitely scheduled for the weeks ahead.

In addition to the missions already noted in Progress Report II, the hardware industry plans to send a group on April 29th under the leadership of Edwin E. Bobrow, and the notions and smallwares trade leaves on June 14th under the leadership of Harry J. Tofel.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

March 22, 1971

HOW EFFECTIVE ARE YOU AS A UJA WORKER?

There are literally thousands of men and women working on the UJA campaign. They attend meetings, they read widely, and they talk about UJA with real missionary fervor.

But that is only the beginning of what makes an effective UJA volunteer. Now that the campaign is in full swing, the real questions a good volunteer should ask himself are: "How many gifts have I solicited personally this week?" and, "Am I really giving enough of my time to my UJA job?"

There are 3,037 UJA contributors in the \$2,500 and over giving category. So far only 787 or less than one-third of these contributors have made their 1971 gifts. And yet, these are the men and women who account for 80% of our campaign total.

With such a great volume of unfinished business, we ask you to give us a day a week or even a half day a week to talk personally with a number of these 2,250 key prospects who contributed in 1970, but have not yet given this year.

Their response will determine whether our 1971 drive stands or falls, so there is nothing more important that any one of us can do.

MAKING YOURSELF STILL MORE EFFECTIVE

Let us offer these suggestions. Call your UJA field man this week and tell him what time you can give to personal solicitation. He'll work with you to

plan your calendar and make the most effective use of your time.

We ask you to take the initiative because you know best what your time schedule is.

We are at a moment now where the possibility of maximum accomplishment is greatest. Events in the Middle East are having a deep effect on our people. Many of them are returning from Florida and other resort areas. The campaign momentum is at its height. This is the time you can really do your best work.

The goal we would like to set for each of our leaders is to make at least twenty-five personal solicitations in the top giving categories. Some of our leaders are responsible for a great many more, but we think twenty-five is reasonable.

Do you think we are asking too much of a volunteer leader at a time like this?

INAUGURAL DINNER SETS ATTENDANCE RECORD

An overflow crowd of more than one thousand of our leaders took part in the Inaugural Dinner at the Americana Hotel which formally opened the 1971 campaign last Thursday.

It was a deeply moving occasion that featured addresses by Israel's Foreign Minister Abba Eban, who stressed the depth of the peril still facing his people, and by Governor Nelson A. Rockefeller, who paid tribute to the generosity which has traditionally characterized the Jewish community.

PROGRESS REPORT

One of the features of the evening was the presentation to our five 1970 general chairmen of scrolls bearing the signature of Prime Minister Golda Meir, in which they were lauded for their efforts in advancing the cause of UJA.

As recipients of these scrolls ourselves, we were deeply proud, and we are confident that the same emotion filled the hearts of Elaine Siris, Herbert Tenzer and Bill Wishnick as well.

Our former executive vice-president, Henry C. Bernstein, was also honored for his years of dedicated service. Our president, Morris L. Levinson, presented

him with a 2,000-year-old glass vase which was recently unearthed near Jerusalem.

The dinner was also the occasion for the presentation to the Congregation of Young Israel of Hempstead of UJA's first 100% award, indicating that every member of the congregation had already contributed to this year's campaign.

Most important of all, the splendid contributions announced at the dinner brought our 1971 total thus far to almost \$35,000,000.

It is a good beginning, but let's remember that it is still only a beginning.

BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)

Category	1970		1971		NOT YET SOLICITED No. of Contributors
	Total Number Contributors	Number of Contributors	New Contributors	Total Number Contributors	
\$ 2,500—4,999	1,329	209	16	225	1,104
\$ 5,000—9,999	792	188	19	207	585
\$10,000 & over	916	330	25	355	561
	3,037				2,250

With 2,250 gifts in the top categories still outstanding, we have only one comment. Let's get to work.

PURPOSE OF PROGRESS REPORTS

The Progress Reports you have been receiving during recent weeks have just one purpose — to keep the top UJA leaders informed about the way our 1971 campaign is shaping up.

We try to deal only with hard, straight campaign news. We're not trying to "inspire" you because we recognize that your commitment to UJA is as deep and lasting as our own.

Yet there is one idea we think ought to be uppermost in your mind whenever you attend a UJA meeting, go out on a UJA solicitation, or make a telephone call.

Underlying each of these activities, no matter how routine they may seem, is the future of Israel and the survival of the Jewish people.

We try never to forget that, and we hope you won't either.

TRADES, COMMUNITIES RUN MODEL PACE SETTER MEETINGS

The Pace Setter idea is still a relatively new one for our trades and communities.

We have had some which just did not come off as we hoped. For that reason, it is doubly gratifying to hear about some which went off beautifully.

One was in the children's wear industry, and was hosted by Martin Altman. Mr. Altman and his six guests, who had contributed \$70,500 to the 1970 UJA campaign, announced commitments aggregating \$104,000 to the 1971 effort.

Similarly favorable results were obtained at a luncheon which Eli Elias gave for more than a dozen associates in the blouse and skirt field. In this instance, 1970 gifts amounting to \$35,090 were boosted to \$51,400 this year.

Even more successful was a Pace Setter meeting out on Long Island the other day, when Gerald M. Benstock assembled eleven of his Huntington neighbors. Their aggregate gifts climbed from \$12,900 to \$27,500, better than a 100% increase.

On the other hand, one Westchester leader held a Pace Setter meeting at which his own gift was the only one that was publicly announced. His guests drew back from any immediate commitment, most of them saying they weren't ready.

A review of the elements that make for success at a Pace Setter meeting include these:

- a. The host is prepared to announce his own increased gift.
- b. At least 25% of the guests have been solicited in advance and are also prepared to announce increases.
- c. The story of the 1971 campaign is told succinctly and effectively, stressing the need for increases.
- d. The host is a persuasive fund-raiser who can influence the response of his guests.

In the case of the Westchester meeting that failed, some of these key elements were missing. None of the guests had been solicited in advance. Some had never been involved in UJA before. Others were not ready to commit themselves.

In the host's anxiety to build up attendance, he urged people who were not yet prepared to give to come to his meeting.

The major elements for success are clear. So are some of the pitfalls that have to be avoided. We hope that hosts at our upcoming Pace Setter meetings will take notice.

PROGRESS REPORT

REVEALING ANALYSIS OF GIFTS AT PACE SETTERS DINNER

In PR IV, we reported that the total giving at our historic Pace Setters dinner had increased by 165.8%.

A very substantial portion of this percentage increase resulted from gifts in the \$1,000,000 and over

category. We have now made a careful analysis of how the contributions at this dinner were obtained. Not included in this analysis are the \$1,000,000 and over gifts.

Number of Gifts	Amount	Percentage Increase over 1970	Obtained Through
6	\$ 607,000	299.3	Mission to Israel
<u>56</u>	<u>2,744,500</u>	<u>93.7</u>	<u>Personal solicitation by UJA leaders</u>
22	887,000	35.3	Parlor meetings
43	829,800	34.1	Operation: Contact
22	126,400	5.0	Not solicited

OPERATION: CONTACT TO CONTINUE UNTIL JUNE

There have been 350 personal visits made to campaign leaders and major contributors since the beginning of Operation: Contact last January.

You will recall that the aim of Operation: Contact was to bring the story of the 1971 campaign directly to our most influential leaders through a personal visit from a highly informed Israeli.

Most of these visits have involved Ambassador Mordecai Shalev, who is here on special assignment of Israel's Prime Minister.

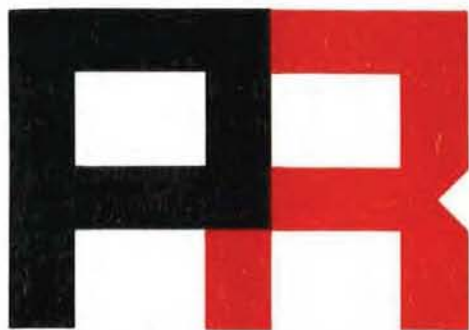
Among the positive results of Ambassador Shalev's interviews, and those of his Israeli colleagues, are these:

- Immediate commitments for increased gifts.
- Groundwork set for effective Pace Setter meetings.
- Stimulated planning of divisional missions to Israel.

Through this program, our leaders have become "insiders" as far as the issues of the 1971 campaign go. They have had an opportunity to have their questions answered authoritatively, and for most of them, they have gained a new concept of the magnitude of the job ahead of us.

Because of its success so far, Operation: Contact will be continued into June.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

April 6, 1971

BOARD TO HOLD DINNER ON MAY 3

A new event on the campaign calendar this year will be the Board of Directors' Annual Campaign Dinner which will take place at the New York Hilton Hotel on Monday evening, May 3.

This dinner will follow immediately a special meeting of the Board which will be held on that date, and invitations are being extended to substantial contributors who have not yet made their gifts to the 1971 campaign.

Guest speaker at the dinner will be Aryeh Louis Pincus, chairman of the Jewish Agency for Israel. Special guests will be Mr. and Mrs. Yosif Rusinek who were separated sixteen days after their marriage in Russia when Mrs. Rusinek was granted a permit to migrate to Israel.

While Mr. Rusinek remained in Russia, his wife visited this country, and you may recall the poignant story about their separation which appeared in the New York Post on March 2. Within days after the Post story ran, Mrs. Rusinek learned that her husband was being allowed to join her in Israel. Since their reunion in Israel, the leaders of UJA have invited the couple to come to this country together. They will participate in several of our May campaign functions.

Edward M. M. Warburg will preside at the Board meeting which will precede the campaign dinner.

Chairman of the dinner itself will be Arthur G. Cohen, a co-chairman of the Israel Emergency Fund.

We'd be glad to have your suggestions about potential contributors whom we ought to invite to the dinner. Meanwhile, make sure you urge your own prospects to attend.

PACE SETTER MEETINGS SCHEDULED THROUGH JUNE

Up to March 28, 162 Pace Setter meetings have been held in industries and communities throughout the campaign, involving 1,344 gifts. The total amount raised through these meetings comes to \$3,312,048, as against the \$2,228,459 which the same contributors gave last year. The aggregate increase comes to 48.6%.

As PR VI goes to press, 130 more Pace Setter meetings have been scheduled during the month of April, and plans for additional meetings are being firmed up day by day.

LEADERSHIP CONFERENCE II SLATED FOR JUNE 2

At the expressed request of the campaign leaders who attended the first Leadership Conference on February 4, a second conference will take place at the New York Hilton Hotel on Wednesday, June 2, from 4:30 to 6:30 P.M.

The first hour will be devoted to a review of where

PROGRESS REPORT

we stand in the current campaign, how we got there, and where we go from here.

The second hour is being reserved for extensive, over-all discussion on the part of division chairmen on all current campaign problems. An interesting program is now being prepared.

FIRST INDUSTRY MISSION RETURNS FROM ISRAEL

The twelve couples who left for Israel as part of the Allied Food Industry's study mission on March 9 have returned after achieving increases in the aggregate giving to UJA amounting to 117%.

The members of the group, whose 1970 gifts came to \$12,000, made commitments amounting to \$26,000 in the course of the mission.

Beyond that, three men who had not previously

been workers for UJA, have become enthusiastic volunteers, and the sense of commitment on the part of previous workers has been immeasurably deepened.

Leaders of the group are convinced that an industry mission to Israel is an indispensable element in a successful divisional campaign, and informal discussion is already under way in connection with next year's mission.

Chairman of the mission was Charles L. Schreiber, long-time UJA leader. Mr. Schreiber's personal gift to the campaign, which was substantially increased over 1970, was made well before the mission's departure, so it is not included in the group's total.

Question: Is your division planning a mission to Israel now?

BOX SCORE ON SOLICITATION (\$2,500 & Over Contributors) (Gifts received as of March 29)

1970		1971		NOT YET SOLICITED No. of Contributors
Category	Total Number Contributors	Number of Contributors	New Contributors	
\$ 2,500—4,999	1,244	260	25	984
\$ 5,000—9,999	731	210	31	521
\$10,000 & over	875	353	33	522
	2,850			2,027

Since the last PR report two weeks ago, 243 gifts in the \$2,500 and over category were solicited. At this rate, solicitation cannot be completed by the end of June, which was our original target date for this category.

Over 2,000 gifts are still out. The only way to gain needed increases, as we have stressed so often, is to see these prospects personally, and the time to do it is NOW.

SPECIAL GIFTS PACE DRIVE

Soon after Passover, we will be entering the intensive phase of our trades and communities campaigns, where as many as 50 to 60 fund-raising functions a week are scheduled.

We approach this phase of the campaign with over \$36,000,000 on the books so far. Of this sum, nearly \$30,000,000 has come in from contributors in the special gifts category — those who give \$2,500 and more. This sum represents a 50% increase over the gifts made by the same contributors last year.

If you will look at our box score on solicitation, you will see that the bulk of the gifts in this category are still outstanding. It is imperative that as many as possible be solicited personally because that is the surest way of gaining increases in the proportions needed today.

NO DINNER FOR NORTH WOODMERE

A major campaign division which is abandoning the traditional annual fund-raising dinner for UJA is North Woodmere, whose campaign chairmen are Sol Matsil and Ben Eisenman.

Both chairmen are convinced that the time and effort devoted to organizing the dinner can more profitably be spent in other ways. Personal solicitation will be the main element in their campaign plan, and they are in the process of recruiting at least 100 workers through whom they hope to reach every one of the 1,200 Jewish families living in the community.

As background for the personal solicitation drive, Mr. Matsil and Mr. Eisenman plan to concentrate on (a) informing major prospects through Project Contact, and (b) obtaining important gifts through Pace Setter meetings.

They are also planning a special informal meeting which, for the first time, would seek to bring together a group of non-contributors and relatively small contributors, with the aim of eroding the indifference that presently exists in part of the community.

Although North Woodmere has 1,200 Jewish families, only 250 supported last year's campaign. Mr. Matsil and Mr. Eisenman feel that a repetition of this pattern in this emergency year would be self-defeating. They are determined to break out of the "business as usual" formula, and feel that it can best be done on a person-to-person basis.

ADDITIONAL LEADERSHIP MISSIONS

Since we made our initial report on divisional missions in PR II on February 5, these new missions to Israel have been scheduled:

Division	Dates	Leader
Insurance (General & Life)	April 21—May 5	Arthur Chernick
Hardware	April 29—May 10	Edwin E. Bobrow
Lumber	April 29-May 10	Robert Feldman & Murray Hersh
Wall Street	April 29—May 9	Carl Glick
Notions	June 14—June 24	Harry J. Tofel
Physicians (6)		
South Shore	May 19—June 2	Dr. Maurice Kersher
Manhattan	July 7—July 28	Dr. Walter Levy
Queens	July 20—August 2	Dr. J. Savin Garber
Five Towns (3)	July 12—July 26	Dr. Norman Amer
	August 9—August 23	
	Sept.30—October 14	

MEMORABLE MOMENTS AT INAUGURAL DINNER

The greatest Inaugural Dinner in UJA's history added over \$2,000,000 in new money to our 1971 campaign.

PROGRESS REPORT

Two statements were made at the dinner that will remain in our minds for a long time to come.

Governor Rockefeller assured us that:

"In this struggle for Israel's very life, there is no place for cold neutrality. There is no question as to which way the scales of justice tip. And, I am with you. I am with you in your crusade to keep the torch of freedom burning bright; from the Sea of Galilee to the Gulf of Aqaba."

Equally memorable were the closing words of Mr. Eban's address, which summed up everything toward which we are striving. He said:

"This then is our message to you. Do not abandon us halfway. Do not lose the horizon from sight. Do not leave us alone. Stand unflinching, constant, indomitable until the dangers are surmounted and the task is done."

HARRISON EMPHASIZES PERSONAL SOLICITATION

Greater emphasis on personal solicitation is the keynote of the UJA campaign in Harrison this year.

The community has already held nine Pace Setter meetings, at which 57 of the major community gifts have been placed on record. These include increases from regular contributors, as well as substantial new gifts from several previous non-contributors.

The next phase of the community campaign will concentrate on personal visits to prospective contributors in the four figure and over category by teams of volunteer workers.

This program will continue through April and early May. On May 18 the third phase of the drive will come into focus at a reception to be held at the Jewish Community Center of Harrison. The reception will aim to bring together those prospects who had

not been reached through the personal solicitation drive.

Phase four of the campaign will follow the reception, when an effort will be made to reach the community's remaining Jewish families through personal visits and by telephone.

Harrison has about 1,000 Jewish families, and of that number approximately 400 are presently listed as supporters of UJA.

A WORD FROM FINANCE MINISTER SAPIR

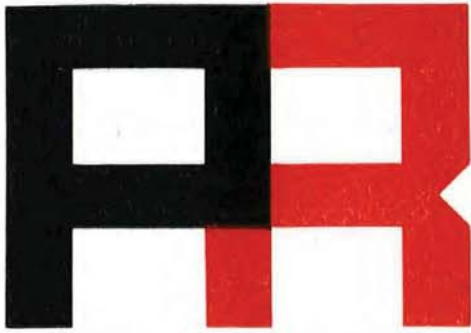
In a recent address to the members of Israel's Knesset, Finance Minister Pinhas Sapir said:

"In saying that the Jewish people in the dispersion is 'contributing a share' in the absorption of aliyah is, I am afraid, an understatement. The Jewish people in all its sections and strata, has responded wonderfully.

"Ever since those days of suspense before the outbreak of the Six-Day War and down to the present day, that manifestation of financial volunteering which expresses itself in the contribution of many hundreds of millions of dollars . . . has not ceased.

"This is a wonderful saga of volunteering, the description and significance of which can only be told by poets, since even historians would prove unequal to the task."

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

April 23, 1971

CAN WE RAISE \$150,000,000 IN 1971?

There is not a responsible campaign leader with whom we have spoken who does not agree that \$150,000,000 can be raised in New York — that the money is here, and that the needs warrant it. Can we raise it?

Let us briefly analyze the overall campaign results so far — the way we look at a balance sheet:

In 1970 we raised some \$62,000,000.

Of that amount, — \$36,000,000 — came from the 2,850 largest contributors. It is this group that makes or breaks any campaign effort. It is these 2,850 men who are the key to whether or not we come close to our goal, or whether we fail.

WHERE DO WE STAND NOW?

We have raised approximately \$40,000,000 to date. This compares with \$26,000,000 raised last year from the same contributors. Only 1,100 of our 2,850 largest contributors are represented in the 1971 total, but these are the early gifts, the ones that are easiest to obtain.

Clearly a lot of work by a lot of people has gone into reaching the level at which we stand now.

Now let us look at the results in detail.

\$40,000,000 is in at a 50% increase.

\$36,000,000 in last year's money is not in.

Assuming that everyone gives at the same rate of increase — 50% over 1970 — we would have a projected 1971 total as follows:

In	\$40,000,000
Projected	\$54,000,000*
On this basis, our possible 1971 total would be	\$94,000,000

*\$36M, plus 50%

Each year we lose between \$3- and \$4,000,000 in non-repeat gifts, which are usually offset by new gifts.

It is important to keep in mind the knowledge that we are well on the way to the greatest campaign in our history. We will raise in 1971 the largest amount of money ever recorded by UJA in Greater New York. We will even surpass our previous high-water mark of 1967, the year of the Six-Day War.

CAN WE AFFORD TO ACCEPT A "REALISTIC" PROGNOSIS?

The difference between \$94,000,000 and \$150,000,000 is enormous. Do we dare to fail to go after the \$150,000,000 just because the \$94,000,000 figure is more realistic?

The question we have to answer is whether we are justified in being "realistic." We pose this question because we have confidence in your support, your dedication and your understanding. In our judgment the answer is no.

Instead, we have to apply our thinking — and our actions — to questions like these:

- How many prospects have I seen this week?
- Have I solicited three gifts this week?

PROGRESS REPORT

- Have I made appointments for next week?
- Have I brought my business associates and my friends into the campaign?
- Have I used my influence to see that my synagogue conducts a UJA campaign?
- Have I brought in gifts from new contributors?
- Have I set aside specific times each week for my UJA assignments?
- Have I seen my meaningful prospects face-to-face, where the opportunity for increases are the greatest?

The answers that a good campaigner would give to these questions are the only ones we ought to consider. If we do, there is still a chance for us to work together to prove that our projection for 1971 is not realistic at all.

To do that we must obtain a larger number of new contributors than ever before. In that connection, let us remember that in 1970 we received only 130,000 gifts from the nearly 800,000 Jewish families in Greater New York.

Above all, we have to see our prospects on a face-to-face basis. In PR V, we pointed out that face-to-face solicitation resulted in 93.7% increases. To gain such increases will take all the time, all the energy and all the resourcefulness we have.

38 PACE SETTER MEETINGS PRODUCE 100% PLUS INCREASES OVER 1970 GIVING

Since our last issue, reports have come in on 38 additional Pace Setter meetings covering both industries and communities. The reports show that 251 new gifts, amounting to \$670,952, have come in, as against \$324,147 which the same contributors gave last year.

The over 100% increase which their gifts represent is far ahead of the approximately 50% increase which has been recorded at previous Pace Setter meetings. We will be able to tell within the next few weeks whether this new standard represents a trend, or whether unique circumstances were operating at a number of these 38 meetings.

At any rate, these meetings graphically demonstrate the potential of the Pace Setter program, when the meetings are carefully planned and effectively conducted.

PROJECT CONTACT VISITS RESUME

Ambassador Mordecai Shalev has returned from a holiday visit to his family in Israel and will immediately resume the Project Contact visits which he inaugurated earlier this year.

Appointments are now being made for Ambassador Shalev to talk personally with: (1) potential contributors of \$5,000 and more, (2) hosts of Pace Setter meetings who have not yet made their own 1971 commitments, and, (3) contributors with substantial open balances which deter them from commitments for 1971.

In addition to these categories, Ambassador Shalev is prepared to accompany special gifts volunteers on their own personal solicitations. If you have a special problem among your prospects with which Ambassador Shalev might be helpful, may we suggest that you call Maurice Cerier at UJA headquarters, CO 5-2200.

Mr. Cerier can let you know when Ambassador Shalev may have available time so that you may schedule personal solicitation dates on which he would accompany you.

**BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)**

Category	1970 (Entire Year)	1971 (Gifts received as of April 16)			Gifts Solicited Last 3 Wks.	NOT YET SOLICITED No. of Contributors
	Total Number Contributors	No. of Contrib.	New Contrib.	Total No. Contrib.		
\$ 2,500 – 4,999	1,244	383	30	413	123	861
\$ 5,000 – 9,999	733	293	37	330	83	440
\$10,000 & over	873	429	45	474	76	444
	<u>2,850</u>	<u>1,105</u>	<u>112</u>	<u>1,217</u>	<u>282</u>	<u>1,745</u>

Instead of accelerating, the pace of solicitation in the special gifts category has actually slowed down. Only 282 gifts have been placed on the books in the past three weeks, and there are still more than one-and-a-half times as many prospects who remain to be solicited than have already made their commitments.

We do not underestimate the amount of work that goes into the successful solicitation of a special gifts prospect, especially when we are aiming at the kind of increases which are essential to the success of this

campaign. Yet, it is imperative that we step up the pace of these solicitations beyond the 100 per week average at which we are now working. Otherwise, the approach of summer will find us with a substantial volume of unfinished business on our hands, and with the opportunity for completing it growing increasingly limited.

May we ask you, therefor, to consider your \$2,500 and over prospects to be priority prospects, and to schedule your appointments with them right away.

ANATOMY OF A MAJOR INDUSTRY CAMPAIGN

The Real Estate Division, which represents UJA's most lucrative division campaign, has reoriented its entire campaign approach to meet the new and expanded problems facing UJA this year.

Instead of applying its principal emphasis to the annual fund-raising luncheon, which has traditionally been the chief focus of the industry drive, the luncheon this year will serve as the culmination of a long series of actions which will have determined the success of the industry's efforts even before the luncheon takes place.

The sequence of actions taken under the chairmanship of Eugene M. Grant, have followed this pattern:

1. Top contributors in the division were personally briefed on 1971 needs on an individual basis through Project Contact.
2. A special Pace Setter meeting for contributors of \$10,000 and more was held so that optimum standards for the entire division could be placed on record.

PROGRESS REPORT

3. Once commitments were obtained from top contributors, they were urged to attend our Pace Setters Dinner and the Inaugural Dinner, so that these commitments might be publicly announced.

4. Leaders of the division are participating in a Mission to Israel between April 21 and May 5, during which it is hoped that at least 20 more standard setting gifts will be obtained.

5. A second Pace Setter meeting is scheduled for May 11 for contributors of \$1,000 and more.

6. All these activities will have been completed before the division luncheon meeting, which will honor Benjamin Duhl on June 3.

If the strategy planned by Mr. Grant and his associates in the leadership of the division proves as fruitful as the initial steps have been, the June 3 luncheon promises to be a "victory" event.

MORE SYNAGOGUES ORGANIZE FOR 100% SUPPORT

Up to last week, the boards of 43 metropolitan area synagogues had voted to organize systematic efforts to achieve total support by their members for UJA's 1971 campaign.

Two of these synagogues will be holding fund-raising events for UJA for the first time in their history. They are the Brotherhood Synagogue and the Stephen S. Wise Free Synagogue, both in Manhattan. As readers of PR know, it is estimated that approximately 35% of synagogue members are enrolled as UJA contributors. The new effort to gain 100% participation promises substantial broadening of the base of support for the campaign.

Thus far, the only 100% congregation in the metropolitan area is Young Israel of West Hempstead.

We understand that a few others are close to reaching that goal.

DO YOU KNOW ANY POTENTIAL PROSPECTS?

In the course of your business or social activities, you may have come in contact with substantial men whose relationship to UJA may not be known to you. You may also have developed a relationship with these men which would enable you to be effective in soliciting their support of our cause.

We can tell you whether or not they support UJA, and if so, to what extent. If you will send us names and addresses, we will do the research for you and let you know the results, so that you can determine what the next step ought to be, i.e., whether you want to solicit them personally or suggest they be handled by another volunteer.

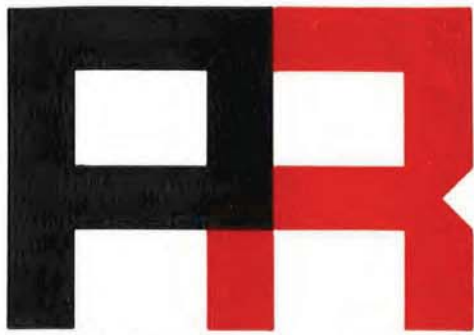
ENTERTAINMENT INDUSTRY HOLDS OFFICE MEETINGS

To spotlight the difference between 1971 and UJA's previous campaigns, the Entertainment and Communications Division has been holding its meetings in the offices of leading personalities in the industry, rather than in the less personal atmosphere of hotels and clubs.

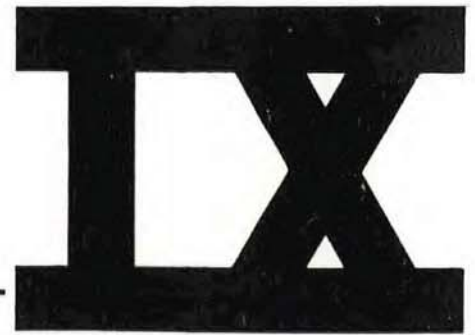
The organizational kick-off luncheon was held in the Board Room of Loew's Corporation. An initial Pace Setter luncheon was hosted by Joseph E. Levine of Avco Embassy Pictures. A Pace Setter report luncheon will be held at the offices of Leo Jaffe, president of Columbia Pictures on May 7.

The climactic event of the divisional campaign will be a luncheon on May 13 which will honor Howard G. Minsky, producer of "Love Story," and Jim Jensen of CBS News.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

May 27, 1971

JUNE 2 IS DATE FOR LEADERSHIP CONFERENCE II

Leadership Conference II, which will be held on Wednesday, June 2, in the Sutton North Ballroom of the New York Hilton Hotel, is a "strictly business" meeting for industry and community chairmen, so there will be no formal speeches, but rather a series of quick reports, with ample time available for questions and comments.

As was the case at Leadership Conference I last February, we are depending on the division chairmen to bring us their ideas, to tell us which campaign plans worked and which went wrong, and to give us the guidance we need to bring this 1971 drive to a successful conclusion. Since Leadership Conference II will be a business meeting only, no food or drinks will be served.

Irving Schneider, co-chairman of the Israel Emergency Fund will preside at the conference.

I — Larry Tisch — will start things off by outlining the current status of the campaign. Then our executive vice-president, Ernest W. Michel, will analyze the results of the campaign so far, and point out where we have succeeded and where we have not. A special report on the conduct of Pace Setter meetings will be presented by Gerald M. Benstock, the dynamic young chairman of our Huntington campaign, who has used the Pace Setter idea extensively — and successfully — in his own community.

Afterwards, Herbert Tenzer, chairman of the Campaign Cabinet, will outline the steps which are essential to the successful completion of the current campaign, and Eugene M. Grant, chairman of Israel Missions, will discuss the greatly expanded mission program which was inaugurated this year.

Morris L. Levinson, UJA president, will conclude the session by introducing Israel Consul Joshua Pratt, who will report on the position of Soviet Jewry today. Mr. Pratt formerly served as a member of the Israel Embassy staff in Moscow.

In addition to the opportunity the conference will provide for in-depth discussion, it is hoped that division chairmen will also use it as a means of projecting their suggestions and criticisms so we may begin thinking realistically and constructively about our 1972 plans.

For those who will be taking part in Leadership Conference II, we ask you to give some thought now to what you may want to contribute toward the discussion.

MISSION INCREASES RANGE UP TO 300%

The six divisional study missions to Israel which returned home earlier this month brought increased gifts from their members ranging from 100% to 300%, with the Real Estate Division and the Wall Street — Investment Bankers group accounting for the most sizable percentage increases.

We had a critique on the conduct of these and other

PROGRESS REPORT

previous missions only last week at a meeting of the mission chairmen. We learned at first hand what the chairmen considered to be favorable and unfavorable about their respective missions. It was a good meeting, with no punches pulled, and it is already proving tremendously helpful in planning our future missions.

As of now, 17 new divisional missions are in process of being scheduled, with 13 to go during the balance of 1971, and four already slated for early 1972.

A second 1971 Wall Street mission is being organized in the wake of the outstanding success of the recently completed mission, and will be leaving for Israel on September 30.

Other groups which are planning missions this year, but whose dates have not yet been firmed up, include the Lawyers Division, Restaurant and Sporting Goods, Gotham Women, Leadership Council, Men's Clothing, Jewelry, and Communications.

The 1972 missions already on the books include Iron and Steel, Beverages, Young Dentists, and a group of Jewish Welfare Board leaders who are closely concerned with UJA.

There will be a meeting of the chairmen of these new missions on June 1, so we can begin almost immediately to apply the lessons experience has taught us. If your division is considering a mission of its own, we urge you to come to UJA headquarters for the June 1 meeting. You'll be very welcome.

REPORT ON PACE SETTERS

Setting the pace for all Pace Setters last week was the Music Industry, 18 of whose leaders were the guests of Mrs. Florence Greenberg, president of Scepter Records, at her home. The 12 gifts which were announced at this meeting amounted to \$61,000, as against a 1970 total of \$19,850 from the same contributors — a rousing increase of over 200%.

Before the Music Industry's meeting, we had reports on hand of a total of 295 Pace Setter meetings, accounting for 2,470 gifts. These gifts aggregated \$5,225,714, as against the \$3,395,810 we received from the same contributors last year, an advance of 53.9%.

There are still 45 Pace Setter meetings on the current calendar, and others are being planned daily.

The success of the Pace Setter idea has been highly gratifying, and we'll be travelling that campaign route more and more as we move ahead this year, and in 1972.

REACHING 150,000 PAST GIVERS

At this point in the campaign, UJA has received gifts from just 34,000 contributors, which means we still have 116,000 gifts to obtain before we reach last year's total of 150,000.

Where are these gifts coming from?

Our analysis shows that 25,000 to 30,000 of them come in through our direct mail campaign which will be soon getting underway. Another 8,000 to 10,000 can be expected to result from our telephone activities which will begin on June 15. The High Holy Day appeals in synagogues throughout the metropolitan area will account for additional thousands of individual gifts.

Beyond these sources it must be remembered that we have now come into the peak phase of our divisional campaigns, and the functions already on our schedule, now and in the future, can be counted on for at least 20,000 more gifts. The remaining sources of thousands of individual gifts are our organization and employee group drives which are among the last to be completed, so that reports on them are late in coming in.

At this moment, we do not think we face any real problem in reaching last year's total of 150,000 individual gifts. However, we are intent on surpassing that

number by a substantial margin this year.

One way we feel it can be done is through careful and systematic organization of our follow-up activities in each of the divisions. This means that the campaign luncheon or dinner must be considered as only one element in the divisional campaign — not its wind-up. Even before these major functions take place, we feel that effective follow-up plans should be well under way.

These plans should embrace additional parlor meetings, report meetings and telephone sessions.

This kind of planned follow-up will be one of the subjects for discussion at Leadership Conference II on June 2. We hope that the divisional chairmen who attend the conference will be prepared to give us their thoughts on making this follow-up program as effective as possible.

BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)

Category	1970 (Entire Year)		1971 (Gifts received as of May 17)		Solicited Last 2 Wks.	NOT YET SOLICITED No. of Contributors
	Total No. Contributors	No. of Contributors	New Contributors	Gifts Total No. Contributors		
\$ 2,500-4,999	1,244	560	42	602	109	684
\$ 5,000-9,999	733	386	43	429	61	347
\$10,000 & over	873	529	56	585	63	344
	2,850	1,475	141	1,616	233	1,371

COMMENTS ON BOX SCORE

We're greatly encouraged by the upswing in the number of \$2,500 and over gifts which have come in during the past two weeks. From an average of 83 a week, the pace has accelerated to an average of 116 a week, a very welcome jump of almost 40%.

For the first time since the campaign began we have passed the half-way mark in bringing in gifts in the \$2,500 and over category. Our thanks to all of you who have helped bring about this upsurge — and please keep

going.

We can depend on the trade and community dinners to account for only 300 to 400 gifts in this category in the weeks ahead, so we have to increase the pace of our personal solicitation sharply to avoid being caught in the summer doldrums.

We ask you — each of you — to try to see your remaining prospects for \$2,500 and over gifts within the next two or three weeks. That is the one way we can sustain the pace at which we are moving now.

PROGRESS REPORT

SYNAGOGUE PROGRESS

Ten new congregations bring to a total of 54 the roster of synagogues which have approved the New York Board of Rabbis Proclamation calling for total support of UJA's 1971 campaign.

A special committee, under the leadership of Rabbi Judah Cahn, has begun to initiate full scale campaigns in major congregations which have never before conducted such activities, and three major Manhattan congregations have agreed to participate for the first time.

A special service is being planned at UJA headquarters on June 18 for those congregations which have achieved 100% participation in UJA, and the names of the congregations will be affixed to a plaque in the Samuel D. Leidesdorf Room at that time.

FUND-RAISING MEETINGS SCHEDULED

We're at the peak of campaign activity right now. There are UJA meetings taking place daily all over the metropolitan area, and literally thousands of our people are involved in them.

As of today, there are 75 fund-raising meetings alone on the schedule for the first half of June, in addition to a long series of telephone and planning meetings relating to these functions. To give you an idea of what goes on during a single day during this peak period, we are listing for you just one day's events — the schedule for Thursday, June 3.

It begins with two telephone meetings for the Photographic and Dry Cleaners Divisions, and then moves on to the following fund-raising luncheons and dinners:

Real Estate, Builders, General Contractors
Wall Street, Investment Banking
Young Lawyers Committee
Belts

Toys

General Insurance

Medical and Surgical Equipment

Young Israel of Forest Hills

This roster of activities is typical of what is taking place practically every Tuesday, Wednesday and Thursday through the first three weeks of June. Sundays are devoted largely to campaign breakfasts, dinners and similar meetings in the communities. On the first Sunday in June, for example, fifteen of these events are scheduled, and successive Sundays will be equally busy.

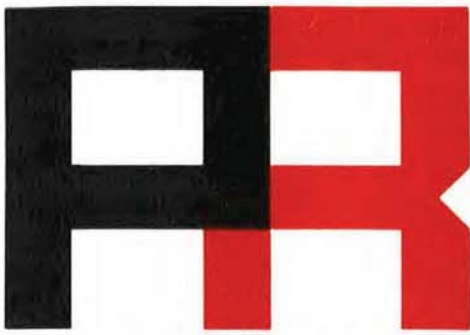
PR AT HOME AND ABROAD

It is interesting — and flattering — to learn that the type of campaign report we have been trying to give you in these issues of PR is being emulated not only in this country but in Europe as well.

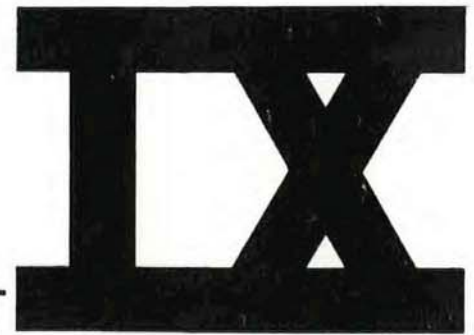
It is reassuring to know that we seem to be on the right track, so we'll continue sharing good news with you whenever we can, but won't hesitate to tell you when things go wrong.

As leaders of UJA, you have the right to be fully informed, and we'll do our best on that score.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

Meshulam Riklis *Laurence A. Tisch*

General Chairmen: Meshulam Riklis, Laurence A. Tisch

May 27, 1971

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PROGRESS REPORT

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or to Project Contact leader.

2. Assignment of all major non-repeats for *personal* solicitation by committee members.
3. Analysis of best approaches to non-contributors who have potential for substantial gifts.

At this initial follow-up meeting, a date for the next meeting should be set, preferably within the next three to four weeks, to cover:

- (a) Reports on personal solicitation.

(b) Recruitment of new workers.

(c) Assignment of additional prospects.

After – and only after – all these steps have been taken, the use of the telephone in solicitation may be considered, with the understanding that, at best, telephone calls can produce increases of up to 4%.

By contrast, personal solicitation has resulted in increases of upwards of 90%.

**BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)**

Category	1970 (Entire Year)		1971 (Gifts received as of June 4)		Solicited Last 2 Wks.	NOT YET SOLICITED No. of Contributors
	Total No. Contributors	No. of Contributors	New Contributors	Gifts Total No. Contributors		
\$ 2,500-4,999	1,244	743	61	804	202	501
\$ 5,000-9,999	733	476	55	531	102	257
\$ 10,000 & over	873	602	70	672	87	271
	2,850	1,821	186	2,007	391	1,029

**BOX SCORE COMMENTS –
TWO-THIRDS DOWN – ONE-THIRD TO GO**

In the past two and a half weeks, we have been successful in advancing the pace of solicitation in the \$2,500 and over category. A total of 391 gifts were placed on the books, meaning the weekly rate of solicitation has climbed to 156, an increase of 30% over the rate of the previous 2-week period.

The number of gifts in the top categories which have

not yet come in is just over 1,000 out of a total of 2,850, so we still have one-third of the way to go. One reason for this acceleration is the fact that a number of fund-raising functions have taken place during this period, and several more are on the calendar for the weeks immediately ahead. At the rate we are moving now, substantial inroads on the outstanding 1,000 should be made before the summer season begins. Our objective is to get down to no more than 500 by early July.

PROGRESS REPORT

FUND-RAISING MEETINGS SCHEDULED

There are almost 40 fund-raising meetings on the schedule for the last half of June. Among the major ones are the following:

- June 16 Ladies' Handbags.
Restaurant and Allied Industries.
- June 17 Popular and Medium Priced Dresses
Hotel and Allied Industries.
Transportation.
Luggage and Leather Goods.
- June 22 Taxicabs.
Meat and Allied Industries.
Sporting Goods.
Temple Beth El of Cedarhurst.
- June 23 Hosiery.
Linen Supplies and Laundries.
- June 29 Juvenile Furniture.

MEMORIAL OBSERVANCES ON JUNE 18

The fifth annual memorial program of our Legacy Development Committee will take place at UJA headquarters on Friday, June 18. On this occasion, 59 new names will be added to the Wall of Remembrance in the headquarters' lobby, as well as in the Hall of Remembrance at the Jewish Agency headquarters in Jerusalem.

These 59 are being memorialized this year because they have left bequests to UJA of at least \$5,000, either in their wills or through designating UJA as a life insurance beneficiary, or who have had others create trusts of \$5,000 or more in their memory.

The total number of those now memorialized at UJA headquarters and in Jerusalem is almost 500. This is in addition to the 1,500 memorialized in special Books of Remembrance in New York and in Jerusalem as well.

A special feature of the memorial observances will

be the dedication of a plaque in UJA's Samuel D. Leidesdorf room which will include the names of those synagogues which have achieved 100% participation by their members in the UJA campaign. The only congregation which has thus far attained this goal is Young Israel of West Hempstead, but others will be added as they reach the 100% giving level.

YOUTH TAKES OVER

The Ladies' Coat and Suit Industry, which customarily begins its UJA campaign toward the end of June, is developing a new campaigning concept which places its principal emphasis on youth.

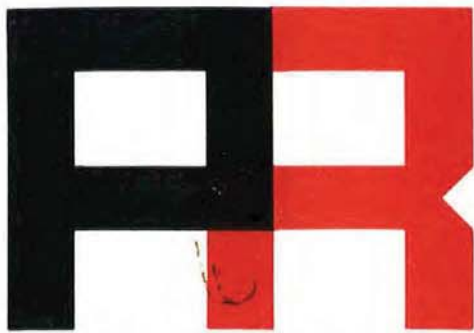
On May 18, a group of the younger leaders of the industry, all of them under the age of 35, selected four chairmen from their ranks to head the campaign in each of the major segments of the industry.

Each chairman has recruited a committee of three, also under the age of 35, to reach every contributor in the industry on a face-to-face basis, or through a series of Pace Setter meetings.

The guests of honor at the industry's traditional fund-raising meeting will be four young buyers, again representing the major segments of the industry, so that the younger generation will, for the first time, be bearing the basic responsibility for the success of the division campaign.

This plan does not envision the relegation of the established leaders of the industry to a passive role by any means. Their experienced eyes will be focused on the activities of their successors, and their influence and experience is expected to be commandeered frequently by the new group of leaders.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

June 14, 1971

FINAL OVER-ALL SPRING FUND-RAISING EVENT TAKES PLACE JUNE 28

In a final effort to reach our thus far uncommitted major contributors, and to get their pledges on our books before the summer, we are scheduling a luncheon meeting with Senator Jacob K. Javits and Israel Ambassador Yitzhak Rabin on Monday, June 28, at the Essex House.

The luncheon is being held under the auspices of our Campaign Cabinet, and the presiding officer will be the veteran campaign leader, Samuel Hausman.

Our prime objective is to bring to the luncheon those substantial prospects who have not yet made their 1971 gifts, so that the announcements which are made will be new ones. We do not plan to repeat those which have already been made at other functions.

We ask you to concentrate on bringing your present \$2,500 and over prospects to the luncheon, and to take on responsibility for as many additional names as you can. Needless to say, all those who have already made their pledges for 1971 are welcome to attend, but our main objective is to reach our non-repeats.

The program promises to be an extremely interesting one because both our special guests speak with great authority on current Middle Eastern problems. Their comments will undoubtedly be helpful to all of us in clarifying the meaning of the present peace negotiations, and in analyzing their potential future course.

SOME THOUGHTS ON LEADERSHIP CONFERENCE II

More than 200 division chairmen and Cabinet members attended Leadership Conference II which was held at the New York Hilton last week.

An extensive digest of the proceedings at the conference is now being prepared and will soon be sent all division chairmen and Campaign Cabinet members.

Among the highlights of the conference was the report that, by the end of May, New York UJA had raised almost \$53,000,000, a 46.5% increase over the giving of the same contributors last year. This compares favorably with the national average, which shows increases amounting to 35%.

At the same time last year our New York total was \$43,000,000, so on a time comparison basis we are about 25% ahead of last year.

There is still over \$30,000,000 in last year's money outstanding, more than one-half of it represented by the remaining 1,000 contributors in the \$2,500 and over category.

The chief reasons for the increases we have been successful in obtaining are a) Substantial stepping-up of our personal solicitation activities, and, b) Widespread use of the Pace Setter meeting technique in industries and communities.

The value of the Pace Setter program is illustrated in

PROGRESS REPORT

three trades — real estate, food and life insurance — which show an average increase of more than 43% over 1970, with most of their campaign completed. Among communities which have emphasized Pace Setter activities, Harrison shows a 46% increase, and Valley Stream a 100% increase.

By contrast, one major industry which was not able to mount a Pace Setter program at all is barely equalling last year's record, while another is running 10% behind.

Some of the thoughts which became crystallized in the course of the formal presentations, and the extensive commentary from the floor, were these:

- There is still vast campaign ground to cover in the months ahead.
- The success of our campaign is going to be determined by the effectiveness of the follow-up activities which take place from now on.
- The job of organization in many areas has just begun.

One of the most encouraging aspects of the conference was the increasingly widespread grasp of the idea that man-to-man solicitation is the most productive way of bringing in substantial gifts. Another was the general acceptance of the Pace Setter — parlor meeting format as the basic medium for establishing giving standards in industries and communities.

In a general way, it can be said that the meeting was an enthusiastic one where everyone had an opportunity to raise questions or offer comments. This aspect of the meeting was helpful to the Cabinet because the kind of exchange of ideas which took place is valuable in establishing future policy for UJA.

Although we thought that substantial time had been allowed for floor discussion on the various issues presented at the conference, we now realize even more time ought to be allowed for the division chairmen to

place their views on record, and to exchange campaign experiences with their fellow chairmen. We'll bear that in mind in planning future Leadership Conferences.

One of the more personal events at the conference was the presentation of a scroll of appreciation to Ambassador Mordechai Shalev by UJA's president Morris L. Levinson. We know that the entire UJA leadership joins us in a feeling of gratitude toward Ambassador Shalev, who has done such a remarkable job for our 1971 campaign in connection with our personal solicitation program.

WHAT DO WE MEAN BY CAMPAIGN FOLLOW-UP?

A good deal of discussion about "follow-up" took place at the Leadership Conference, and we think it might be helpful to give you our concept of an effective follow-up operation.

First of all, we believe that the follow-up program ought to be planned to go into effect immediately after the major divisional fund-raising function, whether it be a breakfast, luncheon or dinner. This means that dates for follow-up activities have to be set early in the campaign. If this has not yet been done, it is almost too late — unless extra effort is applied right now.

For the division chairmen, this involves the planning of a campaign calendar which calls for a workers' meeting to take place as soon after the fund-raising meeting as possible, and certainly not more than two weeks after.

The first caution is to shy away from the telephone during the early phase of the follow-up program, and to concentrate on these three elements:

1. Review of inadequate gifts, with assignments to be made for immediate re-solicitation. In those cases where divisional committee members cannot effectively re-solicit, assignment may be referred to a member of the Campaign Cabinet

**BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)**

Category	1970 (Entire Year)		1971 (Gifts received as of July 9)			NOT YET SOLICITED No. of Contributors
	Total No. Contributors	No. of Contrib.	New Contrib.	Total No. Contrib.	Gifts Solicited Last 2 Wks.	
\$ 2,500 – 4,999	1,244	972	90	1,062	97	272
\$ 5,000 – 9,999	733	598	80	678	45	135
\$10,000 & over	873	673	86	759	20	200
	<u>2,850</u>	<u>2,243</u>	<u>256</u>	<u>2,499</u>	<u>162</u>	<u>607</u>

BOX SCORE COMMENTS

In the two weeks up to July 9, we brought in 162 gifts in the \$2,500 and over category. One factor that causes us concern is that only 20 gifts in the \$10,000 and over bracket came in from 1970 contributors during this period.

There are still 200 such gifts outstanding and as we go after them, it is well to remember that this is the biggest single source of income which remains to be tapped in our current campaign. Our success with these 200 prospects will go a long way toward deciding how close we come to our \$85,000,000 potential.

It is worth noting that in the same two-week period when we obtained 20 gifts of \$10,000 and more from 1970 contributors, we received nine new gifts of \$10,000 or more. These nine gifts came from contributors who had made no contributions at all last year. If we can be that resourceful in obtaining new gifts, we believe that the same resourcefulness can bring real increases from the substantial 1970 contributors who have not yet committed themselves this year.

**80 RESERVATIONS MADE FOR
NEW YORK MISSION**

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PROGRESS REPORT

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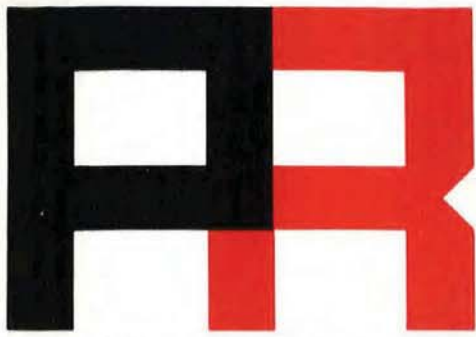
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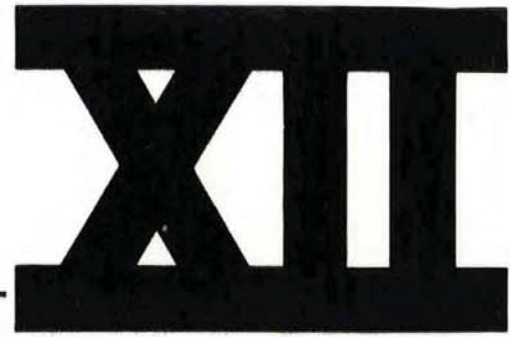
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Further details will be given to you as the plans of the French leaders begin to mature.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

July 23, 1971

1971 CAMPAIGN PASSES \$62 MILLION MARK

At this relatively early stage, our 1971 campaign has already surpassed the \$62,000,000 which was raised in all of 1970.

On a percentage basis we are maintaining an overall increase level of 45% over last year. Only a few weeks ago, the increase rate was 43%, so our momentum seems to be increasing during the summer, rather than lagging as it often has in the past.

A significant contribution to this record was made at our June 28th luncheon, which is reported on more fully below, where our percentage gain exceeded 56%.

These figures make it clear that the uptrend in giving this year is not only continuing, it seems to be growing greater.

Beyond the total we have in hand, there is still \$21,000,000 in prior contributions which are not yet accounted for, and \$7,000,000 of that total is represented by gifts in the \$2,500 and over category.

The one conclusion we can draw at this point is that our contributors are responding generously when they are asked to make their gifts. Our job, as leaders in UJA, is to go out and do the asking.

Our staff is continuing its vigorous follow-up, but only our leadership can translate these efforts into concrete support of the campaign — and that means work.

We are cautiously optimistic about being able to wind up this campaign in the \$85,000,000 range. This amount is within reach — as long as our leaders make a determined effort to go after it. If it is achieved, it will be by far the largest amount ever raised in a single year for UJA or any community fund-raising campaign — even exceeding the record year of 1967, the year of the Six-Day War. However, it will still fall far short of meeting the actual needs which would have required us to raise \$150,000,000 in New York.

We realize that the early money, which is already on our books, is often the “easy” money, and that the money which is still outstanding will be more difficult to get. Nevertheless, we believe we can get it by keeping up the present pace of our solicitation.

We've had a good year so far. By keeping up the pressure, we can make it a great year.

CABINET LUNCHEON BRINGS IN \$706,116

Summer can be as good a time for raising money for UJA as any other season of the year. That is the lesson that flows from our Campaign Cabinet luncheon which brought together 218 UJA leaders, and which was held at the Essex House on June 28.

The luncheon produced new and increased gifts amounting to \$706,116 (including \$68,000 in cash), as against the \$454,695 which the same contributors gave last year. This represents a gain of 56.3%, which is

PROGRESS REPORT

gratifyingly greater than the 43% to 45% advances we had been making during the peak period of the campaign in May and early June.

Whatever the season of the year, our progress depends on the efforts of our volunteers, and it is good to see that they are still hard at work.

The sums raised through the Campaign Cabinet luncheon came from three sources – 1970 contributors, contributors during prior years, and further increases from 1971 contributors who had made their original commitments earlier in the campaign.

Guests at the luncheon heard Senator Jacob K. Javits and Israel's Ambassador Yitzhak Rabin emphasize the special urgency of supporting UJA's humanitarian programs in Israel in this period of crisis.

Samuel Hausman presided at the luncheon.

HEIGHTENED EMPHASIS ON CASH

We were tremendously encouraged the other day by the action of one of our top contributors who made a bank loan in seven figures in order to meet his outstanding indebtedness to UJA. He told us he knew how urgently cash was needed and decided to take this step in order to make it available immediately.

It is this kind of enlightened action which helps to make our job as campaign chairmen such a stimulating one. We hope the action of this one contributor will influence some of our other contributors to follow suit, because cash was never more urgently needed than it is today.

An analysis of the pledges on our books up to the close of the 1970 campaign shows that there are millions of dollars in past commitments which still

remain to be fulfilled. We recognize this as a top level problem and have, accordingly, asked Irving Schneider, one of our top leaders, to undertake the chairmanship of a cash campaign, and to mount a drive to bring in the millions which are still outstanding.

Mr. Schneider has already begun to recruit cash chairmen in each of our trade and community divisions to concentrate on converting their 1970 and earlier division pledges into cash.

As Mr. Schneider puts it, pledges are all very well, but it is only cash that can do the humanitarian job we are involved in.

The first report of the divisional cash chairmen will be presented at the meeting which will culminate our summer program at UJA headquarters on Tuesday, August 31st.

AUGUST 31 MEETING WINDS UP SUMMER DRIVE

Former Governor Averell Harriman and our own Bill Rosenwald will be special guests at the meeting which concludes the summer phase of our drive in the trades and communities on Tuesday, August 31.

Governor Harriman has made his annual visit to UJA headquarters a personal tradition, and this year his visit will coincide with a UJA birthday celebration for Bill.

We want to use every possible moment from now on to bring in new and increased gifts, so we hope our telephone rooms will see considerable action on every Tuesday and Thursday from now until the August 31 meeting.

The phone rooms will be open all day on these Tuesdays and Thursdays, and every hour you can give us during this period can be tremendously fruitful.

**BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)**

1970 (Entire Year)		1971 (Gifts received as of July 9)				NOT YET SOLICITED No. of Contributors
Category	Total No. Contributors	No. of Contrib.	New Contrib.	Total No. Contrib.	Gifts Solicited Last 2 Wks.	
\$ 2,500 – 4,999	1,244	972	90	1,062	97	272
\$ 5,000 – 9,999	733	598	80	678	45	135
\$10,000 & over	873	673	86	759	20	200
	<u>2,850</u>	<u>2,243</u>	<u>256</u>	<u>2,499</u>	<u>162</u>	<u>607</u>

BOX SCORE COMMENTS

In the two weeks up to July 9, we brought in 162 gifts in the \$2,500 and over category. One factor that causes us concern is that only 20 gifts in the \$10,000 and over bracket came in from 1970 contributors during this period.

There are still 200 such gifts outstanding and as we go after them, it is well to remember that this is the biggest single source of income which remains to be tapped in our current campaign. Our success with these 200 prospects will go a long way toward deciding how close we come to our \$85,000,000 potential.

It is worth noting that in the same two-week period when we obtained 20 gifts of \$10,000 and more from 1970 contributors, we received nine new gifts of \$10,000 or more. These nine gifts came from contributors who had made no contributions at all last year. If we can be that resourceful in obtaining new gifts, we believe that the same resourcefulness can bring real increases from the substantial 1970 contributors who have not yet committed themselves this year.

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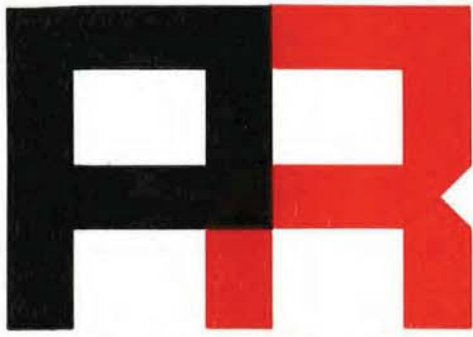
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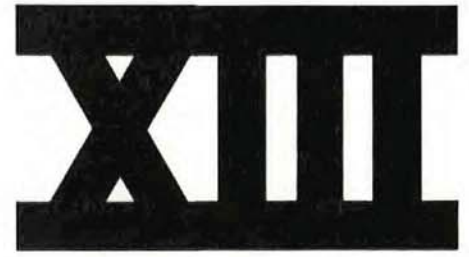
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PROGRESS REPORT



Confidential review
of developments in
1971's UJA campaign

General Chairmen: Meshulam Riklis, Laurence A. Tisch

August 17, 1971

CURRENT TOTAL STANDS AT \$64 MILLION

The largest sum that UJA has ever raised in Greater New York was the \$72,000,000 which was contributed in 1967, the epochal year of the Six-Day War. We are only \$8 million away from that sum today, with some \$64 million in 1971 gifts on the books already.

If we eliminate bequests and other one-time gifts from our still unrealized potential, there is still between \$17 and \$18 million in unrepeated gifts which must be gone after during the present phase of the campaign.

The number of outstanding big gifts has dwindled, although the total they represent is extremely important, so a substantial part of the outstanding potential has to be brought in by the hundreds of workers who are responsible for gifts in the \$100 to \$2,500 range.

The effectiveness with which they are working can be measured by the fact that the number of individual gifts has risen from 82,000 on July 2 to 108,000 on August 6, an increase of 26,000 in scarcely more than a single month.

TEKOAH TO SPEAK AT MERCHANTS DINNER

We outlined the plans for our September 16 Merchants Council dinner in PR XII. Since then Ambassador Yosef Tekoah, Israel's Permanent Representative to the United Nations, has accepted our invitation to be guest speaker at the dinner.

We are frankly concerned at the slow pace at which reservations for this important dinner have been coming

in so far. We realize that it is a difficult event to bring off successfully, and it demands the hardest, most persistent work on the part of our volunteers. Yet, this dinner in the past has netted us as much as \$1,000,000 in new gifts, so there is good reason for all of us to push as hard as possible to bring out our people.

It bears repeating that the Merchants Council dinner is not limited to those in the soft goods industries. *It is the final over-all fund-raising event of the year* for us, and we urge our division leaders to bring to it any and all of their substantial prospects who have not yet made their 1971 commitments.

In preparation for the dinner, the merchandise managers and buyers of the leading retail enterprises have been obtaining reservations through personal visits to their prospects. They will need all the help we can give them to make certain that the Americana's Imperial Ballroom is filled to capacity when the dinner takes place on Thursday evening, September 16.

Just as a reminder, our guest of honor will be Arthur G. Cohen, chairman of the board of Arlen Properties, who will be designated "Realtor And Merchant Of The Year," while a special award will be presented to Harold Rosner, a founder and past president of Robert Hall Clothes, for his years of philanthropic achievement.

The dinner chairmen are Sol Cantor, chairman and chief executive of Interstate Stores, Inc., and Harold M. Lane, Jr., president of Lerner Stores Corporation.

PROGRESS REPORT

141 DIVISIONAL CASH CHAIRMEN NAMED

Since Irving Schneider undertook the leadership of a special cash campaign a few weeks ago, he has recruited 141 divisional cash chairmen to work with him. Their job — and that of the additional cash chairmen now being recruited — will be to bring in payments of pledges made to our 1970 and earlier campaigns.

There is a potential of millions of dollars in these past commitments, and since the need for cash is so urgent, Mr. Schneider is aiming for tangible results as early as the end of this month.

Our field staff is working on an individual basis with each of the divisional cash chairmen. The first results of this concentrated drive will be reported at the meeting which concludes the summer program at UJA headquarters on Tuesday, August 31.

LOOKING AHEAD TO 1972

A number of our industry and community divisions have already chosen the men who will lead their campaigns in 1972. If your own division has not yet taken this essential step, we suggest that this is the time to act.

That is an essential first step in preparing for a campaign which is bound to be at least as arduous as the present one. Many of our divisions have already embarked on discussions of their 1972 plans, and it would be good if all our major divisions would schedule meetings along these lines during the next few weeks.

Part of the planning process at such meetings should certainly involve a critique of the division's role in the 1971 campaign. Among the questions which ought to be explored are these:

- Which elements of our campaign program were particularly effective this year?

- Which of our plans just did not jell?
- Where can we improve our effort next year in terms of leadership, personal solicitation, Pace Setter meetings, etc.?

We have asked our field staff to work with the leadership in each of our divisions to schedule such meetings, and now we ask for your cooperation too. We think such meetings can serve a double purpose — they will speed the wind-up of unfinished business for 1971 and get us off to a running start in 1972.

\$2,500 AND OVER CARDS REVIEWED, REASSIGNED

Almost 30 of our top leaders gathered in Larry Tisch's office recently to review outstanding gifts in the \$2,500 and over category, and to effect re-assignments to assure swifter and more vigorous pursuit of these contributions.

It was reassuring to find that, in spite of the season and the pressure of business, so many of our top leaders were deeply enough concerned about the success of the 1971 campaign that they were willing to devote hours to this essential job.

As a result of this meeting, we feel that there is a distinct possibility of gaining significant increases in these gifts, and there is reason to expect that they will be coming in soon.

MARKET RESEARCH COMMITTEE MEETS AUG. 24

The first meeting of our Market Research Committee, under the chairmanship of Carl Glick, will take place at UJA headquarters on Tuesday, August 24th, at 4:00 o'clock.

The principal aim of the committee is to explore avenues toward new and substantial support for UJA.

BOX SCORE ON SOLICITATION
(\$2,500 & Over Contributors)

Category	1970 (Entire Year)		1971 (Gifts received as of August 6)		Gifts Solicited Last 4 Wks.	NOT YET SOLICITED No. of Contributors
	Total No. Contributors	No. of Contributors	New Contributors	Total No. Contributors		
\$ 2,500-4,999	1,244	1,041	104	1,145	69	203
\$ 5,000-9,999	733	638	88	726	40	95
\$10,000 & over	873	701	100	801	28	172
	<u>2,850</u>	<u>2,380</u>	<u>292</u>	<u>2,672</u>	<u>137</u>	<u>470</u>

BOX SCORE COMMENTS

Our \$2,500 and over gifts have been coming in at the rate of about 35 a week during the past month. We expect the pace to be stepped up as the result of the extensive reassignments of substantial non-repeats which took place last week.

The box score shows 470 major 1970 gifts which have not yet come in for 1971. Actually, the number is smaller because the 470 figure includes more than 100 bequests of \$2,500 and more which we received last year. That would reduce the number of *obtainable* gifts in this category to slightly under 370.

One area of very special concern to us, and which is not reflected in the box score, is the number of substantial gifts which were made in 1967, 1968, and 1969, but which we lost last year and so far this year as well. The amount of these gifts is in the millions of dollars, and we can't afford to lose this sum by default. They belong on our books, but the only way to get them there is to go after them.

One of the encouraging aspects of the current box score is the number of brand new \$2,500 and over contributors we have gained this year. These 292 new

contributors represent a "growth rate" on the upper level of giving of a little better than 10%. That is very good, and to all of you who are helping to widen the areas of our support, our sincere thanks.

OUTLOOK FOR MISSIONS

A number of New York missions are scheduled between now and the formal conclusion of our current campaign on January 31, 1972.

However, one of the key problems in arranging our missions is the scarcity of hotel rooms in Israel. It is estimated that last month alone 30,000 people cancelled their plane reservations for Israel simply because there was no hotel space available for them.

To overcome this problem, we are in process of arranging to book hotel space for members of New York missions throughout the calendar year 1972. Once these arrangements are completed, it is hoped that leaders of our trade and community divisions will take full advantage of the space we have reserved and, in cooperation with our staff, schedule their divisional missions at times when we can be sure of having rooms in the leading hotels.

PROGRESS REPORT

In addition to the missions scheduled for the balance of this year, there are already seven 1972 missions being planned and organized. The divisions involved are the Jewish Welfare Board, Roslyn, Communications, Iron and Steel, Long Island Jewish Hospital Physicians, Insurance, as well as a special mission for bridge enthusiasts.

WE STAND CORRECTED

In PR XII we noted that Morris L. Levinson and Jack D. Weiler had been named to the Board of Governors of the reconstituted Jewish Agency for Israel. In our report we said that they were among the twenty Americans who had been so honored. Jack tells us now that there are only twelve American members of the Board, so it is even a more select group than we realized.

Thank you, Jack, for being such an attentive reader.

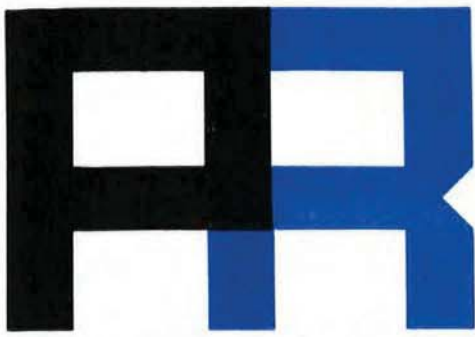
WOMEN'S DIVISION TO HOLD "RETREAT" OCTOBER 6 & 7

An overnight leadership conference, the first in the history of the Women's Division, will be held at Goldman's Hotel in West Orange, New Jersey, on October 6th and 7th. The purpose of the meeting is a full and free discussion of plans and ideas for the upcoming 1972 UJA campaign.

Chairmen of the conference will be Mrs. Herbert J. Dreifuss and Mrs. Ben S. Marcus, who will jointly head next year's Women's Division campaign. Participants in the conference will be the members of the women's Campaign Cabinet, the Leadership Council, and the chairmen of UJA drives in major communities throughout the metropolitan area.

Mrs. Harry Etra, who has been chairman of the 1971 campaign, will serve as chairman of the Campaign Cabinet in 1972. Her fellow 1971 chairman, Mrs. Alexander Sack, has moved to Mexico.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1972's UJA campaign

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

January 10, 1972

YEAR 2, P.R. 1

Here we go again —

We have agreed to continue as general chairmen of the 1972 campaign because we firmly believe that what we began last year has not yet been completed. Let's look at the record.

In a year of continued tension in the Middle East, when one community after another in the United States was able to break through all past barriers and raise more money for their UJA and welfare fund campaigns, we in New York made a giant step forward. There was a greater emphasis on personal solicitation and small parlor meetings than ever before, and a de-emphasis of large fund-raising dinners.

While the 1971 campaign is not yet finished — we are not closing our books till January 31 — we have recorded over \$71,000,000, and hope to reach \$73,000,000 — slightly less than our earlier prediction of \$74,000,000. This includes over \$4,000,000 raised in New York but credited to other cities in the United States. This surpasses the previous high of \$72,000,000 raised in 1967 during the Six Day War.

We will be beginning our campaign at a time when the Jewish exodus from the Soviet Union is becoming a mass movement — at a time when the second great hope of our generation is beginning to be realized. We face this challenge at the very hour when Israel's people are being pressed beyond the limit of their resources.

Given a double emergency of these proportions, we cannot be content with old standards of giving nor routine methods of campaigning. We will try new methods, emphasize proven old ones and pledge to you that we, personally, will work harder, see more people, attend more meetings than ever before.

The time in which we live demands it. This cannot be just another campaign. Too much is at stake.

These Progress Reports will continue, as they did last year, to bring you a straight, honest account of what we do and where we stand. When the news is good, we shall share it with you — if it is not, we shall not hesitate to tell you about it. That is the only way to run, in 1972, an even harder, more aggressive — and we believe — vitally more successful campaign than in 1971.

We have just begun.

WHAT IS REALLY LEFT FOR 1971?

As of now, as we said earlier, we show a total of \$71,000,000 raised. Surprisingly, this still represents an increase of 36% over last year's giving from the same contributors.

We are still missing 169 gifts in the \$2,500 and over category. These gifts, together with some 10,000 others in smaller categories, add up to almost \$6,000,000. We must be realistic and admit that these gifts, at this stage of the 1971 campaign, will not bring in more than \$2 — \$2½ million, thus our prediction of a \$73,000,000 final figure.

PROGRESS REPORT

How about the number of contributors?

Here we experience a situation similar to that of other large cities. The dollars go up but the number of givers remains more or less constant. We had some 150,000 individual gifts in 1970 and do not expect to improve on this in 1971. This is one of our major concerns, and one that we are working on with increased determination. You will be hearing more about this as our campaign plans take shape.

LEADERSHIP SEMINAR FEBRUARY 1

In order to get our campaign off to a sound start, we are bringing together all of our division chairmen for an in-depth discussion of the techniques for more effective campaigning on Tuesday, February 1, at the New York Hilton Hotel.

The first part of the program will consist of six simultaneous round-table seminars on "Essential Elements of a Successful Campaign." Each seminar will be limited to no more than fifty participants in order to allow the widest latitude for questions, comments and — yes, even criticism. We eagerly welcome your participation.

Discussion at the seminar will center on three major themes —

1) How to use the campaign calendar in improving your campaign; 2) How to use Project Contact as the basis of a personal solicitation campaign and how to solicit effectively; and, 3) How to run 1,000 small Pace Setters meetings in 1972 and establish proper campaign standards.

Following the seminars, there will be a buffet dinner, for which an interesting program is now being prepared. There will also be an extensive analysis of 1971 campaign results, with a view towards the campaign objectives for 1972.

Leading the discussions at the individual seminars will be members of the Campaign Cabinet, campaign

leaders who have successfully hosted small Pace Setter meetings, and members of our executive staff.

PRIVATE PARTY FOR GOLDA MEIR

Shortly after Prime Minister Golda Meir arrived in this country early in December, a small private dinner in her honor was held in New York City, and was attended by major contributors from every part of the country as well as New York itself.

It is good to be able to report to you that the Prime Minister was gratified by the largest number of seven figure contributions ever pledged in advance of any UJA campaign. Even more gratifying was the firm determination of these major contributors to sustain — and if necessary, expand — their giving on the million dollar plus level in the years beyond 1972, so long as the double crisis of peak immigration and peak security needs continues.

It was a showing of such extraordinary generosity that it left a visible impact on the Prime Minister.

CHANGING OF THE GUARD

After three years of conspicuous success and hard work as president of New York UJA, Morris L. Levinson is stepping down, and our Nominating Committee will present the name of Herbert Tenzer at our January 13th Board meeting as his successor.

The changing of the guard is just one important element of a meeting which will range over an agenda of vital importance. Edward M. M. Warburg, chairman of the board, reports that other business at the meeting will include the consideration of a definite goal for the 1972 campaign. The Board will also weigh the heightened responsibilities facing UJA this year as a result of the upsurge of migration to Israel from the Soviet Union.

Guest speaker at the board meeting will be David Rivlin, Consul General of Israel in New York, who will be making his first appearance before our leadership.

This will be the single most important meeting of UJA's board of directors during the entire year because important decisions affecting the entire campaign will have to be made. We urge all board members to make a special effort to attend this meeting.

1972 CAMPAIGN CABINET

The heart of the New York campaign is our small but highly effective Campaign Cabinet. This body, which was first formed in 1971, meets regularly and plans, discusses and decides all major issues in connection with the campaign. It is certainly not a "paper cabinet" but one where each member has accepted and carries out a specific assignment.

We are proud to list herewith the members of the 1972 cabinet who serve with us, together with their assignments.

Chairman	Irving Schneider
Ex Officio	Morris L. Levinson Herbert Tenzer
Associate Campaign Chairmen	Max J. Billig Benjamin Duhl George H. Heyman, Jr. Carl Leff Albert Parker Fred P. Pomerantz William Rosenwald Mrs. Burt J. Siris
Chairmen, Special Gifts	Samuel Hausman William J. Levitt
Chairman, Pace Setters	William Wishnick
Chairman, Person-to-Person	Jack D. Weiler
Chairmen, Trades and Professions	Arthur G. Cohen Edward Isaacs Jack Nash Saul P. Steinberg John Trubin
Chairman, Project Contact	Lawrence Schacht
Chairmen, Israel Missions	Eugene M. Grant Oliver M. Mendell
Chairman, Brooklyn	Morris Furman

1972 CABINET MEMBERS (Continued)

Chairman, Long Island	Warren E. Abrams
Chairman, Westchester	James L. Weinberg
Chairman, Organizations	Charles J. Bensley
Chairmen, Market Research	Carl Glick Theodore H. Silbert
Chairman, Rabbinical Advisory Committee	Rabbi Judah Cahn
Chairman, Leadership Council	Joel Price
Chairman, Young Leadership	Robert Messing

RUSSIAN IMMIGRATION

You have undoubtedly seen recent news reports about the dramatically stepped-up immigration of Russian Jews to Israel. During 1971 alone over 13,000 Jews entered Israel. This is a highly significant figure because it is greater than the total Jewish immigration from the Soviet Union during all the previous 23 years of the existence of the State of Israel.

In the last few weeks alone over 3,000 arrived — on some days at the rate of 200 a day!

It is obvious that while this immigration is welcomed by all Israelis, it also presents an additional financial burden of such dimensions that the already strained Israeli economy cannot possibly cope with it.

In the light of these developments, the National UJA leadership is giving the closest consideration to finding ways and means of raising the huge additional sums that will be essential to cope with the extraordinary rise in the pace of Russian Jewish migration. The essentials of these discussions will be brought promptly to the attention of New York's leadership. In any event, there is no doubt that the accelerated immigration will demand of every contributor a larger gift, of every worker more work, and of all of us a greater over-all effort than ever before.

PROGRESS REPORT

MOSHE DAYAN, SAMUEL HAUSMAN, SIR ISAAC WOLFSON TO BE PACE SETTERS' GUESTS FEBRUARY 10

General Moshe Dayan will be the guest speaker at our Pace Setters dinner on Thursday, February 10, at the Hotel Pierre.

Again this year, attendance at the dinner will be limited to contributors of \$10,000 and more, and the program will be fully in keeping with the importance of the occasion.

Our special guest will be Samuel Hausman, whose 75th birthday we will be marking, and who has devoted much of his life to advancing the cause of UJA in the metropolitan area.

In addition to General Dayan and Mr. Hausman, our guest of honor will be Sir Isaac Wolfson, Bart., one of Great Britain's foremost philanthropists and a munificent benefactor of Israel's people.

Chairman of the dinner will be Charles Revson, whose philanthropic achievements go hand in hand with his notable accomplishments on the top level of the American business scene.

Invitations to the dinner will be going out in the next few days — but please put the date on your calendar now.

CASH

In 1971 we have collected in cash \$53,100,000, substantially less than our current \$71,000,000 figure for the amount we have raised so far. We have been making a very concentrated effort to convert outstanding pledges into cash, and urge all of you to help us in this effort. Pledges cannot pay for our ongoing programs — only cash can. When you obtain pledges, try to get them converted into payments as quickly as possible. And to you, our most devoted workers, we make a special plea: Send us a check!

PROJECT CONTACT

We have stressed over and over again — and we will continue to do so — the crucial importance of face-to-face personal solicitation in order to achieve maximum results, results which cannot be achieved by any other means.

In order to aid in this approach, we have in New York for the duration of the 1972 campaign the special services of Ambassador Dov Sinai. In his role as personal representative of the Prime Minister's office, he will accompany our leaders and workers in personal contacts to solicit major gifts. He is an articulate, persuasive and able diplomat whose knowledge of Israel's problems enables him to answer many questions, and often to overcome objections and misunderstandings on the part of contributors.

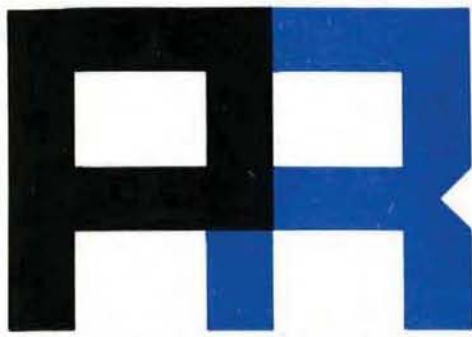
Teamed with a volunteer solicitor, this is a combination that often insures success, so we urge you to take advantage of Ambassador Sinai's presence in New York. Please call Maurice Cerier, CO 5-2200, extension 289. He will be glad to meet with you and discuss the most effective way in which you can be helpful.

A FINAL WORD

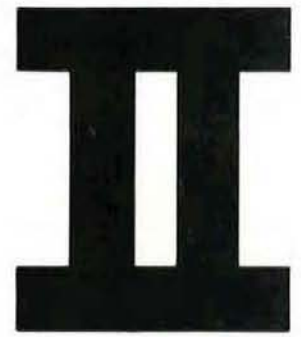
As we gear up the machinery for the 1972 campaign, we are conscious of the fact that we are living in an era where great demands are made upon all of us, when much depends on how much we give and how hard we work. We are being called upon to give more than we ever dreamt before.

The knowledge that in this great effort we have the support of men and women like yourself is an assurance that our efforts will be crowned with success.

So long and good campaigning



PROGRESS REPORT



Confidential review
of developments in
1972's UJA campaign

Meshulam Riklis *Laurence A. Tisch*

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

February 2, 1972

NOW THAT THE RUSSIANS ARE COMING ...

Two of the most graphic news pictures of the year, at least from the Jewish viewpoint, recently ran in the New York Times and other newspapers around the country. One showed a group of Russian Jews debarking in Israel as part of a plane-load of 350 new immigrants. The other showed one of the tearful immigrants being embraced by an Israeli relative.

Behind both these photographs is the developing story of a new exodus that can change the course of Jewish history in our time.

The expected numbers of immigrants and the cost of receiving and absorbing them are tremendous. What is more, they are far and away over and above our most optimistic expectations, even as recently as a few weeks ago.

We'd like to give you, as "insiders," some of the background facts here because they are likely to have a decisive effect on the entire character of our 1972 campaign.

NUMBERS AND COSTS

Fact No. 1 relates to numbers. Present estimates are that at least 30,000 Russian Jews will migrate to Israel this year. As of last Thursday, 2,900 had arrived during January. The total number of expected immigrants from all sources now comes to 70,000, the greatest number in a single year since the mid-1950's.

There has been widespread speculation in the world press about Russia's rationale for its current policy. It ranges all the way from the guess that it betokens a possible rapprochement with Israel, to the theory that it is a conscious effort literally to swamp Israel with the sheer weight of numbers at a time when security is absorbing practically every national resource. Whatever the reasons are—they are coming.

Fact No. 2 relates to costs. The total cost of receiving and absorbing *one* Russian family in Israel for the first year comes to \$35,000. That includes housing, medical care, language training, job-finding, education, and a whole host of welfare services.

If the estimates are right about the number of expected immigrants, the Jewish Agency figures that it will need at least \$150,000,000 more than it originally budgeted. The Israeli taxpayer will pay the difference.

What does that mean for United States Jewry? Where does that place our own campaign in New York? Last year we had a quota of \$150,000,000 and we wound up with \$73,000,000. This year our Board is determined to shoot for \$150,000,000 once more and to leave no stone (or contributor) untouched to reach this figure.

HOW ARE WE GOING TO DO IT?

We believe you know that we are realistic business men. So you may ask us how we can even think of reaching \$150,000,000 in 1972, when the best we could do last year was \$73,000,000, and that — incidentally — was the very best New York has ever done.

PROGRESS REPORT

Here is our reasoning. First, the movement of Russian Jews to Israel is the fulfillment of a Jewish dream, the answer to a generations-old Jewish prayer. Practically every Jew in New York has a feeling of identity with the Jews of Russia. For many of us, it is a "family" matter, with our own relatives and "landsleit" moving from silence to freedom.

Beyond that, we are coming into a more favorable economic climate this year. Our top contributors are doing even better than last year. Just as important, we believe that a good proportion of the 600,000 Jewish families who have stayed on the sidelines for so many years can be brought into the UJA picture at last. There are a lot of people who do not give to UJA but who will give to save a Russian Jewish family.

One thing is clear. Our efforts must be doubled and tripled. Old methods must be strengthened. New ways must be found. Our objective is to bring this dramatic story to every Jewish family in this city. To do anything less would be unthinkable.

SAPIR, PINCUS ON NATIONAL HOOK-UP

Israel's Defense Minister Pinchas Sapir, and Jewish Agency Chairman Louis A. Pincus will meet with our Board of Directors, Board of Governors, Campaign Cabinet and Division Chairmen at a special emergency session at the Commodore Hotel on Sunday, February 6 at 12 noon.

The principal purpose of the meeting is to discuss American Jewry's role in coping with the present sharp upsurge in Jewish migration from the Soviet Union.

Our meeting will be the focal point for a telephone hook-up which will enable the leaders of 160 Jewish communities throughout the country to hear the dis-

cussion. These leaders will assemble at homes, offices and clubs, so they will be able to learn the precise dimensions of the problem as it is outlined for us by Mr. Sapir and Mr. Pincus.

If you would like to attend, please call the office and let us know.

STATUS OF PACE SETTERS DINNER

As of today we have 301 reservations for our February 10 Pace Setters dinner, at which the minimum contribution will be \$10,000. These reservations, since they include husbands and wives, actually represent 174 individual gifts.

Actually we are moving too slowly. We ought to have had at least 400 reservations by now. Nearly 400 volunteer workers are involved in pre-soliciting potential guests at the dinner, and making certain that they attend the dinner. With scarcely a week to go, we ask every one of you to make a point of seeing your prospects immediately.

It is our aim to have an attendance of 500 at this "black tie" event. As reported previously, in addition to General Moshe Dayan, who will be guest speaker, the Pace Setters will honor our own Sam Hausman and Sir Isaac Wolfson of Great Britain.

WHERE WE STAND AS '72 BEGINS

As of last Tuesday, we had \$15,000,000 in the 1972 campaign till, representing top level gifts from only a handful of our major contributors. Among these gifts, there are several repeats of the spectacular seven-figure ones we received in 1971—plus three brand new ones.

Altogether, these initial gifts show an aggregate increase of 33 per cent over last year's gifts from the

same contributors. We consider this remarkable because we know how these contributors stretched themselves to make their commitments last year.

Another reason for our impressive early figure is that some of our key contributors, who made increased gifts for 1972 as early as last fall, have increased a second time since the facts behind the wave of Jewish migration out of Russia became apparent.

Every substantial contributor to UJA must evaluate his 1972 commitment in terms of the huge cost of bringing so many thousands of Russian Jews to Israel.

Those who have made their gifts already ought to reconsider and see if they can make an additional gift. And those who will be making their commitments during the coming weeks certainly ought to take thoughtful account of the Russian situation before they make their decision.

In the next issue of Progress Report, we'll give you a breakdown of '72 giving in the various categories so you can gauge the extent of leadership concern, and begin to measure the scope of the task that lies ahead of us.

WOMEN OFF TO GOOD START

Our Women's Division opened its 1972 campaign in spectacular fashion last Monday at a Benefactor Luncheon where eighty guests announced gifts totaling \$1,583,000. This sum is a better than 50 per cent advance over last year, so obviously our top women contributors understand the dimensions of the problems we have to overcome.

The luncheon, which was limited to contributors of \$5,000 and over, was held at the home of Mr. and Mrs. Benjamin Bittenwieser, and the guest speaker was the Baroness Alix de Rothschild of France. The banner

attendance reflected the organizing skill and persuasiveness of the luncheon chairman, Mrs. Philip Levin.

The Women's Division is responsible for better than 10 per cent of the total we have raised thus far. In 1972 the women raised close to \$8,000,000 for UJA. They are an indispensable part of our campaign.

In addition to the considerable sums raised by our women, the Women's Division has long been a testing ground for innovations in campaigning. It was they who originally established the minimum gift idea. As early as the 1950's, they were holding luncheons where minimum gifts were set at \$1,000, and through the years the minimums have been increased to the current \$5,000.

The next major fund-raising event on the Women's Division calendar will be a luncheon for contributors of \$2,500 and over which will take place on Thursday, February 17, at the home of Mr. and Mrs. Harold Toppel under the chairmanship of Mrs. Meshulam Riklis.

We are proud to have two outstanding women, Mrs. Herbert J. Dreifuss and Mrs. Ben S. Marcus, working closely with us as chairmen of the Women's Division.

TENZER NEW UJA PRESIDENT

As many of you already know, Herbert Tenzer has been elected to the presidency of the United Jewish Appeal of Greater New York, succeeding Morris L. Levinson who had served in that post since 1968.

On behalf of all of us, we offer Herb our warm congratulations. It is reassuring to have an experienced campaigner in this top administrative office, and we are confident that he will repeat the successes he achieved as chairman of our Campaign Cabinet.

PROGRESS REPORT

Both of us have long been associated with Herb in the inner councils of UJA. We believe the UJA family as a whole, which will now have the opportunity of knowing him better, will soon learn that he is a dedicated worker as well as a dynamic leader.

INTRODUCING "OPERATION 100"

In a year as crucial as 1972 no avenue can be overlooked that will raise the vast sums needed this year. One of our top leaders, William J. Levitt, has therefore undertaken a new job – "Operation 100."

At a small luncheon he gave last week for the members of his special group of solicitors, Bill outlined his plans. Here is the way they will work.

We have drawn up a list of 100 names of men who we feel would respond more generously to an approach by a team of two or three solicitors than they have in the past on a man to man basis.

Each member of Bill's committee has selected a number of these major prospects, whom he will approach personally. Once he has made an appointment for a face-to-face visit, he advises Maurice Cerier at UJA headquarters, who is coordinating the committee's activities. Mr. Cerier will then arrange for another committee member, or two others if it appears advisable, to "team up" with the man who made the appointment.

The members of the Levitt Committee are a working group. Their job is in the field, so they won't be holding meetings. We will let you know what results their efforts bring.

In that way, we are assured that the initial approach will be followed up by the most potent team of solicitors we can put into the field.

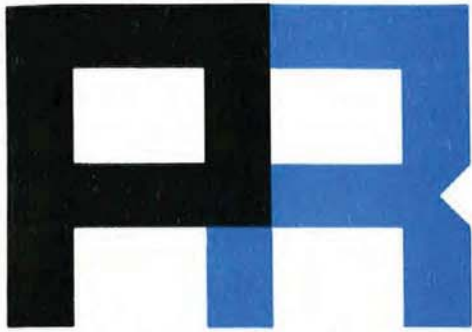
PROJECT CONTACT IS UNDER WAY

A total of 97 personal visits have been made to campaign leaders and substantial contributors through Project Contact, the face-to-face program for gaining increased gifts which was initiated last year.

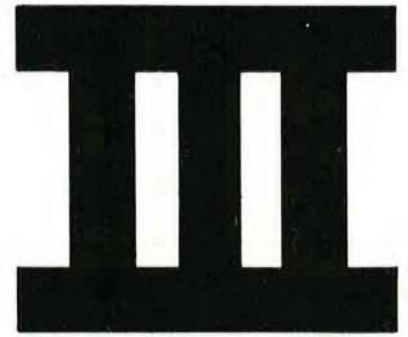
Although not every Project Contact visit has produced an immediate gift, the great majority have, and the increases which have been pledged range up to 150 per cent over 1971.

In those instances where an immediate commitment could not be made, earnest consideration of increases has been promised. In addition to making their own gifts, many of those who have been visited have promised to enroll as volunteer workers themselves, or to hold Pace Setter meetings in their own homes.

So long and good campaigning . . .



file
UJA-NY



PROGRESS REPORT

Confidential review
of developments in
1972's UJA campaign

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

FEB. 28, 1972

GEARING UP FOR 1972

We go through the complex ritual of planning and organizing a new campaign for the United Jewish Appeal every year. We're pretty well set up for 1972 now, but it is — as always — a tremendous job.

First of all, we have to recruit leadership for the over-all campaign. These must be men and women of real standing because they represent UJA not only in this, the largest Jewish city, but through the United States and Israel as well. Each one has to be talked with individually, and considerable time and thought goes into explaining the role we want them to assume. They are among the busiest people in the city, because they are all involved in business, in philanthropy and in civic affairs, but it is precisely because of this that they are so valuable to UJA.

Then the same process has to be repeated in each of our 395 industry and community divisions. It involves recruitment, indoctrination and motivation. It takes time and manpower. It involves face to face meetings, informational meetings, training sessions, organizational discussions, and then, of course, the fund-raising activities.

All this machinery has to be put into motion every year. It has to be assembled primarily by our field staff, and given meaning and purpose through every communications device we know how to use. The "machinery"

has to be tended by leadership; it has to be inspired and encouraged, and sometimes it has to be pushed as well.

And as we add up the results for the year, we know we are going to have to go through the same thing for the next year. In a way, that is regrettable, because the goal we are reaching for is essentially the same each year, and it has been the same for a whole generation.

We say a whole generation, but let us remember that ours is an unique generation, perhaps a "chosen" generation. Remember what has happened in the space of scarcely more than thirty years — our own lifetimes.

Milestone one. The holocaust. One third of the Jewish people wiped out in the most brutal, mindless slaughters in human history.

Milestone two. After 2,000 years, a Jewish nation is reborn, a homeland is created.

Milestone three. The Six-Day War, where victory took our people back from the brink of another holocaust.

Milestone four. The beginning of the long-awaited exodus of Jews from Russia; for years a dream, today a reality.

Each one of these events would be the apex of the history of a century. Instead they are crowded into just a moment of time — our time.

PROGRESS REPORT

We have not yet found a substitute for the frenzy of mounting a new campaign every year. But each year's campaign is not an entity of itself. It is part of our generation's effort to cope with problems — and to grasp opportunities — which no other Jewish generation has had since Biblical times.

When we use such words as "crisis" or "emergency" to characterize our campaigns, we are not really talking about this year's crisis, or last year's emergency. We are talking about a Jewish generation which has mingled catastrophe with triumph, and tragedy with soaring hope.

"Crisis" and "emergency" are only shorthand ways of referring to a generation of upheaval in Jewish life. We begin a campaign with new slogans and new issues, not because we choose them but because they are dictated by the march of events over which we have no control. These slogans and issues are essential to catch the attention of a generally unconcerned community, which is occupied with so many other interests. Behind each campaign there is the constant, continuing pressure of adapting to changing developments on the Jewish scene.

The only way of doing that affectively is through a new strong, aggressive campaign each year. Realistically, however, it is the same campaign that we conduct each year. Through it, we express our determination to create a strong, vibrant Jewish community, and assure the freedom and survival of our brothers everywhere in the world.

FINAL REPORT ON 1971

Here are the final figures on our 1971 campaign:

Amount Raised	\$73,057,181
Number of Contributors	144,477
Gifts of \$10,000 and over	953
Gifts of \$5,000 — \$10,000	855
Gifts of \$2,500 — \$5,000	1,359

The over-all increase by those who gave in 1971 was 39.3%. However, we lost more than \$7,000,000 in non-repeat gifts; that is, contributions which were made in 1970 but were not repeated in 1971.

Why?

There were various reasons. Retirement and business reverses were among them. But the prime reason was that these contributors still owed money on past pledges, and would not make new pledges until they were paid up.

FIRST 1972 CAMPAIGN FIGURES

Our campaign is off to a good start. We have raised so far — with the campaign officially only three weeks old — \$24,400,000 against \$17,900,000 in 1971, for an increase of 35%.

We have eight astonishing gifts in seven figures, including some commitments from our top leaders to maintain and, if necessary, to increase that level of giving for a period of years.

Reflected in the current total are the results of the Israel missions, the UJA National Inaugural Dinner last December, our own \$10,000 Pace Setter Dinner on February 10 (more about this later), the annual Palm Beach Dinner, and the Miami Beach cocktail party.

We have recorded 420 gifts (out of an inventory of 2,746) in the \$2,500 and over category. Beginning with PR IV we will reinstitute the Big Gifts box score to keep you up to date on our progress.

\$10,000 PACE SETTERS DINNER FEBRUARY 10

More than \$12,000,000 in new 1972 gifts, representing an increase of 48% over 1971 — that sums up the result of our initial fund raising event on February 10.

For the more than 460 men and women who were at the Hotel Pierre that evening, it would be superfluous to try to recreate the spirit of the occasion. But for those who were not, we ask you to imagine a meeting where the limelight focused in turn on such personalities as General Moshe Dayan, Governor Nelson A. Rockefeller, our own Samuel Hausman, and Sir Isaac Wolfson of England, with all the proceedings moving along expertly under the direction of Charles Revson as dinner chairman.

But the real point of the Pace Setters dinner was not ceremonial, pleasant as that aspect of the program was. It was the announcement of gifts. In calling the roll of honor, we had the able and gracious help of William J. Levitt, and we know he shared our satisfaction at the response.

Altogether, it was an excellent affair, but we will have to duplicate that success over and over again this year.

LEADERSHIP SEMINAR FEBRUARY 1

We had a successful seminar for all division chairmen on February 1. Altogether, 266 chairmen, representing almost every area of the UJA campaign in Greater New York, attended and had an opportunity, in six separate discussion groups, to exchange views, review problems and describe successes.

This was a departure from last year's seminar, and we are grateful to all those of you who participated, and particularly to those who chaired and led the sessions.

As a direct result of this seminar, we have decided to call a "State of the Campaign" meeting for our top leadership — meaning you — on May 1. Please mark the date on your calendar now. It will run from 4:00 — 6:30 P.M. No meals or drinks, just business.

More about this later.

PROJECT CONTACT

We all know that the single most effective way to raise money is through personal contact — face-to-face solicitation.

Last year the results here showed an 89% increase. And yet, despite all our efforts, not enough is being done by us on the contact level. Fortunately, we have with us a number of Israelis who have become excellent solicitors and who are "on the street" every single day.

More often than not they are accompanied by members of the staff, although sometimes they go alone. Too few of our top leaders have been directly involved.

One of our Israelis had an interesting experience the other day. After he had successfully solicited a prospect (who increased from \$5,000 to \$10,000), the prospect offered to call some of his friends and business associates to arrange subsequent appointments. Out of this single contact, four more effective solicitations developed. It proves — if we did not know it already — that there is more interest and good will among our medium givers than we stop to realize.

Right now, during the early stage of the campaign, is the time when this type of solicitation has the greatest impact. Please call Maurice Cerier at the UJA office, CO5-2200, and tell him when you will make your next appointment.

ORGANIZED JEWISH COMMUNITY SUPPORTS UJA

On February 24, a meeting took place at the office of the Consul General of Israel which was attended by over eighty top leaders of most of the major Jewish organizations in Greater New York. Chaired by Consul General David Rivlin and UJA President Herbert Tenzer, the meeting resulted in pledges of unqualified support for the UJA campaign by all those present.

The most encouraging aspect of the meeting was that the support of UJA's objectives went well beyond the passage of resolutions, or such expressions as "we are behind you," which are usually well meant but ineffective.

Instead, specific plans are already being made by our staff and by the heads and staffs of these organizations to organize real fund raising campaigns among their members. These will not be simply letter writing campaigns. They will be serious, down to earth efforts that could reach tens of thousands of new contributors. We are interested in substantial pledges, of course, but we are also interested in adding new contributors to our roster.

There will be more about this meeting in the next issue of "UJA World."

PROGRESS REPORT

LEICHTMAN HEADS CASH COMMITTEE

Jacob Leichtman has taken over from Irving Schneider the responsibility of heading our campaign for cash. We are glad that this immensely important but difficult task falls once again to a veteran campaigner and an unfailing advocate of UJA.

Jack will be the key personality in going after nearly \$25,000,000 which was still outstanding on our books as of February 14. Of this sum, more than \$16,000,000 involves pledges to the 1971 campaign, while more than \$8,000,000 applies to prior years.

One of the jobs to which Jack has been devoting himself is the recruitment of "cash" chairmen in each of our almost 400 campaign divisions, and for the first time, he proposes to bring them together for a meeting on March 29 with two objectives:

- A) To review major outstanding cash balances, and,
- B) To plan a "cash" week in the latter half of June.

This is the first time that such a drive for cash has been mounted so early in the campaign, and it underscores the urgency of getting pledges converted into cash. You too can help by paying all, or part of your pledge now, and getting others to do the same.

Incidentally, you will be interested to know that during the calendar year 1971 we took in a total of \$60,000,000 in cash.

OUR PACE SETTER PROGRAM

We have to end this report on a note of concern. As you know, one of our most effective money-producing activities is our Pace Setter Program. In 1971 we had 350 Pace Setter meetings, through which we raised almost \$6,000,000 — a 54% increase over previous giving.

This year our objective is 1,000 meetings. So far we have held 32 with excellent results. One hundred thirty more are booked, with hosts and definite dates set, while another 125 are in various stages of preparation. However, at this rate, we cannot reach our goal, which would be deeply regrettable — not because we want to establish a record, but because each Pace Setter meeting guarantees more money, and also generates other meetings.

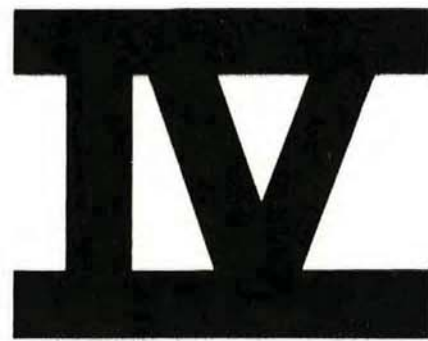
One single Pace Setter meeting at Don Andron's home in Queens last week produced fourteen more when each guest who was present agreed to host one. Another, held at the home of Bill Doniger, resulted in twelve additional meetings.

Have you set a date for your own meeting? If not, why don't you call Jack Kalman at UJA now (CO5-2200), and tell him that you will. OK?

So long and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1972's UJA campaign

M. Riklis, Laurence A. Tisch

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

March 16, 1972

A TRIBUTE TO MR. UJA

In 1942 a new contributor was added to the rolls of the United Jewish Appeal. The amount of his gift was \$5. The contributor's name was Jack D. Weiler.

Thirty years later almost to the day, the same Jack D. Weiler will be the guest of honor at UJA's Inaugural Dinner at the Americana Hotel on Tuesday, March 21.

In the course of this relatively brief span of time, one of UJA's smallest contributors has become one of the biggest men in the Jewish life of our time. It did not happen only because the one-figure contributor has become a seven-figure contributor. It happened because Jack is one-of-a-kind.

When he comes up to the podium on the 21st to accept UJA's highest honor, the Herbert H. Lehman Memorial Award, at the hands of Mrs. Herbert H. Lehman, Jack will officially join the select group of men on whom the award was previously conferred—such men as David Ben Gurion and Sir Isaac Wolfson, Edward M. M. Warburg and William Rosenwald, Charles Mayer and Charles C. Bassine.

One thing we can safely predict is that Jack's acceptance of this award will intensify his devotion to his true life work, which is the shaping of a world in which Jews can live securely and proudly.

That was Jack's aim even before he made his first gift to UJA. It was still his aim as recently as last week, when a friend who met him in Palm Springs reported that all Jack's thoughts, all of his conversation was focused on one concern, and that concern was Israel.

As long as twenty years ago, Jack was attending as many as four and five UJA meetings every day, and he kept to that schedule year after year. As a result, he is on a first-name basis with hundreds and hundreds of UJA supporters in every industry and community in Greater New York, as well as in virtually every major city in the United States.

On the Thursday before the Six-Day War in 1967, Jack met with a handful of UJA's leaders, and predicted that war was only a few days away. To support his prediction, he announced a substantial increase in his own gift because he was so certain that the money would be needed.

Only three days later he presided at the historic Waldorf Astoria meeting on the day on which the Six-Day War actually began, and without a note or a card, evoked contributions amounting to more than \$13,000,000. In the summer that followed, Jack was a one-man campaign, not only in New York, but all through the country. It seemed that all of his life had been preparation for this greatest of all tests, and when it came Jack was ready.

If we were to cite the honors that had come to Jack during his years as one of our foremost philanthropists, we would easily use the rest of our space for PR IV. Yet there are a few associations which reveal the kind of man Jack is. He believes that religion is important, so he belongs to six synagogues, and is chairman of the board of the Lay Advisory Council of the New York Board of Rabbis.

PROGRESS REPORT

Education and health are important, so Jack is a member of the Board of the American Committee of the Weizmann Institute of Science, and was formerly president of the Bronx-Lebanon Hospital, and chairman of the Board of Overseers of the Albert Einstein College of Medicine.

Government is important, so Jack became chairman of the Finance Committee for Senator Lehman in 1950, and chairman of the Finance Committee for Mayor Robert F. Wagner in 1956. Brotherhood is important, so Jack accepted membership on Mayor Lindsay's Special Committee on Racial and Religious Prejudice.

Finally, business is important, so Jack was named "Realty Man of the Year" by the Real Estate Square Club in 1956, and was again named "Realty Man of the Year 1962" by the Realty Foundation of New York.

Honorary degrees? Jack is Doctor of Humane Letters from Yeshiva University.

Whoever knows Jack recognizes that these citations could go on and on. To mention just two more, Jack has been national chairman of UJA for more than twenty years, as well as chairman of JDC's National Council. These merely suggest the long list of honors conferred on him by UJA — both National and New York — by JDC, by UIA, and by the Israel Bond organization. But perhaps his proudest title is the one he has borne unofficially for many years.

He is Mr. UJA.

If you haven't yet made your reservation to join in

honoring Jack at the 1972 Inaugural Dinner, you owe it to yourself to do it now.

PROGRAM FOR INAUGURAL DINNER

We are aiming for an attendance of well over one thousand at the Inaugural Dinner, not only for Jack's sake, but because the other elements of the program promise to be extremely interesting and informative.

The dinner provides a setting in which leaders of UJA activities in industries, professions and communities can come together for a briefing on the issues which underlie the current campaign, as well as to express their personal commitments for 1972.

By massing their strength in this way, the actions of these leaders can exert a profound influence on divisional campaign activities throughout the city.

Our guest speaker will be Shimon Peres, who holds two portfolios in the Israel Cabinet — Minister of Transport and Minister of Communications. Mr. Peres is noted as an administrator and diplomat, and his report on current developments affecting Israel's people will be up to date and authoritative.

Governor Nelson A. Rockefeller will also speak to us. His presence at our Inaugural Dinner continues a tradition which he began to observe even prior to his entrance into public life.

The dinner chairman will be the treasurer of UJA, Gustave L. Levy, who is equally distinguished in the fields of philanthropy and finance.

BOX SCORE ON SOLICITATION
 (\$2,500 & Over Contributors)

1971
 (Entire Year)

1972
 (Gifts received as of March 10)

Category	Total No. Contributors	No. of Contributors	New Contributors	Total No. Contributors	1971 Contributors Not Yet Solicited
\$ 2,500-4,999	1,359	188	12	200	1,171
\$ 5,000-9,999	855	193	11	204	672
\$10,000 & over	953	366	29	395	587
	<u>3,167</u>	<u>747</u>	<u>52</u>	<u>799</u>	<u>2,430</u>

BOX SCORE COMMENTS

As of March 10, we had raised \$30,120,000, which is 25% more than the same contributors gave us in last year's record-breaking drive.

The central reason for this increase has been the response of those whose gifts amount to \$10,000 and more. These men and women, many of whom gave magnificent increases last year, are making further substantial increases this year. Other reasons for our progress are that (a) we have been able to reach a larger number of these major contributors thus far, and, (b) the pace of the entire campaign has been accelerated.

Important as the \$10,000 and over group is to the success of our campaign, we cannot depend on it exclusively to provide the funds which are so essential this year. We have to stimulate a greater forward movement in the category of giving below \$10,000, and we are determined to make this one of our principal objectives this year.

With that aim in view, a number of highly qualified Israelis have been brought to New York to help us in

this phase of our campaign. We reported to you earlier about their presence here, and would like to take this occasion to urge you once more to take advantage of their availability.

Whether or not we succeed in this effort depends on your initiative to a large extent, so we ask you again to let us know that you will give us the time to visit potential contributors personally. We should be grateful if you would let us know when you have free time for this purpose, so that our staff can follow through by setting up the necessary appointments.

RUSSIAN MIGRATION FIGURES

A total of 4,800 Jews moved from the Soviet Union to Israel during January and February. Those who know what is happening behind the scenes believe that the Jewish Agency's prediction that 30,000 Russian Jews will be entering Israel in 1972 will be fulfilled. As we have said, this volume of migration from Russia presents enormous financial problems, but these problems cannot be allowed to impede the flow of migration.

PROGRESS REPORT

THE INCOMPARABLE BILL LEVITT

Bill Levitt who, with Sam Hausman, is chairman of special gifts in our Campaign Cabinet, is not content with being the largest single contributor to UJA in the United States.

At a Women's Division luncheon last week, where he and Simone Levitt entertained 130 women at their home, Bill was the card caller. He became so enthusiastic about the generosity shown by the women that he surprised everyone by announcing that he would make an additional contribution of 25¢ for every single dollar that they pledged.

The total amount announced by the women came to \$264,000. Once the results were in, Bill immediately sat down and wrote a check in the amount of \$66,000, to be added to his already extremely generous 1972 contribution.

Thanks Bill . . . we are very proud of you.

ACTION BY LANDSMANSCHAFTEN

We think you will be interested in a recent development which involves hundreds of the Jewish fraternal organizations which have been an integral part of Jewish community life in this city since the period of mass migration in the early years of this century.

A number of leaders of these Landsmanschaften organizations recently met with Israel's Defense Minister Pinhas Sapir, and agreed to undertake a program aimed at providing funds from the Landsmanschaften treasuries for the construction of housing for the Russian immigrants presently arriving in Israel. This program has the potential for producing millions of dollars to meet urgent housing needs, and can aid substantially in the absorption of thousands of immigrants.

The leaders of the Landsmanschaften deserve full credit for undertaking a task of this magnitude at a time

when funds are so urgently needed. We will keep you advised from time to time on the progress they are making.

GREATER NEW YORK MISSION PROGRAM

Three major fact-finding missions to Israel will be leaving New York within the coming weeks. They include the Iron and Steel mission, which takes off on March 20th, and the Real Estate and Wall Street missions, both of which leave New York on April 13. These three groups are part of a Greater New York mission program which aims at sending more than twenty divisional missions to Israel during 1972.

Those of you who have tried to obtain hotel space in Israel know how difficult it is to make the exact reservations you prefer. Since our mission program is planned months ahead of time, we have been successful, by and large, in obtaining reservations at the hotels most suitable for our purposes.

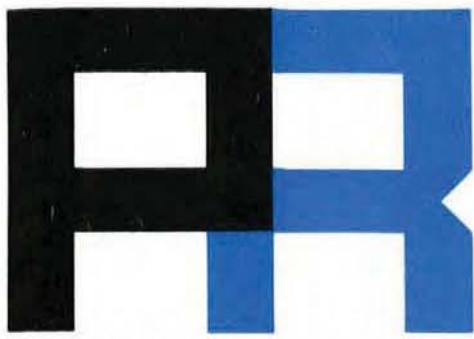
The divisional missions have consistently proved themselves among our greatest fund-raising assets. One reason is that mission participants usually increase their own gifts to UJA. Another equally important reason is that they usually become more closely and directly involved in our fund-raising activities.

USE THE UJA "HOT LINE"

One reason for our success last year was a willingness to exploit new ideas, and to experiment in various fund-raising areas.

Among our leaders there must be many who have thoughts about how we can improve our fund-raising operation. We ask you to share these thoughts with us. All you have to do is to call Murray Peters, UJA Assistant Executive Vice President, on the UJA "hot line" . . . CO 5-2680. We'll be glad to hear from you.

So long, and good campaigning.



PROGRESS REPORT



Confidential review
of developments in
1972's UJA campaign

Laurence A. Tisch

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

April 7, 1972

LEADERSHIP MEETING ON MAY 1

The leaders of our general campaign will meet with the leaders of the divisional drives in trades and communities at the Biltmore Hotel on Monday, May 1 at four o'clock so that together they may:

- (1) Review the progress made thus far in the 1972 campaign, and consider the steps to be taken during the coming months, and,
- (2) Discuss in depth the practice of personal solicitation with Dr. Aryeh Neshar, who is generally considered the country's most effective solicitor on behalf of UJA.

The entire session will be devoted strictly to business, so no food or drink will be served, but ample time will be available for discussion from the floor.

We will start off with an analysis of the campaign so that we can determine where we have been successful and where we have fallen short. Then we propose to outline our campaign strategy for June and July, so that during May we can make our preparations for putting it into operation.

A major part of our discussion will center on personal solicitation. We have found that even some of our most devoted leaders can profit from a clearer understanding of the techniques used by those who are most successful in this area of fund-raising.

Dr. Neshar, who will be our guide in this discussion, has been remarkably successful in soliciting what we would normally consider some of our "toughest" pros-

pects. A few examples of his accomplishments in recent weeks underscore his uniqueness in this field. A contributor of \$15 in 1971 has pledged \$120,000 for 1972. Another who gave \$1,500 last year made a commitment for \$70,000 this year.

One contributor who had not made a gift since 1969, when he gave \$2,500, has pledged \$15,000 this year, and a \$1,000 giver in 1971 has become a \$35,000 contributor for 1972, and has promised at least that much for 1973 as well.

Obviously, a man who is able to evoke this kind of response from men whose concern with UJA had been marginal at best has something concrete to say to all of us. The least we will promise is that the time we spend with Dr. Neshar will be highly stimulating, and it may very well result in changing our whole approach to the business of fund-raising.

If you'd like to come to the May 1 leadership meeting you'll be most welcome. Just call Jerome Rosemarin at headquarters (CO 5-2200, Ext. 273) to say you'll be with us.

35TH INAUGURAL ON MARCH 21

It was gratifying to see Mrs. Herbert H. Lehman present our Lehman Memorial Award to Jack Weiler at our Inaugural Dinner on March 21.

There were more than 800 witnesses to the presentation, and the guests also had an opportunity to hear from Governor Rockefeller and Israel's Minister of Transport and Communications, Shimon Peres.

PROGRESS REPORT

Altogether more than \$2,000,000 in new pledges were announced at the dinner, which also recorded the announcement of our ninth \$1,000,000 and over gift. The event was a real tribute to Jack and we know he appreciated it.

PACE SETTER REPORT

On the \$10,000 and over giving level, our coverage has been good. In fact, we are ahead of last year in this key category.

Our pace setter meetings, to which we have been giving such great emphasis, are concentrating on a lower level of giving, because that is the area where much of our work must be done this year. It is the area where an effective speaker and an effective host can combine to upgrade the whole level of giving.

To illustrate, let us tell you about an interesting development which has been taking place in Westchester over the last few weeks. As you know it is an area with thousands of well-to-do Jewish families who do not support UJA at all.

Our Westchester Leadership Council has been organizing a series of small pace setter meetings in the belief that they will attract many younger people, potentially good contributors, who are "turned off" by large card-calling dinners. The Leadership Council felt that an informal atmosphere, with attendance limited to those

who felt at home with one another, would offer a more favorable introduction to UJA.

The results so far seem to support this viewpoint. To date there have been seven Leadership Council pace setter meetings in Westchester, attended by sixty couples. For two-thirds of them, this was their first exposure to UJA. Of the sixty, 35 have already made gifts totaling over \$19,000, including \$10,000 from 22 men who had never given to UJA before. The other 25 are now being followed up personally. Three additional meetings of this type are scheduled during the next few weeks.

One more comment about the pace setter program. We can get out of these meetings only what we put into them. Two incidents last week prove that. The first was a meeting which was to have been held at the home of one of our top leaders. After the invitations were mailed out, the host had to leave town on a business trip and could not follow up the invitations personally. As a result there were three reservations in hand two days before the meeting. Result: The meeting was cancelled.

The second meeting was hosted by one of our younger leaders who personally followed up each invitation — not once, but twice. Result: Seventeen men attended; they announced gifts totaling \$85,000, for an aggregate increase of more than 50%.

BOX SCORE ON SOLICITATION (\$2,500 & Over Contributors)

Category	1971 (Entire Year)		1972 (Gifts received as of March 29)			
	Total No. Contributors	Solicited This Date 1971	Number of Contributors	New Contributors	Total Number Contributors	1971 Contributors Not Yet Solicited
\$ 2,500—4,999	1,359	285	301	20	321	1,038
\$ 5,000—9,999	855	241	247	17	264	591
\$10,000 & Over	953	386	420	36	456	497
	<u>3,167</u>	<u>912</u>	<u>968</u>	<u>73</u>	<u>1,041</u>	<u>2,126</u>

BOX SCORE COMMENT

All of you who receive PR are experienced campaigners. That is why we can share with you — no, why we need to share with you — the real story of our fund raising efforts.

Campaign figures can be used to interpret results in many ways. We can use one criterion and show you how well we do, and another to show that we are falling behind. It just depends on what figures we use.

For example:

Our progress in covering the major prospects — the \$2,500 and over givers — is remarkable. Last year, on the same date, we had 912 gifts in for the 1971 campaign. Today, for 1972, we have 1,041 — over 130 more than last year. That shows an excellent acceleration of the tempo of the campaign.

Now here is another figure:

In 1971 — on the same day — we had \$36,000,000 raised. Today we have \$34,600,000 — or \$1,400,000 less.

Which figure is correct?

Both are. It just depends on how you look at it. What really counts is that the same major givers in 1972 have increased their own contributions by over 27%. That is the key figure to watch.

MAJOR JEWISH GROUPS SUPPORT UJA

We are encouraged by the support we are getting from the major Jewish organizations. For the first time it seems that the organized Jewish community in New York is throwing its support behind the UJA.

Behind this fact there is a fascinating story of individual meetings, followed by one, two, often three meetings, with the leaders of these organizations to work out approaches that are practical and fit in to their program and calendar.

All our discussions have been guided by three basic principles which have found a response among the leaders of most of these organizations.

1. Your organization has been in the forefront of the battle on behalf of Soviet Jewry and can share in the credit for the fact that Jews are now coming out in large numbers.

2. Now you ought to alert the membership of your organization to the fact that someone has to pay for this emigration, and the UJA Israel Emergency Fund is the official recognized vehicle.

3. Every member of every Jewish organization ought to make a contribution, no matter how large or small, to help pay for the rescue, reception and initial absorption of Russian Jews.

Among the major organizations with which we have already met are:

American Jewish Committee
American Jewish Congress
B'nai B'rith
B'nai Zion
Hadassah
Jewish War Veterans
Zionist Organization of America

We shall keep you informed of our progress which, hopefully, can add thousands of new contributors to our lists.

We are just going into the peak period of our 1972 campaign — the time when most of our major activities take place. Just to give you an idea of what this involves, here is next Tuesday's roster of meetings. It is a day chosen at random, and typifies what goes on at UJA at this time of the year.

April 11, 1972:

Campaign Cabinet meeting	1
Pace Setter meetings	11
Meetings to promote divisional dinners	2
Planning meetings	5
Luncheon meetings	4
Dinner meetings	2
Women's Division meetings	14
Young Leadership meetings	2
Council of Organization meetings	7
Total	48

During the week of April 10, the total number of meetings scheduled is over 300! This total does not include regularly scheduled committee meetings between our staff and their lay leadership.

CASH ASSIGNMENTS MADE

Twenty-five divisional cash chairmen met last week with Jacob Leichtman, our overall cash chairman, to work out plans for making inroads on outstanding cash balances among UJA contributors.

PROGRESS REPORT

Each of the division chairmen was given a list of outstanding accounts in his division, and was urged to press for payment at the earliest possible date. In addition, a number of "problem" accounts were reviewed and assigned for followup.

A meeting to report on these assignments is scheduled for Thursday afternoon, May 4th at UJA headquarters, between 4:30 and 5:30.

The week of Monday, June 19, has been designated as "New York Cash Week." The start of "Cash Week" coincides with the beginning of telephone sessions at UJA headquarters, and it is hoped that "Cash Week" will be a focus for bringing in payments which would ordinarily be deferred until later in the year.

Dr. Sidney M. Edelstein, national cash chairman, was a guest at last week's meeting. He joined Mr. Leichtman in emphasizing that the prospect whose prior pledge remains unpaid is a "tougher" prospect for a 1972 contribution. The drive for cash, therefore, is not only important in itself, but equally important in providing a basis for successful solicitation this year.

ANN FEINGOLD *In Memoriam*

Ann Feingold, supervisor of Manhattan Organizations for our Women's Division, and wife of our Executive Consultant, Samuel Feingold, died on the eve of Passover.

She and her husband had been a UJA team during an entire generation, and her loss to our professional staff, and to the Jewish community as a whole, is an incalculable one.

Mrs. Feingold combined the roles of career woman and wife with consummate grace. She was a woman of rare personality, whose zest for life and gift for friendship were the hallmarks of her character.

The professional lives of Ann and Sam Feingold were inseparable. They lived UJA not only at the office but in their personal and social activities as well.

If there is consolation in Ann's loss it lies in the legacy of remembrance, a legacy of warmth and good humor, of high professional achievement, of thoughtfulness and loving kindness.

To Sam, and to the other members of the grieving family, we offer our heartfelt sympathy.

WHERE WE STAND TODAY

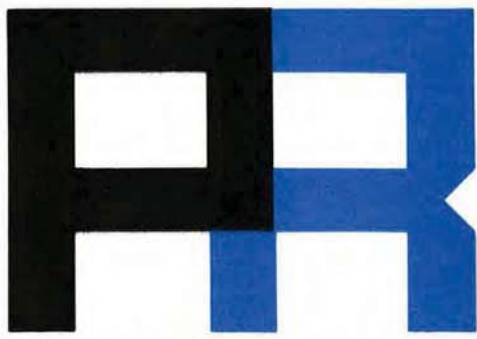
We are keeping a running total on 1972 campaign results. As you might have guessed, the UJA barometer fluctuates, — not unlike the stock market. We started the campaign with an increase of 35%, and from there we began to move downward. Now we are on the upgrade again.

Here are the figures:

February 18th	— 35% increase
February 25th	— 34.2% increase
March 3rd	— 24.8% increase
March 10th	— 25% increase
March 17th	— 25.3% increase
March 24th	— 27.1% increase
March 30th	— 27.3% increase
April 7th	— 27.6% increase

In terms of dollars, we have \$34,600,000 as of today. You can help get us back to the 35% increase level — and beyond. Just keep the increases coming!

So long and good campaigning.



PROGRESS REPORT



file

Confidential review
of developments in
1972's UJA campaign

M. Riklis Laurence A. Tisch

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

May 2, 1972

SOVIET MIGRATION REACHES 10,000 FOR 1972

The number of Russian Jews entering Israel so far this year has reached almost 10,000. During the first 25 days of April alone 2,539 arrived. The Jewish Agency's prediction that 30,000 would enter the country during 1972 seems well on the way to fulfillment.

We had thought that news of an influx of such proportions from the Soviet Union would have electrified New York's Jewish community and that substantial gifts would have been made spontaneously, as they were during and after the Six Day War.

It has been sobering to find that the real significance of the Russian migration has so far eluded the average UJA contributor. Not enough of our people seem to recognize the historic significance of this movement, or the promise it holds for the people of Israel.

It bears repeating that today's Russian immigrants are in every sense the brothers of the men and women who migrated to Israel in the early 1900's, and whose vision and toil created an independent Israel. They are today's counterparts of the Ben Gurions, the Eshkols and the Meirs.

Among them are such men as Efraim Sevela, who is one of Russia's foremost film writers and producers (now in New York for UJA), and Yuri Aronovich, the 39-year-old conductor of the Moscow radio and television orchestra who settled in Israel only last week, and who will conduct the Israel Philharmonic Orchestra.

These are immigrants whose technical and cultural resources are immediate assets to Israel's people, and who are certain to have a substantial influence on the country's long-term development.

We have talked previously about the cost to UJA of the current Russian immigration — that \$35,000 is needed during the first year to transport, house, and reestablish a single Russian family in Israel. There is no doubt in the minds of Israel's leaders that this represents one of the great philanthropic tasks of our era, because the richness and strength which the Russian Jews bring to their new country is an incalculable asset.

It is our feeling that these facts are not yet being fully grasped by our people — even by some of our leaders.

We ask you to remember what the first wave of Russian immigration meant to Palestine, and then consider what the addition of 30,000 similar immigrants can mean to today's Israel. If you will do that, and if you will try to instill the same degree of understanding among your prospects, we have every hope that their response will begin to measure up to the dimensions of the opportunity that has been given us this year.

WE HAVE PASSED \$40,000,000

One of the heartening aspects of the current campaign is that, even after the wonderful increases we received during 1971, our top contributors are making still further increases in their gifts this year.

PROGRESS REPORT

The total of over \$40,000,000 which we have raised as of this week represents an increase of 30% over the gifts made by the same contributors last year.

If we can sustain — and enlarge — this rate of increase among the more than 2,000 special gifts prospects who have not yet made their commitments, we can begin to make some inroads on the staggering cost of the migration from the Soviet Union.

UJA STAFF GIFTS RISE BY 22%

The professional and clerical staffs of the United Jewish Appeal of Greater New York have held a series of fund-raising meetings at headquarters during recent weeks.

The figures show that the staff itself, which is so

close to the issues of the 1972 campaign, has made total contributions of \$50,100 representing an increase of 22%.

ONE MISSION LEADS TO ANOTHER

A Wall Street group led by Jack Nash, which returned from a fact-finding mission to Israel only last week, has already begun to plan the next Wall Street mission, which is tentatively scheduled for the end of September.

The group which Mr. Nash led comprised fifteen couples whose gifts to the 1971 campaign aggregated \$10,570. Before their return to this country the same contributors had pledged a total of more than \$75,000. This better than 700% increase stands, at least for the moment, as a record for a New York UJA group.

BOX SCORE ON SOLICITATION (\$2,500 & Over Contributors)

Category	1971 (Entire Year)		1972 (Gifts received as of March 29)			
	Total No. Contributors	Solicited This Date 1971	Number of Contributors	New Contributors	Total Number Contributors	1971 Contributors Not Yet Solicited
\$ 2,500-4,999	1,359	383	385	24	409	974
\$ 5,000-9,999	855	293	302	26	328	553
\$10,000 & Over	953	429	465	38	503	488
	<u>3,167</u>	<u>1,105</u>	<u>1,152</u>	<u>88</u>	<u>1,240</u>	<u>2,015</u>

BOX SCORE COMMENT

As every experienced New York UJA campaigner knows, the success of our effort hinges on the 3,000-plus contributors of \$2,500 and over. That is why we pay so much attention to this group, which raises over 60% of the total of our campaign.

At this time last year, 43% of the 1970 givers in this category had made their gifts for 1971. So far, on the same date only 36% of our 1971 givers have made their 1972 commitments. Or, in concrete numbers — last year on this date — there were only 1,745 givers of \$2,500

and over who had not yet made their gifts. Today that number is 2,015. Last year these gifts were coming in at the rate of 100 per week. The average now is 70.

What is the answer?

The only one we can offer is to ask you to give priority to the major prospects you yourself have, and to schedule appointments with them. Unless this is done, time will work against us. There is still enough time left to do the job and do it well.

SOME SPECTACULAR INCREASES

Here are a few of the increases obtained during the last three weeks which give us great hope and encouragement — as they should you. All of these gifts were obtained after a great deal of research, and through personal solicitation by teams of two of our volunteers.

¹⁹⁷¹ 1972	1972
0	\$100,000
\$15	\$120,000
\$3,000	\$100,000
\$1,500	\$ 70,000
\$15,000	\$100,000

MAJOR ORGANIZATIONS LINE UP WITH UJA

While we emphasize — and for obvious reasons — the importance of the \$2,500 and over giving category, we want you to know that we are by no means neglecting the smaller contributors.

This year, more than at any other time, including 1967, a tremendous effort has gone into getting the major New York Jewish organizations to conduct a UJA campaign among their members. The response has been immensely gratifying.

Two weeks ago the Metropolitan Council of B'nai B'rith, at an extraordinary session addressed by UJA President Herbert Tenzer, voted to endorse the UJA campaign, and to ask every single one of their 387 chapters in the Greater New York area to appoint a UJA chairman and to conduct an active UJA campaign.

This was followed by a similar action on the part of the Zionist Organization of America. Hadassah, also, is giving us complete cooperation. These actions assure us that our 1972 UJA campaign will have the broadest city-wide appeal in its 31-year history.

MAJOR SPRING ACTIVITIES

In order to maintain, and even accelerate the momentum of the current drive, several major general campaign functions have been scheduled. You may want to make a note of them on your calendar.

DATE	PURPOSE
May 15 4 - 6 P.M. Meeting at the office of Laurence A. Tisch.	Review and reassignment of major contributors in special gifts category
May 22 12 Noon Meeting at UJA Headquarters	To brief our leadership on recent developments, and plan strategy for enlarged personal solicitation campaign. <i>Speaker:</i> Ambassador Simcha Pratt, Political Advisor to Israel's Minister of Foreign Affairs.
June 19 12 Noon New York Hilton Hotel	Final general campaign luncheon meeting for outstanding prospects in all divisions. <i>Guest of Honor:</i> Senator Jacob J. Javits.

Your participation in these sessions would be more than welcome, and we hope you will consider this our cordial invitation to be present at any one or all of them.

INTERIM REPORT

We are particularly gratified that individual contributors who made wonderful increases last year are making still further increases this year. The impact of these gifts is reflected in some of our major divisional campaigns, where it is now evident that significant advances are being made over 1971.

Five of these major divisions held their annual fund-raising functions during the week of April 14, and by the end of that week this is the way they stood with relationship to last year:

Division	Amount Received	Advance Over 1971
Drugs and Cosmetics	\$1,825,867	18%
Grocers	\$1,335,627	22%
Lawyers	\$1,445,735	30%
Scarsdale	\$2,550,000	6%
South Shore	\$2,500,000	32%

In the case of the Scarsdale Division, one gift of \$350,000 which had been received at this time last year will not come in until June. Nevertheless, even without this major gift, the Division is running ahead of last year.

PROGRESS REPORT

In the South Shore Division, a special gift of \$500,000 to the Israel Education Fund was announced, but is not included in the general campaign total given above.

The important thing to remember is that these are only interim reports, and that there is much campaigning still to be done in each of the divisions – on a person-to-person basis, through future meetings, and through every other campaign device we know how to use.

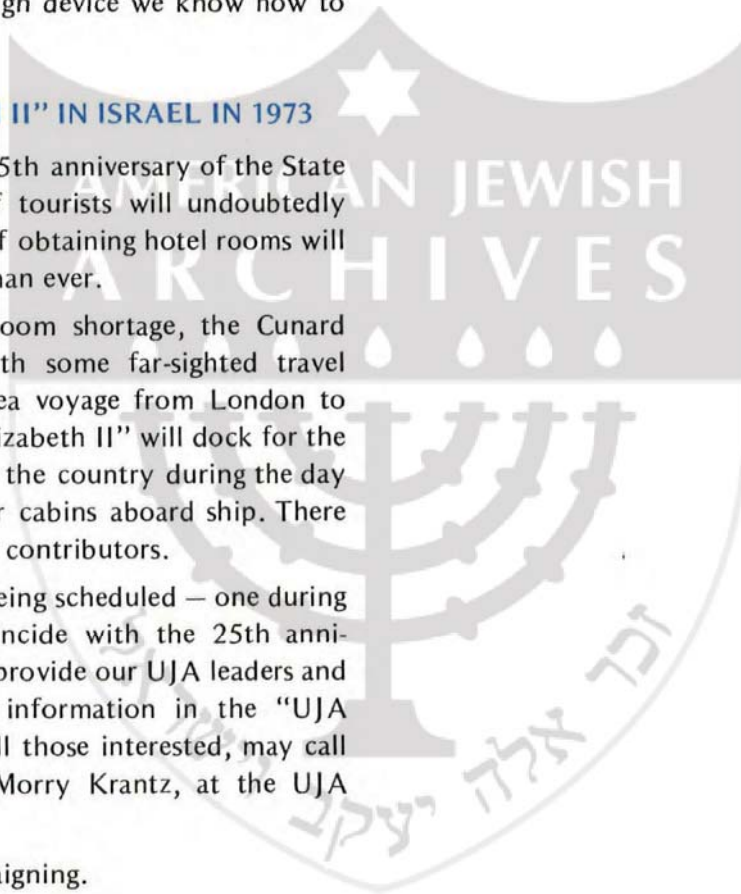
THE “QUEEN ELIZABETH II” IN ISRAEL IN 1973

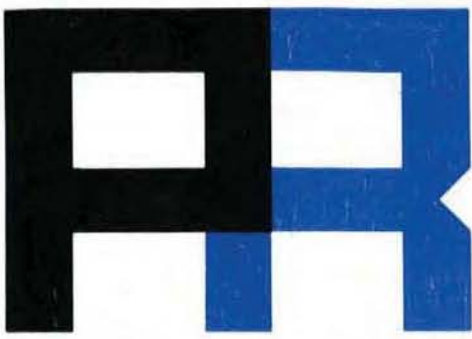
Next year will see the 25th anniversary of the State of Israel and the influx of tourists will undoubtedly break all records. The job of obtaining hotel rooms will be a more serious problem than ever.

To help alleviate the room shortage, the Cunard Line – in cooperation with some far-sighted travel agents – is scheduling a sea voyage from London to Israel, where the “Queen Elizabeth II” will dock for the first time. Visitors will tour the country during the day and return at night to their cabins aboard ship. There will be special tours for UJA contributors.

Two separate trips are being scheduled – one during Passover, the other to coincide with the 25th anniversary celebration. We will provide our UJA leaders and contributors with further information in the “UJA World.” In the meantime, all those interested, may call our Director of Missions, Morry Krantz, at the UJA office (CO5-2200).

So long, and good campaigning.





PROGRESS REPORT



Confidential review
of developments in
1972's UJA campaign

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

May 18, 1972

BOX SCORE COMMENTS We Are Sounding the Alarm

We try not to sound the alarm unless we have solid reason for doing so. We are doing it now, and if you will look at the Box Score, you will see why.

At approximately this time last year we had covered more than half of our prospects in the giving category of \$2,500 and more. So far this year, we have not even approached the halfway mark — and time is growing short. Last month and the month before, we could afford to work at a leisurely pace. But now we have reached the point of no return. There is scarcely a month-and-a-half left before the summer doldrums set in, and yet we have months of work ahead of us.

Most of you who receive PR are key workers as well as contributors, and you are the ones who have key prospects for the present campaign. May we ask you these questions:

When did you last pick up the phone to make an appointment with one of your prospects?

When did you last solicit a contribution over the lunch table, or at your club?

With only six good campaign weeks remaining, more than 50% of our \$2,500 and over gifts are still outstanding. Last year at this time there were only 1,371 which had not yet been solicited; this year the number is 1,691.

We will not try to tell you the job is easy. Each of these gifts represents a campaign by itself. It is a hard job, but it is a job which can be done. It must be done by us — and it must be done *now*.

The situation has grown so critical that we have asked each of the top executives of UJA to get in touch with every worker who has \$2,500 and over prospects within the next week to ten days. One of these men will

BOX SCORE ON SOLICITATION (\$2,500 & Over Contributors)

Category	1971 (Entire Year)			1972 (Gifts received as of May 12)		
	Total No. Contributors	Solicited by May 17, 1971	Number of Contributors	New Contributors	Total Number Contributors	1971 Contributors Not Yet Solicited
\$ 2,500-4,999	1,359	602	543	31	574	816
\$ 5,000-9,999	855	429	379	35	414	426
\$10,000 & Over	953	585	504	44	548	449
	3,167	1,616	1,426	110	1,536	1,691

PROGRESS REPORT

work with you to set up your appointments. If you can use the help of a team-mate, he will arrange it for you. Your team-mate may be another UJA leader, or perhaps one of the prominent Israelis who have been helping us so effectively during the year.

Do your best, won't you? We'll be most grateful.

OUR TRIBUTE TO SENATOR JAVITS

Senator Jacob K. Javits will be guest of honor at the luncheon which will climax the current general campaign on Monday, June 19, in the Trianon Ballroom of the New York Hilton Hotel.

Guest speaker at the luncheon will be Ambassador Yosef Tekoah, Permanent Representative of Israel to the United Nations.

Senator Javits and Ambassador Tekoah are leading spokesmen for the Jews of the United States and for the people of Israel, so their participation makes the June 19th luncheon one of the highlights of the year. It is equally important as a focal date for bringing in contributions from major supporters of UJA who have not yet made their 1972 commitments.

Many of you have accepted lists of "prospects" for 1972 gifts. Bring them to the luncheon if you can, so they can hear the UJA story from the lips of two outstanding authorities. And come yourself — it will be an informative and stimulating event.

WHAT OTHER JEWISH COMMUNITIES ARE DOING

We thought that you would be interested in seeing some of the results of the UJA campaigns conducted in other major cities throughout the United States.

While New York raises by far the largest sum of money (by virtue of our size), many major cities in the United States have been doing a truly remarkable job year after year. Several of these cities have been able to increase their totals every single year for the last three years and will set new records again in 1972 in the totals they raise.

Following is an indication of some of the results achieved by these cities, showing the total amounts they have raised so far in 1972 and the increases they

represent. (These figures are as of April 28. The totals are considerably greater now.)

	1972	INCREASE
Chicago	\$10,125,000	19.8%
Cleveland	10,636,535	12.9%
Detroit	12,658,532	15.5%
Essex County	6,510,453	27.9%
Los Angeles	14,655,485	31.2%
Miami	7,980,315	89.3%
Philadelphia	8,766,055	16.6%
Pittsburgh	3,821,692	15.9%
St. Louis	3,178,406	24.8%
San Francisco	5,515,381	20.3%
Toronto	5,431,715	17.7%
Washington, D. C.	3,750,000	20.0%

In addition to the major cities shown above, Baltimore has concluded its 1972 campaign with a total of \$8,330,936, a 4.4% increase over last year, and the largest sum they have ever raised.

Compared with these figures, New York City still ranks very well. We are running 30% ahead at this stage of the campaign. It should be remembered that the other cities, being so much smaller than New York, are in the final stages of the campaigns. We, on the other hand, are only about halfway through in terms of the amount we have raised, and have reached only 30% of our contributors.

Looking at the country as a whole, the total amount we have raised so far exceeds \$230,000,000, compared to \$187,000,000 last year . . . an increase of 22.7%. We will try to keep you up to date on the national fund raising picture from time to time.

NATIONAL STUDY CONFERENCE BEING PLANNED

Although the 1972 UJA Study Conference in Israel will not take off until October 1st, it is not too early to plan now to take part in this exciting journey.

The Conference is scheduled for the eve of Israel's 25th anniversary, and our national group will be the first special overseas delegation representing the American Jewish community to visit Israel on the occasion of the Silver Jubilee of Statehood.

It is important for us to have the maximum number of New Yorkers in the \$20,000 plus giving category to take part in the Conference. We are the ones who set the tone for the entire national campaign, and the influence of our leaders can have a vital impact on the leaders of other Jewish communities throughout the country.

Many of our top UJA leaders will be going, and we'd all be more than happy to have you join us, and help us set down the foundations for our 1973 campaign.

As we said, we'll take off from New York on Sunday, October 1st, and we'll return on Tuesday, October 10th. Accommodations will be provided for husbands and wives, so make this extraordinary visit to Israel a high point of your year.

CAN YOU BEAT THE EXPERTS?

Our Women's Division bridge tournament has become an established feature of the bridge world. It will be held for the ninth consecutive year on Monday, June 5th in the Grand Ballroom of Delmonico's Hotel, and this year it will extend an official welcome to Israel's international bridge team.

The tournament was started by Mrs. Samuel M. Stayman, and she has made it her personal project each year since 1964. Many of UJA's leaders doff their campaign hats for this evening and match their skill against the sixty experts Mrs. Stayman recruits for this event.

If you want to play with one of these experts as your partner, it will cost you \$250. General players pay \$50, and kibbitzers pay \$25. Checks are payable to UJA.

Only one of the leaders of UJA has ever won top prize in this tournament. He is Burton Belsky of Rockville Center. If you want to try to match Mr. Belsky, why don't you make a note of the date — June 5 — right now.

LEVITTS HOST UJA ART PREVIEW

Special fund-raising projects have been a specialty of our Women's Division for many years. Their 19th annual art auction this year will take place at the Parke-Bernet Galleries, 980 Madison Avenue, on Thursday, June 15.

Our special gifts chairman, Bill Levitt, and his lovely wife Simone, are adding a gala note to this year's event by hosting a Preview Party at the galleries on the evening of Tuesday, June 13.

Add the participation of the Levitts to a notable collection of paintings and sculpture, and this year's art auction promises to be very special.

The chairman of the Art Auction Committee is Mrs. Joseph Gurwin, who has served in that position since 1970.

THE TOTALITY OF THE CAMPAIGN

Much of the drama of our 1972 campaign centers on the current mass exodus of Jews from Russia to Israel. We keep pointing to this historic breakthrough in our speeches, our literature, and in our face-to-face contacts with contributors.

We hope this emphasis on the Russians does not overshadow the other vital elements of UJA's worldwide program. Ours is fundamentally a lifesaving organization, and the lives of Jews in Morocco or Rumania, or in more than twenty other nations around the world, are just as precious to us as our newly liberated Russian brothers.

It would be regrettable if our elation over the Russian migration were to divert our attention from the other vital elements of the UJA program. The first consideration to bear in mind is that Israel will welcome 70,000 new immigrants this year, and only 30,000 of them will be Russians. Each of these 70,000 deserves the same opportunity to build a new life for himself, and we propose to do everything in our power to make certain that he has that opportunity.

By the same token, we have no intention of diluting our programs for the aged Jews of Morocco, or the Jewish school children of Iran. We are equally determined to continue our support of the helpless aged in Rumania, and we are still going to reach out to those who are trapped in hostile Arab lands. And we are certainly going to provide for the 3,000 Jewish refugees who will be becoming our own neighbors here in New York during the year.

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Of course, Israel must and will continue to stand in the foreground of the UJA picture. Until peace settles over the Middle East, that is inevitable. But UJA's business embraces old age homes in France as well as ulpanim in Israel. It involves migration centers in Rome as well as new settlements in the Galilee.

Sustaining Jewish life wherever it is threatened is the watchword of UJA, and the range of our commitment still covers the whole world.

ARE YOU A GOOD SOLICITOR?

Our many years of fundraising experience show that the single best way of raising money is through direct confrontation. One person must ask another person for a contribution . . . not by phone, not by mail, but directly.

It was, therefore, fascinating to hear Dr. Aryeh Neshet address some 200 of our campaign chairmen on May 1st on "The Art of Personal Solicitation." It was an hour-and-a-half presentation, liberally laced with humor. The audience responded frequently with chuckles, and with nods of recognition as Dr. Neshet related some of his experiences as a solicitor.

Indicative of Dr. Neshet's effectiveness was the fact that practically everyone remained until the end of the long meeting. In response to many requests, we will be sending edited transcripts of Dr. Neshet's presentation to those who attended the conference.

Three basic points made by Dr. Neshet stand out, in our opinion, and we feel they are important to bear in mind every time a gift is solicited:

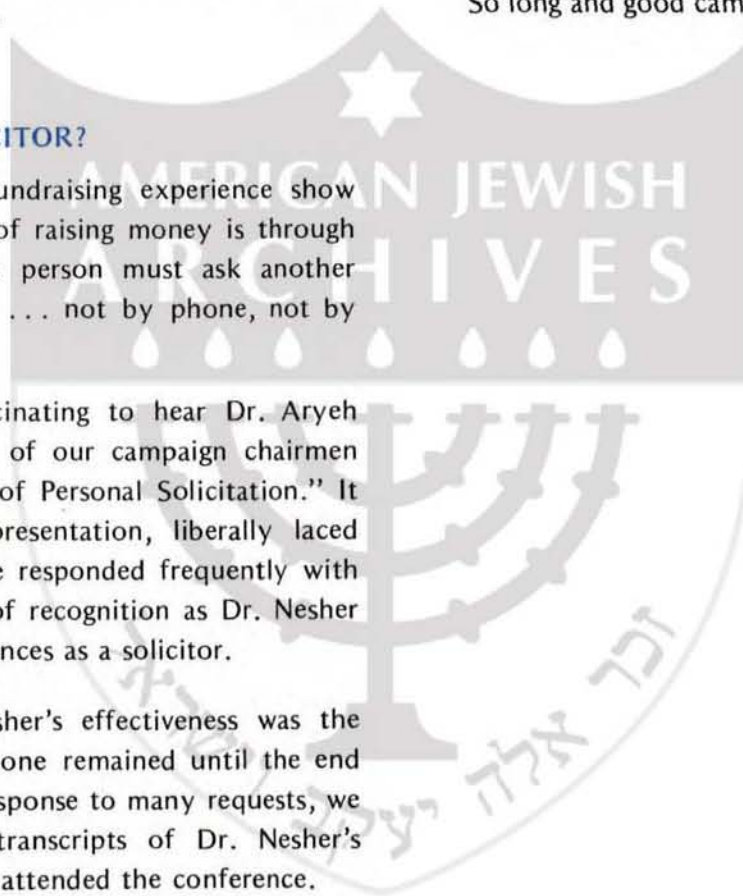
1. Know your customer
2. Never apologize
3. Think big

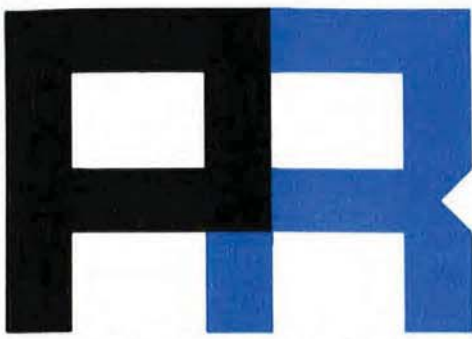
As a direct result of this fascinating meeting, we have come to the conclusion that all of us, no matter how long we have been involved in fundraising, can profit from this kind of training session.

We often assume we know all we need to know about soliciting. Dr. Neshet's talk indicated that this just is not the case. With this in mind, we want to let you know that we have arranged for a series of training sessions on this subject, and we will advise you when they will be held.

In the meantime, as we said earlier, please, please go out to solicit your prospects *now*.

So long and good campaigning.





PROGRESS REPORT



file

Confidential review
of developments in
1972's UJA campaign

Meshulam Riklis *Laurence A. Tisch*

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

June 8, 1972

WE HAVE PASSED THE \$50,000,000 MARK

We have passed the \$50,000,000 mark and are going strong. Our overall rate of increase over last year (same group of contributors) remains steady at 30%.

A good number of major functions will take place between now and the end of the month. As of July, we will be faced with the problem of systematically reducing the number of outstanding items. Our objective is to hit the \$60,000,000 mark by August. After that we can concentrate on a comprehensive "clean-up" program and go after those gifts that normally come in around the end of the campaign.

At this point, the sum total of our outstanding "inventory" is \$31,000,000 ... representing almost 100,000 gifts. Obviously, we are not yet in the position to relax our efforts. A real big job still remains to be done.

1,288 MAJOR CARDS STILL OUTSTANDING

Since our last Box Score report, we have made considerable progress. In fact, we are even ahead of the accelerated pace we set for ourselves last year.

We have brought in 2,088 gifts in the \$2,500 and over category, as against the 2,007 we had on our books at this time last year. That is all to the good.

In 1970 there was a total of 2,850 gifts in this category. In 1971, as a result of the tremendous amount of effort put in by our co-workers, the number was increased to 3,167 gifts. This group, taken as a whole, represents 67% of our entire campaign total, and it is on this nucleus of top contributors that our ultimate success depends.

So we have to recognize that we have a much bigger job this year than ever before. It is bigger only because

BOX SCORE ON SOLICITATION (\$2,500 & Over Contributors)

Category	1971	1972			1971 Contributions Not Yet In For 1972
	(Entire Year)	(Gifts Obtained by June 4, 1971)	(Number of Contributors)	(Gifts received as of June 2)	
	Total No. Contributors		New Contributors	Total Number Contributors	
\$ 2,500-4,999	1,359	804	46	788	617
\$ 5,000-9,999	855	531	47	559	343
\$10,000 & Over	953	672	116	741	328
	<u>3,167</u>	<u>2,007</u>	<u>209</u>	<u>2,088</u>	<u>1,288</u>

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we have been so successful, so the problems we face are good problems, positive ones. Prime among them is the fact that 1,288 of our 1971 contributors of \$2,500 and over have not yet made 1972 gifts. This figure compares with the 1,029 which were outstanding at this time last year.

It is those 1,288 gifts which concern us most deeply at this point. While it is true that some of these prospects have been seen, definite commitments have not yet been obtained. On the other hand, we believe that a very large number of these prospects, perhaps even a majority of them, have not yet been contacted at all during 1972.

It is specifically in this area where we urgently . . . even desperately . . . need your assistance during the remaining few weeks of intensive campaign activity. We cannot stress too strongly how much depends on what you do personally to help us reduce this total of outstanding gifts and convert them into current commitments.

106 PACE SETTER MEETINGS CANCELLED

Does this startle you?

Does it look discouraging?

Before you decide, just look at a few facts. During the same period when these Pace Setter meetings were cancelled, *we actually held 280 of them*, and they were attended by more than 3,500 persons. Out of these meetings came more than 2,700 contributions, most of them representing substantial increases over last year.

For the past two years, we have considered our Pace Setter program to be one of the keystones of a successful UJA campaign in Greater New York. Some of our communities have held dozens of Pace Setter

meetings, and in virtually every instance their campaign results are far greater than those communities which have held few or none at all.

Even meetings which had to be cancelled did not represent a total loss. In many instances, those who had accepted invitations were asked to participate in other, more successful Pace Setter meetings, so they were not lost to UJA.

In appraising the value of the Pace Setter program, one factor that must be kept in mind is that, in its emphasis, this is a relatively new program for UJA. As recently as two years ago, only 25 comparable meetings were held throughout the city. Against this background, it becomes clear that, while we have had some setbacks, we have also made tremendous progress.

The successful Pace Setter meetings have produced a chain reaction in many cases . . . meetings beget meetings. On balance, we can only conclude that the Pace Setter meeting is the best way we know to involve new workers in UJA, to attract new leaders and contributors. These meetings provide an informal atmosphere where, without pressures of time, we can create a climate which is favorable to accomplishing the results toward which we are striving.

So we are not discouraged by failures, especially since they are so heavily outweighed by successes. On the contrary, the more we learn from failure, the more we learn to plan for success. The Pace Setter program has proved its value, and we strongly favor its continuance as an essential element in the UJA campaign picture.

AIM AT 350 FOR JAVITS LUNCHEON

Our top leaders are aiming at an attendance of 350 at our luncheon in honor of Senator Jacob K. Javits on

Monday, June 19, in the Trianon Ballroom of the New York Hilton Hotel.

This luncheon will be the last major general campaign event before the summer lull sets in, so our leaders are urged to bring to it as many as possible of their uncommitted prospects in the special gifts range.

They will have the chance of hearing the UJA story from Senator Javits and from Israel's Ambassador Yosef Tekoah, and we hope that it will influence the extent of their commitments to the 1972 campaign.

TELEPHONE SESSIONS BEGIN JUNE 20th

Our traditional Tuesday and Thursday telephone sessions at UJA headquarters will begin on Tuesday, June 20, and will continue every Tuesday and Thursday thereafter, except for July 4, until the end of August.

This year's telephone activities will concentrate on reaching a maximum number of contributors in the shortest possible time.

While we have often emphasized that the telephone is the least favorable medium for solicitation of important gifts, it can be extremely helpful in increasing the numbers of those who support UJA, and that is especially important during this period of peak immigration to Israel.

As has been the practice in the past, each of the telephone sessions will feature the presence of an outstanding personality, or a special delegation. Israel's Consul General in New York, David Rivlin, will attend the first session on June 20th, and the second on June 22, will have the substantial attendance of leaders of the Mizrahi Women's Organization.

During the following week, on Tuesday, June 29, former Governor Averell Harriman, will be our special guest. Over the years Governor Harriman, who has also served as our Ambassador to the Soviet Union, has been a great and good friend of the UJA, and his comments on developments in the Soviet Union, particularly as they affect the current wave of Jewish migration from that country, should be extremely interesting.

We hope you will try to attend as many of these Tuesday and Thursday sessions as you can. They provide another way in which you can be helpful to UJA.

SUFFOLK TRIES NEW DINNER FORMAT

Until recently the only black tie event on the UJA calendar was our February Pace Setters dinner. Then on May 24, Suffolk County decided to go "formal" at its own Pace Setter dinner for UJA.

Under the leadership of Gerald M. Benstock as general chairman, 250 leaders of the County's Jewish community assembled at Colonie Hill in Hauppauge to hear an address by Israel's Ambassador Yosef Tekoah and to announce their support of the 1972 campaign.

Perhaps the festiveness of the occasion accounted for the pledges of \$202,000, which represented an increase of better than 23% over last year.

If a black tie event, or any other out-of-the routine program, can contribute to such results, perhaps we ought to give more thought to the background against which we carry out our campaign activities.

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INNOVATION FOR CURTAIN & DRAPERY DIVISION

Another campaign division which is taking a new look at the format of its annual gathering in support of UJA is the Curtain and Drapery Division, under the leadership of Bernard Jitomir.

Instead of the customary testimonial dinner, the Division will commemorate the 25th anniversary of the voyage of the "Exodus" at its annual dinner on Tuesday, June 20th, at the Waldorf Astoria.

The guest speaker at the dinner will be the Rev. John Stanley Grauel, who was a member of the crew on the ill-fated journey of the Exodus. Three other crew members who, together with the Rev. Grauel, were presented with the Fighter for Israel Medal by the Israeli Government, will also be present.

Adding further color to the dinner will be an exhibition of a number of artifacts from the voyage, including the ship's Bible, and bloodstained arm bands worn by members of the crew. Immediately following the Curtain and Drapery Division dinner, these artifacts will be flown to Israel to be placed on permanent exhibition.

CASH WEEK OPENS JUNE 19

The cash chairmen of our industry and community divisions, under the leadership of Jacob Leichtman, will devote the week of June 19 to June 23rd to a concentrated push for the redemption of open pledges.

This effort, which has been designated as UJA Cash Week, will be highlighted on June 20th when many of the cash chairmen will participate in the opening of our telephone program, and will use the occasion to press for early payment of pledges.

Contributors with open balances have been invited to attend this session, as well, so that they may present their UJA checks personally. Then, if they can be prevailed on, we will ask them to call their friends and associates for cash.

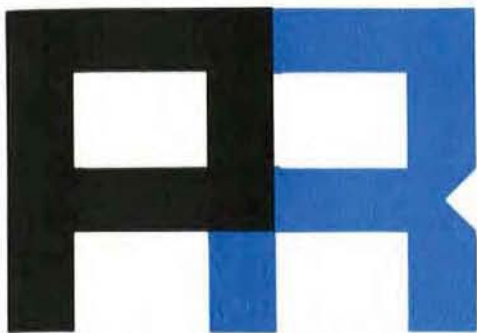
MORE ON CASH

We have an exciting development to share with you. One of our major contributors came to us this week with an offer to take a bank loan in order to pay off his entire UJA indebtedness in one fell swoop. And, most fortunately, we were able to arrange an extremely favorable loan plan for him.

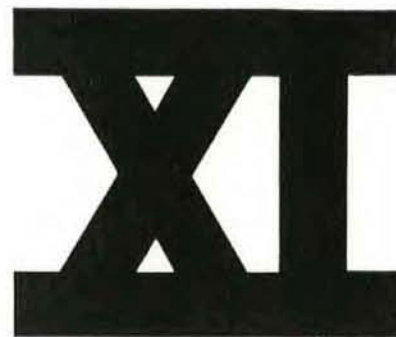
The thought occurs to us that there may be other friends of UJA who are similarly anxious to provide UJA with the cash that is so urgently needed, and who might also be interested in similar arrangements.

It goes without saying that the cost of sustaining the flow of Russian immigration cannot be covered by pledges alone. Anything you can do at this time to convert your pledges into cash would be meaningful — and deeply appreciated.

So long, and good campaigning.



PROGRESS REPORT



File

Confidential review
of developments in
1972's UJA campaign

M. Riklis Laurence A. Tisch

From: Meshulam Riklis, Laurence A. Tisch,
General Chairmen

To: 1972 Campaign Leadership

January 8, 1973

WE'RE STEPPING BACK – BUT NOT OUT

This will be the last of our Progress Reports to you, because we will be winding up as general chairmen of UJA at the end of this month. We hasten to add, however, that neither of us is retiring. The UJA has become part of us, and once one has made a total commitment to it, that commitment is for life. We'll both be active in the 1973 campaign, only in different capacities.

When we look back on the years in which we have been involved in the top leadership of our annual campaigns, it is gratifying to reflect that we have been part of a constant forward movement. One of us – Larry Tisch – has been a general chairman of the campaign since 1969, a year in which there were five general chairmen. The other – Meshulam Riklis – has been a general chairman since 1970 when again we had five chairmen. During the past two years, 1971 and 1972, we have been going it alone as general chairmen, and after such a period of concentrated activity, we think it is time for UJA to apply new thinking and new vitality to the problems that lie ahead of us.

We referred to the past four years as years of steady advance. Here are the figures which show how UJA has been progressing:

1969	...	\$53,000,000
1970	...	61,000,000
1971	...	73,000,000
1972	...	75,000,000

We cite these figures not as a record of personal accomplishment by any means, but rather as a tribute to our top leadership, and to our hundreds of division chairmen in industries and communities throughout the metropolitan area. This corps of volunteers has no parallel anywhere in the world, and its achievements are equally without parallel in the world of philanthropy.

By the same token, the tens of thousands of individual men and women who support UJA have consistently shown clearer understanding and greater generosity over the years, and those are the foundations on which UJA must build for the future. The men who will succeed us are ideally equipped to continue the advances of recent years and to bring UJA to new high ground.

They are both UJA veterans. One is William J. Levitt, the other is our present president, Herbert Tenzer. As many of you know, Bill brings to UJA a genius for high achievement. He is the man who brought American homebuilding into the twentieth century, and he is equally at home in the top echelons of business and civic affairs. Herb has gained outstanding success in three careers – in the law, in public life, and in philanthropy. As a founder of UJA, he brings to the task he shares with Bill Levitt, the experience of a seasoned campaigner and the zeal of a born leader.

We welcome both Bill Levitt and Herb Tenzer to the leadership of our 1973 campaign. We consider theirs the Number One job in American philanthropy, and we pledge them our unqualified support.

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**ALREADY IN FOR 1972: \$72,737,000 –
EXPECTED FINAL FIGURE: \$75,000,000**

On December 29, the last business day of 1972, our campaign showed a total of \$72,737,000, with another month of campaigning still ahead of us. When we close the books for 1972 on January 31, 1973, we confidently expect to have reached the \$75,000,000 mark.

We can take satisfaction in knowing that this will be the highest total ever reached by the United Jewish Appeal of Greater New York. At the same time, we must be realistic enough to recognize that this sum, great as it is, is still woefully short of meeting the world-wide Jewish needs which can be met only through UJA. We are faced with a task so vast that even our best efforts, and they have been great indeed, have not yet measured up to the minimum requirements of our beneficiary agencies.

That means we have to keep moving ahead. In that connection, it is encouraging to be able to report that we have made real progress in gaining significant increases among those contributors who usually give in the six figure and over category. However, we are not doing quite as well among those in the lower categories. This ought to be an area for considerable concentration during the 1973 campaign.

We are ahead of 1971 in the pace of our special gifts solicitation this year. In December, 1971, we had a total of 2,957 gifts of \$2,500 and over, and we ultimately wound up the campaign with 3,167. On the same date in 1972, we had 3,078 gifts in this category, so with almost a month still to go it is reasonable to expect that we will go well beyond the 1971 total – provided that all of us continue our work with the special gifts prospects who have not yet made their 1972 commitments. The complete coverage of these remaining “non-repeats” is vital to the attainment of the \$75,000,000 figure.

UNUSUAL PROGRAM PLANNED FOR PACE SETTER DINNER

All too often the atmosphere at important fund raising functions is ultra-serious. We want to change that at our Pace Setter Dinner this year, which will take place on Thursday evening, February 8, at the New York Hilton Hotel. The main reason is that besides inaugurating our 1973 campaign, the Pace Setter Dinner will be a festive gathering because it will mark the 25th anniversary of the State of Israel. An event as happy as this ought to lighten all our hearts.

You have probably received your invitation to the dinner already, so you will have noticed that our guest stars will be Jack Benny, Alan King and Pinchas Zukerman. With entertainers of this magnitude, we may very well be inaugurating a new era in fund raising. In addition, we will be presenting a special commemoration in sound and light of Israel's 25th anniversary.

We had originally scheduled the Pace Setter Dinner at another hotel but our leaders felt that the unusual character of the program would attract a greater number of guests than usual, and since we did not want to have to say “no” to any potential guest, we have moved to the New York Hilton, where we are assured of adequate space.

As in previous years, attendance at the dinner is limited to contributors of \$10,000 and over, and we hope there will be many additions to these ranks on February 8. The dinner will be black tie, and if you have not yet made your reservation, why don't you take a moment to do it now. We promise you a memorable evening.

RUSSIAN IMMIGRATION PASSES 30,000 MARK

When we started the 1972 campaign, it was estimated that 30,000 Russian Jews would migrate to Israel in the

course of the year. On December 17, 1972, the most recent date on which we have had a report, the actual number was 30,335.

Of even greater significance was the statement made by Israel's Deputy Prime Minister, Yigal Allon, who declared early in December that Israel was planning its economic and absorptive capacity to "integrate not less than 1,000,000 Soviet Jews within this decade."

In spite of the obstacles which the Soviet Government has recently placed in the way of Jewish emigration to Israel, the outflow is continuing and, according to Mr. Allon, is expected to grow even greater during 1973 and the years that follow.

The heightened volume of Russian migration, combined with continued heavy migration from other sources, readily accounts for the acceptance of a 1973 national UJA quota of \$505,000,000, of which New York's share is \$150,000,000.

CASH RECEIPTS SHOW ADVANCE OVER '71

On December 29 we had received a total of \$60,346,008 in cash. The cash picture is almost \$4,000,000 better than it was at the same time last year, and our thanks go to our Cash Committee, which has been operating effectively under the chairmanship of Jacob Leichtman. Our new cash chairman for 1973 is Theodore H. Silbert, a veteran UJA leader, who has already begun to take over Mr. Leichtman's responsibilities.

FIVE DAYS FOR FREEDOM

Our 1973 campaign will see a great many innovations. To our minds, one of the most significant will be the program we call Five Days for Freedom.

The objective of Five Days for Freedom is to step

up the volume of face-to-face solicitation because it is, by all odds, the most effective technique for gaining the increases which are vital to the success of our campaign. The mechanics of the program involve devoting five whole days between February 26 and March 31 to the job of seeing major prospects in the \$2,500 and over category personally, and enlisting their support for the 1973 campaign. This means absenting oneself from one's office completely, and concentrating solely on the business of UJA.

We have been encouraged at the number of our top leaders, beginning with our Campaign Cabinet, who have agreed to give that much time to UJA, and we hope to have several hundred of our top volunteers in the field during that period.

In other cities, virtually every special gifts prospect is solicited personally. Here in New York we have lagged in personal solicitation, and have too often depended on less effective techniques in bringing in important gifts. This is one area where we have to catch up with the rest of the country if we are to raise the amounts we are capable of raising.

The Five Days for Freedom program will begin at five successive breakfast meetings at UJA headquarters beginning on Monday morning, February 26, and continuing on a daily basis thereafter through March 2. Our Five Days for Freedom workers, on each of these days, will start out from UJA headquarters where they will be served breakfast, and if they need transportation to visit their prospects, it will be provided then. For those who wish to begin their day's work at UJA headquarters during the rest of March, we'll be pleased to provide breakfast on any day they choose.

By the time we reach the end of March, we hope that a substantial proportion of our special gifts prospects will have been visited personally, and will have

PROGRESS REPORT

made their 1973 commitments. We are convinced that if the program is conscientiously followed, we can go into our Inaugural Dinners on March 31 with the bulk of our standard-setting gifts already on the books. This early setting of standards would then give us ample time to bring in the thousands of gifts which are influenced by those in the special gifts category.

The success of the program depends on these two factors: a) sufficient manpower among our top leaders, and b) giving sufficient time to make a substantial number of face-to-face visits.

We hope you will check your calendar now to see whether you can give us five days between February 26 and March 31. If the full five days are not possible for you, as they are for so many of our other leaders, we'd be grateful for four or three.

TWO OTHER DATES TO REMEMBER

Thursday, January 18 — UJA Board of Directors dinner, Delmonico's Hotel.

Thursday, February 1 — Leadership Conference, New York Sheraton Hotel, 4 P.M. to 6:30 P.M.

ANNIVERSARY MISSION IN PLANNING STAGE

We are planning a special Top-Leadership Mission to Israel from April 25 to May 9. This period coincides with the actual anniversary dates of the declaration of Israel's independence on May 6 and 7, so a great many special events have been scheduled, including the 25th anniversary parade. The members of our Top-Leadership Mission have been invited to participate in these anniversary events as guests of honor.

We can think of no greater gratification for a leader of UJA than to take part in this historic celebration on Israel's soil, and with Israel's people. If you can possibly

join us, it is not too early to make the reservations you will need now. You can do it by calling Jane Rogul, Director of Missions, at UJA headquarters, CO 5-2200, ext. 409. Miss Rogul will take care of plane and hotel reservations for you.

SEMINARS FOR LAY LEADERS IN ISRAEL

An interesting innovation in the education of volunteer leaders of UJA will be initiated in Israel next summer when two ten-day seminars will take place under the auspices of the International Fund-Raising Institute of the Jewish Agency.

Each of the scheduled seminars will accommodate up to 20 couples, who will be housed in pensions or kibbutz hostels. Participants in the seminars will hear lectures, go on field trips, and meet with Government and Agency leaders as they learn about the land, the people and the future of Israel.

Classroom lecturers will include some of the most prominent men and women in Israel in such areas as philosophy, law, archaeology, Bible study, social work, education, economics and science.

The first of the ten-day seminars will take place from July 5 to July 15, and the second from July 19 to July 29. If you think you would be interested in this type of challenging seminar, and would like to participate, we suggest that you get in touch with our office.



Now it is time for us to say so long. It has been good to work with you, and we have had many occasions for saying so. Once more, we say thanks, and we look forward to our continued association with you in UJA.

Best wishes for the New Year and — good luck, and good campaigning.

PPR

PROGRESS REPORT

2



From: William J. Levitt, Herbert Tenzer
General Chairmen

To: 1973 Campaign Leadership

Confidential review
of developments in
UJA's 1973 campaign

February 23, 1973

SOME NOTES ON OUR PACE SETTER DINNER

We would like to share a few thoughts with you about our third annual Pace Setter Dinner which took place on February 8.

The attendance was excellent even though there was a steady downpour through the afternoon and evening, and in spite of the Westchester railroad strike. We had more than 500 people in the New York Hilton ballroom, and thanks to the efforts of our Women's Division chairman, Mrs. Herbert J. Dreifuss, the setting was the most attractive we have ever seen at a UJA event.

This was, by all odds, the most festive UJA event in our memory. The program combined serious business with entertainment, and high drama with heartfelt rejoicing at Israel's silver jubilee.

One of the evening's most touching moments came right at the outset when Monroe Goldwater and Samuel Hausman, who were top UJA officials during 1948, when Israel gained its independence, lit the first and last candles on the giant 25th anniversary menorah, while Rabbi Judah Cahn offered a prayer "for all those to whom the promise has been kept." Mr. Goldwater and Mr. Hausman shared the candle-lighting with two recent refugees from Russia and a survivor of the Auschwitz concentration camp.

The festive atmosphere gained full swing when Alan King took the stage, and was joined by Jack Benny and Pinchas Zukerman. All three artists were in rare form, to the great delight of the audience. The serious business of the evening, however, took place between these two interludes, and no one could have failed to have been moved by the individual announcements of gifts which added up to \$10,613,000. It was the happiest kind of card-calling, and Meshulam Riklis and Ben Duhl are entitled to take a bow for the lively and effective way they went through the roll of honor.

We would like to add a word about our guests. They were an attractive, attentive group and no chairman could have asked for a more responsive audience. We thank them for having been with us, and for the great generosity shown by every one of them.

As we looked out over the ballroom, we were impressed by the relative youthfulness of the guests. In the recent past, these gatherings have been graced largely by senior citizens, but our 1973 dinner placed its accent on youth. We have never seen so many young men and women at a high level event of this kind before.

As you see, we are still elated at the way our campaign started, and we are going to do our level best to see that the momentum is sustained.

PROGRESS REPORT

1973 TOTAL PASSES \$27,500,000

Our 1973 campaign total came to \$27,500,000 as of last Friday. On a percentage basis we are 28% ahead of our record-breaking drive last year.

We feel good about that, but we have no illusions about the dimensions of the job that still lies ahead of us. The hardest part of the campaign has to be waged in the four coming months, and those are the months that will be decisive.

It is comforting to know we are off to a good start – as long as we remember that there is a long way to go. There are going to be long days and nights of plain hard work for all of us even to approach our goal.

We knew that when we started, and we're geared up for it. But we're going to need all the help we can get, especially yours, and we know you won't let us down.

GOLDA MEIR DINNER MARCH 5

By this time you have probably received your invitation to the national UJA dinner for Israel Prime Minister Golda Meir on Monday, March 5, at the New York Hilton Hotel.

We can't think of a better way of observing Israel's 25th anniversary than by joining in this declaration of American Jewish support for the gallant woman who leads a gallant nation. There will be no fund-raising at the March 5 dinner. It will be a demonstration of support for Mrs. Meir personally and for her country.

We suggest you make your dinner reservation as early as possible. It is going to be a memorable evening.

300 TO GIVE FIVE DAYS FOR FREEDOM

We are banking heavily on a brand new approach to the problem of bringing in gifts in the \$2,500 and over category during this campaign.

We call the program Five Days for Freedom. The five days are yours – the freedom is for the Jews of Russia and all the other Jews whose goal is to get to Israel.

Here is the way it works. Each of our top leaders is being asked to give five days of his time to UJA, away from his office altogether. Those five days will be devoted to just one purpose, and that is the personal solicitation of those key contributions that influence the giving of others.

Nearly 300 of our top leaders have already signed up for Five Days for Freedom. They will go into action on the morning of February 26, and we expect that a good number of them will be in the field every working day from that date until March 31, when we hold our eight simultaneous Inaugural Dinners.

You may ask "What's new about this?" After all, personal solicitation is the oldest technique in the manual of philanthropy. The answer is that it's new for New York, at least on the scale of the Five Days for Freedom program.

We have always had a number of leaders who go after gifts on a man to man basis. In a large sense, they have been the backbone of UJA. Now we want to strengthen that backbone by multiplying our personal solicitation effort.

It works in Cleveland, it works in Detroit, and there is no reason under the sun why it won't work here in New York. Call it New York chauvinism if you will, but we're convinced that our workers are just as able and our contributors are just as generous as you will find in the free world.

We're starting the program with five successive breakfast meetings at UJA headquarters, the first of which will take place on kick-off day on Monday, February 26. After breakfast, our Five Days for Freedom workers will set out to see their prospects, either in teams or individually. If they need transportation to get to a distant point, the UJA staff will provide it then and there.

Almost everyone who has enrolled already has his prospects. Usually they are contributors he knows well, so they can get down to business — UJA business — right away.

The name of the game in this, as in every UJA campaign, is "increases." By far the most effective way of getting them is on a face-to-face basis, and that's what our 300 leaders will be aiming for.

There is only one hitch. In an area the size of ours even 300 able and influential workers is not enough. The territory is too large, the number of prospects too great.

What we need is more recruits to give us five days, or four days, or even three or two. What about you? Can you give us a hand? It would be great if you could. Just call CO 5-2200, extension 289 and tell them you're ready.

Try it, and we'll guarantee you'll like it.

CASH COMMITTEES BEING FORMED

Under the leadership of Cash Chairman Theodore H. Silbert, divisional cash chairmen are presently being recruited in all our industries and communities.

The divisional cash chairmen did a notable job in last year's campaign when we collected over \$67,000,000 in cash, by far the highest total ever.

When you consider that it takes \$35,000 — in cash — to absorb a single Russian family in Israel, the urgency of converting pledges into cash at the earliest moment is all too clear.

The job which Ted Silbert and his associates have taken on is tremendously important in immediate human terms. We ask you to cooperate with them to the full. Pledges cannot do the job. Only cash can.

WOMEN'S RALLY OPENS DRIVE MARCH 1

Our Women's Division, which was responsible for raising \$8,500,000 last year, or better than 11 percent of our campaign total, will launch its 1973 campaign at its Opening Rally on Thursday, March 1, at the New York Hilton Hotel.

More than 3,000 women volunteers will take part in the Rally, where the keynote address will be made by Bess Myerson, New York's Consumer Affairs Commissioner.

A major part of the program will be the presentation to Bill Rosenwald of UJA's Eleanor Roosevelt Memorial Award. We congratulate him on adding another meaningful honor to the many others he has garnered during a lifetime of service to the Jewish

people. The presentation will be made by Ambassador Yosef Tekoah, Israel's Permanent Representative to the United Nations.

The Women's Division campaign is being led by the same partners who made such a great record in 1972 — Mrs. Herbert J. Dreifuss and Mrs. Ben S. Marcus. We believe they, and the thousands of women they lead, will do better than ever this year. We wish them good luck and good campaigning.

BEG PARDON, DR. MEILMAN

In PR I, when we listed the members of our 1973 Campaign Cabinet, two lines of type were inadvertently dropped. They read:

Chairman, Medical Division
Dr. Edward Meilman

Dr. Meilman is doing a fine job for UJA in opening up new areas of support among doctors throughout Greater New York.

UJA DISCONTINUES "NIGHT OF STARS"

For more than 35 years the UJA's "Night of Stars" has been a fall fixture on New York's theatrical scene. It has witnessed the debut of dozens of men and women whose names have become household words, and it has been a showcase for established stars of the entertainment world.

Times change, however, and so do the tastes of a changing generation. As a result, the traditional type of program offered by the "Night of Stars" has been losing ground over the past four years. Both attendance and receipts have been diminishing, so the time has come "to say goodbye and thank you."

While there will be no "Night of Stars" in 1973, the Cabinet has directed the UJA staff to explore the possibility of offering another type of UJA theatrical evening in the fall at a "house" less capacious than Madison Square Garden. The Landsmanschaft organizations, whose members have been among the principal patrons of the "Night of Stars," will be consulted as plans for this event begin to take shape.

MARCH 31 — A DATE TO SAVE

It is the date of our eight simultaneous Inaugural Dinners, and we hope you'll be at the one nearest your home. It's all part of New York's unique salute to Israel's people on their 25th anniversary.

We'll have more details for you in PR 3, but please circle March 31 on your calendar now.

Until next time—let's make every gift an increased gift.



PROGRESS REPORT



William J. Levitt Herbert Tenzer

From: William J. Levitt, Herbert Tenzer
General Chairmen

To: 1973 Campaign Leadership

Confidential review
of developments in
UJA's 1973 campaign

March 19, 1973

CAMPAIGN TOTAL AS OF MARCH 13

Our 1973 campaign had brought in \$34,000,000 as of last week, and we are 23% ahead of our record-breaking pace of last year.

EIGHT SIMULTANEOUS INAUGURALS

We have never tried it before, but then no other organization has either.

We wanted to hit on a meaningful way of marking Israel's 25th anniversary and to bring into these observances the core of the Jewish community of Greater New York. With those aims in mind, we have scheduled eight simultaneous Inaugural Dinners, to be held in every section of the metropolitan area.

These will be extraordinary dinners, unlike any the UJA has held before.

They will all take place on the same evening – Saturday, March 31 – and they will be far more festive than the usual UJA dinner. At almost all of them, music will be provided for dancing, and entertainment by notable personalities in the theatre world will round out the program. Several of the dinners call for formal attire, and most have set a minimum level of giving for participation.

All these eight dinners will take the place of the single Inaugural Dinner which UJA has held annually

since its inception in 1939. The eight new "spectaculars" are planned to reflect the dynamic life style of a new generation of the Jewish community.

Each of the eight communities involved in this precedent-breaking event is preparing for its own Inaugural with all the care and thought which an event of this importance deserves. As an indication of how far they have gone individually, we think you will be interested in seeing a rundown on how plans for each dinner are taking shape.

Bronx – Riverdale Riverdale Temple

The guests of honor are Elsie and Peter H. Brandt, the chairman is Isaac M. Oberman, the guest speaker is the Hon. Theodore Meron, Israel's Ambassador to Canada, and special guest is Charles J. Bensley.

Brooklyn Temple Beth El of Manhattan Beach

Brooklyn is planning a dinner dance and will present special citations to Max Abrams, Alice Shalom and Harry Waxman. Guest speaker will be Ambassador David Rivlin, Consul General of Israel in New York. The minimum contribution has been set at \$500.

Long Island – North Shore Glen Head Country Club

The 16 North Shore communities are planning a

PROGRESS REPORT

dinner dance. Their guest speaker will be Major General Mordechai Gur, Israel's military attache to the United States and Canada. Dress is black tie and the minimum gift is \$1,000.

Long Island — South Shore Lido Beach Hotel

The South Shore communities are planning an Ambassador's Ball, welcoming Simcha Dinitz, Israel's newly appointed ambassador to the United States, to this country. Guests of honor are Seymour Edelman and Philip Wiesel. Here too the minimum contribution is \$1,000, and music will be provided by Herbie Mann and his orchestra.

Manhattan Trianon Ballroom, Hilton Hotel

Here the guest of honor will be Max Stern. Presiding at the dinner will be Morris L. Levinson and Jack D. Weiler. Guest speaker is the noted television commentator and author, David Schoenbrun.

Queens Forest Hills Jewish Center

The Queens Inaugural will be a dinner dance in honor of Abraham L. Malamut and Nathan Schooler. Guest speaker will be Israel Ambassador Shlomo Argov. The black tie event calls for a minimum contribution of \$500. Chairmen of the Queens 25th Anniversary Committee is Ben S. Marcus, and the dinner chairman is the Hon. Jack E. Bronston.

Staten Island Congregation Bnai Israel

The Staten Island dinner dance will honor Congressman John M. Murphy, and the guest speaker will be Israel's Ambassador Dov Sinai.

Westchester Mamaroneck Beach and Yacht Club

Here too the community is planning a dinner dance, with Mrs. Burt J. Siris as special guest. The Westchester chairman is James L. Weinberg and the dinner chairman

is William M. Landau. Guest speaker will be Ambassador Efraim Evron, of Israel's Ministry of Foreign Affairs, and the guest artist will be the noted film and television personality, Theodore Bikel. Minimum gift will be \$1,000, and attire will be black tie.

Linking all of these events together will be a special telephone message from Prime Minister Meir, reaffirming the kinship between the Jews of Israel and our own Jewish community.

The dinners will also honor the 20 religious congregations which achieved 100% participation among their members in UJA in 1972. They are:

Bayswater Jewish Center Far Rockaway	Jewish Center of Atlantic Beach Atlantic Beach
Beth Israel of Boro Park Brooklyn	Park Avenue Synagogue Manhattan
Bet Torah Mt. Kisco	Pelham Jewish Center Pelham
B'nai Israel of Linden Heights Brooklyn	Temple Gates of Prayer Flushing
Community Center of Israel Bronx	The Jewish Center Manhattan
Congregation Beth El of New Rochelle	Young Israel of Flatbush Brooklyn
Congregation Beth Sholom Lawrence	Young Israel of Kew Gardens Hills Flushing
Congregation Kehilath Jeshurun Manhattan	Young Israel of West Hempstead West Hempstead
Garden City Jewish Center Garden City	Young Israel of Woodmere Woodmere

In addition to the congregations which achieved 100% participation, special recognition at the South Shore Inaugural will be accorded to the Woodmere Club, all of whose members made contributions to UJA last year.

It is expected that between 3,000 and 4,000 men and women will participate in the eight Inaugural functions "to commemorate an event that was only a

dream for the generations before us, but has become a happy reality for ours.”

If you haven't already done so, there is still time to make your reservation for the Inaugural nearest you.

BOX SCORE ON SOLICITATION

(\$2,500 & Over Contributors)

**1972
(Entire Year)**

**1973
(Gifts received as of March 9)**

Category	Total No. Contributors	Number of 1972 Contributors	New Contributors	Total Number Contributors	Gifts Obtained by March 9, 1972	1972 Contributions Not Yet in For 1973
\$ 2,500—4,999	1,380	180	15	195	211	1,200
\$ 5,000—9,999	903	137	11	148	211	766
\$10,000 & Over	1,070	367	45	412	440	703
	3,353	684	71	755	862	2,669

COMMENTS ON THE BOX SCORE

This is the first Box Score we have prepared in connection with the 1973 campaign. It shows that, even though we are substantially ahead in money raised, the pace of our solicitation is not yet up to the level of 1972. By this time last year we had 862 gifts in the \$2,500-and-over category, while this year there are only 755.

Of course, the Box Score does not yet reflect the efforts of our Five Days for Freedom workers, so we expect the gap to be closed considerably by the time we draw up the next Box Score.

Nevertheless, it is sobering to consider that we still have over 2,600 gifts in the \$2,500 category still to be solicited. This number includes only those who gave last year. There are hundreds more who have made only nominal contributions or who have never given at all who ought to be included in this category.

To sum up, we have made a good beginning dollar-wise but we are slow in the numbers solicited so far. It is what we do from now on — in the next month really — which will decide the direction of the 1973 campaign.

MIDWAY LUNCHEON APRIL 19

We will be holding a meeting during Passover — on Thursday, April 19 — to present a report on where we stand at the mid-point of the campaign. Principal emphasis will be placed on the larger gifts which are still outstanding at that time.

Details of the luncheon will be announced in the next issue of PR. In the meantime, would you make a note of the date on your calendar.

INITIAL REPORT ON "FIVE DAYS FOR FREEDOM"

Although some 260 volunteers have agreed to participate in UJA's "Five Days For Freedom" project, we must admit that the results so far have fallen below our expectations.

As has been said many times by us and our predecessors, effective fundraising results depend on person-to-person solicitation, namely, one man seeing another man and soliciting his contribution. This is what fundraising is really all about.

The more people who can be seen personally, the more money we will raise. The reverse is true as well. If

solicitation is done by telephone, or if we wait for the dinners in May or June, we will never be able to come anywhere close to what a city like New York ought really to raise.

We are, therefore, doing the only thing we know how . . . we are asking you, in addition to everything else you are doing on behalf of the campaign, to respond favorably when your chairman or the staff professional comes to you and agree to give us, if not five days, then three or two days for solicitation.

NEW YORK RAISED \$6,890,534 IN FLORIDA

Our Palm Beach meeting last month climaxed weeks of campaigning in Florida, and resulted in receipts of \$6,890,534 for the 1973 campaign.

This amount is the largest sum by far that we have ever raised in Florida, and represents a 42.3% increase over the gifts the same contributors made last year.

New York and National UJA leaders are planning to meet during the spring to discuss Florida campaign plans for 1974.

RABBIS HOLD UJA DINNER

Sixty-five rabbis took part in the first rabbinical dinner ever to be held in the history of community fund-raising in this city. Their total contributions to the 1973 campaign came to \$41,361, as against the \$34,207 which the same group donated to UJA last year.

Representatives of the Reform, Conservative, and Orthodox communities were all present at the dinner. Following the card calling, Prof. Salo Baron reviewed Israel's 25 years in the perspective of Jewish history.

SOME THOUGHTS ON THE CAMPAIGN

We were talking the other day about — what else — the UJA campaign, and we were struck by a realization of how deeply this effort to raise funds has become a

part of our lives, even to a degree that often astonishes ourselves.

Many of us have been involved in this “business” of fund-raising for as long as we can remember. We, your two campaign chairmen, have been raising funds since the inception of UJA in 1939 but we have noticed that, almost imperceptibly, this involvement has grown to the point where our daily activity would be incomplete if it did not include some UJA fund-raising.

And the only way we can explain it — to ourselves — is that more and more of us are aware of the historic perspective of the job in which we are involved. We talk so often of percentage increases, of items still to be covered, the need to develop new workers, bring in new givers — the day-by-day ingredients which make or break a campaign — that we sometimes forget the scope, the immensity of what we are doing.

Through years of despair, poverty, wandering and persecution — for generation after generation — our forefathers prayed for an end to Jewish wandering but they scarcely dared hope for their prayers to be answered.

Our generation has been given the blessed task of ending Jewish wandering — for all time. As we continue our mutual efforts, it is good to reflect for a moment and see how far we have come. Then we can give thanks that we, our generation, has been granted the means to do ourselves what our forefathers could only pray for.

So much for philosophy, and now back to campaigning.

Until next time — let's make every gift an increased gift.

PR

PROGRESS REPORT

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From: William J. Levitt, Herbert Tenzer
General Chairmen

To: 1973 Campaign Leadership

Confidential review
of developments in
UJA's 1973 campaign

May 25, 1973

TOTAL RAISED STANDS AT \$51,000,000

In the last three weeks nearly \$8,000,000 has been added to our 1973 campaign, bringing the total as of this week to almost \$51,000,000.

We still have an edge of a little better than \$1,000,000 over the amount we had raised at a similar period in the campaign last year, and our card-by-card increase for 1973 remains at 21%.

However, last year at this time there was a total of 33,092 gifts "in the house," as compared with 29,475 this year. This is a decrease of over 10%! If this decline is still evident in the next few weeks, it spells trouble for the campaign. On the other hand, we hope that the great number of community functions which are on the calendar for the rest of this month and early June will narrow the gap.

One step you can help us take immediately to assure a sharp increase in the number of our 1973 gifts is to encourage the mounting of a UJA campaign among your employees. You can obtain further information about starting such a campaign by calling Reuben Rosen at UJA headquarters, CO-5-2200, extension 446.

CASH, CASH, CASH

There would be cold comfort indeed in setting a 1973 record for campaign pledges, unless our present cash situation were drastically improved.

Right now we are more than \$3,000,000 behind our 1972 cash position, and instead of gaining, we seem to be losing ground. This is a truly frightening realization.

Our cash committee, under the leadership of Theodore Silbert, has been working hard, but the gap between last year and this is not being closed, and the result is that many of the programs of our beneficiary agencies are in deep, deep trouble.

In a situation like this, the first place we can realistically turn is toward our most substantial contributors, the men and women who receive this Progress Report. Better than 80% of the pledges on our books have come from this group. Unless all of us think in terms of sending in substantial amounts of cash, the agencies depending on UJA funds will be severely handicapped in meeting the day-to-day needs of the people depending on them.

We do not ask you to redeem your pledge in full at this time, unless you find it convenient to do so, but we do ask you to make as much cash available right now as you possibly can. Let us amend our campaign slogan to read "Keep the Promise — Now."

PROGRESS REPORT

BOX SCORE ON SOLICITATION

(\$2,500 & Over Contributors)

Category	1972 (Entire Year)		1973 (Gifts received as of May 18)		Gifts Obtained by May 19, 1972	1972 Contributions Not yet in For 1973
	Total No. Contributors	Number of 1972 Contributors	New Contributors	Total Number Contributors		
\$ 2,500—4,999	1,380	642	84	726	633	738
\$ 5,000—9,999	903	409	39	448	447	494
\$10,000 & Over	1,070	591	86	677	587	479
	3,353	1,642	209	1,851	1,667	1,711

BOX SCORE COMMENTS

Three weeks have gone by since our last report to you, and in that time 421 gifts in the \$2,500 and over category have been brought in toward our 1973 campaign.

Our pace in this area is 11% better than in 1972, which was our record year, and this pace is doubly gratifying when we consider the uncertain economic situation in which so many of our top contributors find themselves today.

It would be premature to begin congratulating ourselves on where we stand because more than half of the 1972 contributors of \$2,500 and over have not yet made their 1973 commitments, and if we are going to

have problems among them, it is better to find that out sooner rather than later.

The next five weeks are the most important ones for the current campaign. It is in that period that the success or failure of our life-giving effort will be determined. For that reason, let us urge you again to see as many of your 1973 prospects now — today — this week, and bring as many as possible to our June 21 luncheon at the Essex House in honor of Samuel Hausman.

This luncheon provides the final opportunity for a massive mop-up in the special gifts category, and your help in assuring its success will be greatly appreciated.

600 SIGN UP FOR ISRAEL MISSIONS

Almost 600 New Yorkers are scheduled to take off on missions to Israel sponsored by UJA, beginning on July 29, when our Young Leadership group leaves New York.

Instead of limiting these missions to a single industry or community, many of the missions on the calendar include representatives of industries and communities alike. The group which takes off on October 7, for example, will include lawyers, members of the Braeburn Country Club, and residents of the Edgemont-Hartsdale community.

Subsequent missions and their departure dates, include the following:

Laundry and Linen Supplies	October 7
Women's Division Major Gifts	October 21
(For contributors of \$10,000 and over)	
National Study Conference	October 22
(For contributors of \$20,000 and over)	
Country Clubs and B'klyn Physicians	October 28
Insurance Division and Queens Leaders	Nov. 4
Greater New York Leadership	November 6
Women's Division Leadership	November 25

Most of the UJA missions are open to all UJA contributors and volunteers, and we can only urge you and your friends to take advantage of the opportunity of seeing Israel in that unique way.

For those who want to know the inside story of Israel today, there is nothing more gratifying than being a member of a UJA mission. It is the only way of witnessing the struggle for life that takes place in a new border settlement; the process of building new lives for Russian and North African immigrants; the nurturing of the next generation in the schools and community centers we have built.

There are still openings among the mission groups on the current schedule, and if there are any which are leaving when you have free time, we assure you that you will never forget the experience. It is easy to make a reservation. Just call Jane Rogul at UJA headquarters, CO-5-2200, extension 409, and tell her when you will be ready.

FUND RAISING MEETINGS ON THE SCHEDULE

This is the height of the campaign with dozens of fund raising meetings taking place every single day. The divisional phase of our campaign is in high gear now, and the next few weeks will witness many of the major trade and community luncheons and dinners. A number of the more important ones are listed below, and we urge you to attend any one in which you have a business or social interest.

WEDNESDAY, MAY 30

Bakers
Dinner – New York Hilton
Advertising
Dinner – Americana Hotel
Dental Supply
Dinner – St. Moritz Hotel
Fifth Avenue Synagogue
Dinner – Fifth Avenue Synagogue

THURSDAY, MAY 31

Real Estate
Luncheon – Plaza Hotel
Paints, Chemicals, Oil
Dinner – Delmonico's
Men's Clothing
Dinner – Plaza Hotel
New Rochelle
Dinner – Temple Israel of New Rochelle

TUESDAY, JUNE 5

Entertainment, Communications
Luncheon – New York Hilton

FRIDAY, JUNE 8

Transportation
Luncheon – N.Y.U. Club

SUNDAY, JUNE 10

Brooklyn Physicians
Cocktail Party – Brooklyn Jewish Hospital

TUESDAY, JUNE 12

Hotels
Luncheon – Americana Hotel
Purchasing Agents
Dinner – Warwick Hotel
Liquor Industry
Dinner – Pierre Hotel
Furniture
Dinner – St. Regis Roof
Brooklyn Real Estate
Dinner – New York Hilton
Medical, Surgical Equipment
Dinner – Regency Hotel
Corsets, Brassieres
Dinner – Americana Hotel

WEDNESDAY, JUNE 13

Men's Hats
Luncheon – New York Hilton
Sample Card Manufacturers
Cocktail Party – New York Hilton
Hosiery
Dinner – New York Hilton
Carbonated Beverages
Dinner – New York Hilton
Toys, Dolls
Dinner – Essex House
Dry Cleaners
Dinner – Terrace-on-the-Park

THURSDAY, JUNE 14

Bankers, Factors, Finance
Luncheon – Essex House
Formal, Cocktail Dresses
Luncheon – 500 Club

Office Furniture, Business & Data Processing
Cocktail Party – UJA – Room 108

Knitwear, Yarns
Dinner – Essex House

Aluminum, Building Specialties
Dinner – Delmonico's

Larchmont
Reception – Larchmont Temple

11,748 RUSSIAN JEWS ARRIVE IN ISRAEL

Since the beginning of the year 11,748 Russian Jews have arrived in Israel as new immigrants. The outflow of Jews from the Soviet Union continues at an erratic pace, but the Jewish Agency remains confident that the total for 1973 will equal or exceed last year's 31,549.

Until next time, let's make every gift an increased gift.



PROGRESS REPORT



William J. Levitt Herbert Tenzer

From: William J. Levitt, Herbert Tenzer
General Chairmen

Confidential review
of developments in
UJA's 1973 campaign

To: 1973 Campaign Leadership

June 15, 1973

BOX SCORE COMMENTS — TIME TO FIGHT

We're in trouble.

We hit the \$55,000,000 mark on June 8, and at that time we were still \$500,000 ahead of our 1972 campaign, but the trouble signs are distinct — and worrisome.

The pace of our solicitation in the special gifts categories has fallen off. Only a few weeks ago we were running 11% ahead of last year. Now we have fallen behind. We have 2,092 gifts in the \$2,500 and over category, as against 2,184 at the same time last year, so there has been an ominously sharp drop in the rate at which these gifts are being brought in. The cushion of \$500,000 over last year's total at this time is going to be eaten up very soon, unless, unless —.

The "unless" involves us as chairmen, and you who read this Progress Report and who are basically the backbone of UJA.

Unless all of us decide right now that these final weeks of June and the entire summer are going to be devoted largely to UJA, the trouble we see looming ahead of us is going to grow increasingly serious.

Right now, there are 1,512 contributors of \$2,500 and over in 1972 who have not yet made their 1973 commitments. More than 400 of them are in the \$10,000 and over bracket, which is responsible for the largest proportion of our entire campaign. Unless we can whittle down those numbers very substantially in the weeks ahead, or in the next two or three months at the most, we are going to lose some of those gifts, and we just cannot afford such losses at a time when the situation abroad is so serious.

That is why we have accepted the fact that summer time is not vacation time this year. It is a time for

BOX SCORE ON SOLICITATION

(\$2,500 & Over Contributors)

Category	1972	1973				
	(Entire Year)	Total No. Contributors	Number of 1972 Contributors	New Contributors	Total Number Contributors	Gifts Obtained by June 9, 1972
\$ 2,500—4,999	1,380	749	102	851	834	631
\$ 5,000—9,999	903	466	55	521	585	437
\$10,000 & Over	1,070	626	94	720	765	444
	3,353	1,841	251	2,092	2,184	1,512

PROGRESS REPORT

redoubled effort, a time to see more prospects, and to press for greater increases. Before your summer plans are completed, we ask you to consider how much time you can give UJA to help clean up the roster of non-repeats in the \$2,500 and over category. You know as well as we do that this is not just a game, but that each gift gained can effect the future of a Russian family, or a North African family living in the Hatikva slums, and each gift lost can spell disaster for the same families, because we represent their one hope of a decent future.

Believe us, we take no pleasure in the role of prophets of gloom, but there is gloom ahead unless we – all of us – get to work right away.

We told you earlier, on two occasions, of the dimensions of the cash crisis facing us. That crisis has deepened still further in the last two weeks, and our agencies are having a terrible struggle to keep their heads above water. The only way that we can help is with cash, so whatever we do for UJA in the coming weeks, please bear in mind the need for cash – immediately and in substantial amounts.

As long as we are giving you the bad news, let us dole it out in full measure. At this time last year, we had 58,202 gifts on our books. This year the number is 48,568. That means that our trade and community divisions haven't been covering their prospects in the lower giving categories nearly as thoroughly as they did last year, so we ask *their* leaders to forego a leisurely summer and concentrate on bringing in the thousands of smaller gifts which can often make the difference between an ordinary campaign and a very good one.

One way of closing the gap is by mobilizing divisional leadership at the UJA headquarters telephone sessions. These sessions, beginning on Tuesday, June 12, will continue on a formal basis each Tuesday thereafter. But we are not limiting ourselves to the formal sessions. As long as there are volunteer leaders prepared to make telephone calls, UJA headquarters will be open seven days a week, around the clock, with staff available to serve you whenever you can come in.

We mean that quite literally. If you could conceivably make profitable calls between midnight and morning, we can assure you that we will have staff on hand to provide you with prospects, to check telephone numbers for you, and even to serve you with food during the course of your work.

What is our attitude toward this budget of bad news? We propose to face it – and overcome it. Every campaign hits its dead spots, and that is what we are up against now. That is the time to try harder, to give more time and more effort. It is a time to take up the challenge, and go on fighting.

We know all too well what we are fighting for. It is nothing less than survival, Jewish survival, and as long as that question hangs in the balance, there can be no rest for any of us.

HAUSMAN LUNCHEON JUNE 21

By the time you receive PR 7 there will be less than a week for you to arrange to bring your special gifts prospects to our final general campaign luncheon on Thursday, June 21, at the Essex House.

We reported to you earlier that this luncheon will be the occasion when Governor Rockefeller will present UJA's Herbert L. Lehman Memorial Award to Sam Hausman. Every friend of Sam's – and he has hundreds of them in the UJA family – ought to be present at this milestone in the life of one of our greatest campaigners.

Our guest speaker at the luncheon will be Michael Arnon, Secretary to the Government of Israel, whom many of us remember so well during his service as Consul General of Israel in New York from 1965 to 1968. The special gifts prospects you bring to the luncheon will hear from Mike the off-the-record facts about the latest developments in the Middle East, and they will have a chance to make their responses in very concrete terms.

One way we can begin to solve the problems we set forth in the Box Score above is to turn out maximum attendance at the June 21 luncheon. Sam deserves it;

UJA needs it. If you haven't already put the date on your calendar, do it right now.

LEVENSON, LINDSAY AT TELEPHONE SESSIONS

The telephone sessions scheduled for Tuesday, June 19, and Tuesday, June 26, offer unusual attractions for our leaders. On the 19th our special guest will be humorist Sam Levenson, whose appearances at our telephone sessions have always been touching as well as rollickingly funny.

On the following Tuesday — the 26th — Mayor John V. Lindsay will be our guest, and we will have the pleasure of hearing a special report from our own Elaine Siris.

Both sessions will be colorful, and you can help make them productive as well by coming to UJA headquarters both days. Come early, have lunch with us, and then give as much more time as you can to telephoning.

NATIONAL CAMPAIGN 11% AHEAD

At the beginning of June a total of \$274,419,000 had been contributed to the UJA in all areas of the country. This figure compares with \$246,672,000 from the same givers last year, so the national campaign is running at an 11% increase.

Five major cities around the country have already completed their 1973 campaigns, and reached new all-time highs. The increases are not great and indicate that those cities have had the same tough sledding that we in New York are experiencing right now. Here are the cities, and their 1972 and 1973 figures:

	1972	1973
Baltimore	\$ 8,166,000	\$ 8,213,000
Essex County	8,250,000	8,800,000 (estimated)
Cleveland	14,218,000	14,261,000
Detroit	14,081,000	14,108,000
Philadelphia	12,780,000	13,281,000

Although the increases in all five of these cities have been slight, they do show advances. They have not lost ground. That is the important point.

It is imperative that we redouble our efforts to match and improve on the record of the other cities.

The \$55,000,000 we have in hand now is a little more than we had last year. We promise you we are going to try to do our best to maintain that edge, and widen it as much as we can during the weeks ahead.

Can we count on your help? We surely need it.

RABBI SCHONFELD HEADS UJA COUNCIL

Rabbi Fabian Schonfeld has accepted the post of chairman of UJA's Rabbinical Advisory Council, succeeding Rabbi Judah Cahn, who has served in that position during the past three years.

Rabbi Schonfeld who has been an active, energetic member of the Council since its inception, is the spiritual leader of Young Israel of Kew Garden Hills, and is chairman of the Israel Commission of the Rabbinical Council of America.

Under Rabbi Cahn's leadership, the Council has made major strides toward increasing the involvement of synagogue members in UJA's campaign activities. During his first year in office, only one synagogue achieved 100% participation in UJA on the part of its members. But last year the number had risen to twenty.

A solid foundation has thus been set down for the Council's work, and it is expected that Rabbi Schonfeld will continue the advances made by his predecessor.

MORE JUNE FUND-RAISING MEETINGS

Our schedule for the balance of June lists a number of major fund-raising meetings. We are counting on them to maintain, or to widen our advance over our 1972 figures. If you are associated with any of the divisions listed below, we hope you will plan to attend the divisional function. Major events on the calendar include:

TUESDAY, JUNE 19

Ladies Handbags
Dinner — Hotel Pierre

Sporting Goods
Dinner — New York Hilton

WEDNESDAY, JUNE 20

Sewing Machines
Dinner — St. Moritz Hotel

Meats
Dinner — New York Hilton

Restaurants
Dinner — New York Hilton

THURSDAY, JUNE 21

Special Gifts
(In honor of Sam Hausman)
Luncheon — Essex House

Fruit and Produce
Luncheon — Hunt's Point Terminal Market

Displays
Dinner — St. Moritz Hotel

FED AND UJA MERGE COMPUTERS

Federation and UJA formally initiated the merger of their computer operations last month, with both organizations using the same data processing equipment and the same staff.

The merger is the culmination of several years of discussion and planning between the two organizations. It is expected to heighten efficiency and productivity for Federation and UJA alike, as well as to effect economies for both.

Operations of the new unit, and the working out of administrative details, are being carried on under the direction of the Joint Federation—UJA Data Processing Committee, whose members are lay leaders with varying business and professional backgrounds.

Federation and UJA use computers to process campaign pledges and payments, to prepare appropriate acknowledgements, and to maintain records and statistics.

When the computer was originally introduced into UJA activities in 1964, one immediate result was a significant reduction in personnel.

Once the present merger has been completed, and its operation is moving smoothly, it is hoped that the

existing equipment and staff will reduce costs even further and, in addition, we'll be able to serve the computer needs of related philanthropic organizations.

WOMEN'S ART AUCTION GAINS \$60,290

The 81 works of art collected by our Women's Division, under the chairmanship of Mrs. Joseph Gurwin, were sold for \$60,290 at the Sotheby Parke Bernet Galleries on the evening of June 4.

The highest price at the sale was fetched by a metal relief by Jean Arp, which brought \$3,000. It was donated by Charles R. Michael, who has long been active in our Young Leadership division and in Wall Street as well.

Immediately prior to the sale, Women's Division chairman, Mrs. Herbert J. Dreifuss, presented Mrs. Gurwin with an ancient terra cotta jar as a gesture of gratitude for her four consecutive years of leadership of the art project.

The sale, which was attended by more than 300 collectors, artists, art dealers and friends of UJA, was conducted by Harmer Johnson.

BRIDGE TOURNAMENT NETS \$25,000

In her 10th year as chairman of UJA's Bridge Tournament, Mrs. Samuel M. Stayman scored one of her most outstanding successes. Nearly 300 bridge experts, bridge fans and kibbitzers paid a total of \$25,000 to participate in what bridge writer Alan Truscott of the New York Times described as "the biggest charity event of the year in New York." The tournament was held on the Starlight Room of the Waldorf Astoria and many UJA leaders were among the players. The full proceeds of the event will go toward building of a lecture hall in the Teachers Training College in Tel Aviv.

HEAT DOES NOT STAY OUR CABINET

Last Monday, June 11, when the temperature hit 95°, 26 of our 32 cabinet members were present for a meeting at UJA headquarters. This is the closest we have come to 100% since the cabinet was established.

Until next time, let's make every gift an increased gift.



PROGRESS REPORT



From: William J. Levitt, Herbert Tenzer
General Chairmen

To: 1973 Campaign Leadership

Confidential review
of developments in
UJA's 1973 campaign

July 12, 1973

SPECIAL NOTE TO MEMBERS OF THE CABINET, BOARD OF GOVERNORS AND OFFICERS OF THE 1973 UJA CAMPAIGN.

There has been an upsurge in giving in the special gifts category during the past four weeks, so that now we have an opportunity to make 1973 a record year for UJA. It is vital that we do so, because the needs of our agencies have never been more urgent.

The one way to set a new record is through a concerted effort by our leaders to bring in the more than \$20,000,000 in contributions that were made last year and which are still outstanding. And remember — they are outstanding mainly because many of these contributors have not been asked for their 1973 gifts.

There is only one way we can bring in this sum, which really spells the difference between success and failure this year, and that is to go after that money ourselves.

There are hundreds of prospects who gave us \$1,000 and more last year, and who are not yet on out books for 1973. We—you and we—are the only

ones who can bring in the gifts, and we have to do it now. Tomorrow may be too late.

We ask you to call us, either one of us, and we can give you prospects whose gifts really count in our campaign. We can give you names of men in your industry, in your community, in your club. Most of them are waiting to be asked, and we ask you to do the asking.

Please call us without delay, or call UJA headquarters at CO 5-2200, Ext. 289. If you want to reach us personally, we will be glad to hear that you are volunteering. The numbers are — for Herb Tenzer, TN 7-0800, and for Bill Levitt, (516) 574-4000.

Please pick up the phone now. We must hear from you.

MILLION \$ GIFTS AT HAUSMAN LUNCHEON.

Two new \$1 million contributions to the UJA Israel Education Fund were announced at the luncheon honoring Sam Hausman on June 21. In addition to these spectacular gifts, more than \$250,000 was pledged to the current campaign by the 300 guests who joined in honoring Sam at the Essex House. Volunteer activities prior to the luncheon were responsible for additional thousands of dollars in giving on the part of those who were unable to attend the luncheon.

Governor Rockefeller was to have presented Sam with the Herbert L. Lehman Memorial Award, but the day before the luncheon he was called to Washington. Attorney General Lefkowitz read the address which the Governor had prepared, and in which he characterized Sam as one who "typifies the proud commitment of one Jew to another that has made your people unique in the world for thousands of years." The inscription on the award, which the Attorney General presented, read as follows:

KEEP THE PROMISE

United Jewish Appeal of Greater New York
220 West 58th Street, New York, N.Y. 10019 · 265-2200

PROGRESS REPORT

“Presented to Samuel Hausman in tribute to his lifelong devotion to the highest principles of service to his fellow man, in the tradition so nobly exemplified by our late beloved Herbert H. Lehman.”

LINDSAY REPORTS ON MOSCOW VISIT

At a recent telephone session on Tuesday, June 26, Mayor John V. Lindsay presented an absorbing account of a prolonged night meeting he held in Moscow with ten Jewish intellectuals, all of them intent on leaving Russia to go to Israel.

He began by pointing out facts with which we are already familiar, that as soon as a Jew applies for an exit permit he loses his job and faces a constant struggle to maintain his family and himself.

When the Mayor asked one of the group why he wanted to emigrate, knowing that he would have to endure privation and torture, he received the simple answer that “I want to go to Israel to live.”

“Thousands of Jews,” he said, “are paying a terrible price for their urge to go to Israel. Their loneliness, and sense of being outcasts, after a lifetime of living well and being honored and rewarded, is impossible to imagine.”

Although the Russian authorities continue to regard the question of Soviet Jewry as an internal matter, the Mayor maintained that Russia's need to open its doors to Western commerce and technology will ultimately “bring the Jewish question onto the agenda of the international politics of our day and age.”

BOX SCORE ON SOLICITATION

(\$2,500 & Over Contributors)

Category	1972 (Entire Year)		1973 (Gifts received as of July 6)			
	Total No. Contributors	Number of 1972 Contributors	New Contributors	Total Number Contributors	Gifts Obtained by July 7, 1972	1972 Contributions Not Yet in For 1973
\$ 2,500—4,999	1,380	944	153	1,097	1,028	436
\$ 5,000—9,999	903	530	94	624	686	373
\$10,000 & Over	1,070	708	113	821	827	362
	3,353	2,182	360	2,542	2,541	1,171

BOX SCORE COMMENTS — WHERE WE STAND

Our margin over 1972 is running at a little less than \$1,000,000. The pledges on our books for 1973 now total \$61,203,104 as of July 6th, as against the \$60,244,025 we had on the books on the same date last year.

While our campaign progress is not as great as we would have hoped, the alarm we sounded in the last issue of PR seems to have had a salutary effect. In the last four weeks we have brought in 450 contribu-

tions in the \$2,500 and over range, and the non-repeats in this category have been whittled down to 1,171. All in all, we are encouraged by the record of the last four weeks. It shows what you and our other leaders can accomplish when you set your minds to it.

At the same time, we have to keep up the pressure because our 1973 campaign will not be a success unless we can bring in the greater portion of the \$23,000,000 which is still represented in 1972 gifts which have not yet been repeated this year. A sub-

stantial part of that sum is included in the 1,171 outstanding 1972 special gifts, and, as you have seen, we have addressed a special plea to the Officers, Board of Governors and Campaign Cabinet to concentrate in this area during the weeks ahead. Any help you can give us will be very much appreciated.

There is encouraging news in the mass phase of our campaign as well as in special gifts. During the past four weeks, we have added 18,000 gifts to our total, bringing it to 76,225, and although we are still running behind last year's total, it is clear that we have begun to catch up.

On balance, we would say that the past four weeks have been productive, and that if we continue to accept the fact that summer time is not vacation time this year, we can look toward the possibility of exceeding our record 1972 total of \$75,000,000. That is our aim, and with your continued help we think we can do it.

FEDERATION LEADERS VISIT ISRAEL

A special study tour to Vienna and Israel, made up of leaders of the Federation of Jewish Philanthropies headed by its president, Lawrence B. Buttenwieser, flew to Vienna on July 10. The members of the group will be in Israel between July 13 and July 22.

Twenty-two leaders of Federation are taking part in the trip, which is designed to familiarize its members with UJA activities in Europe and Israel as well as to acquaint them with the interests and concerns of the Jewish people in both areas.

The members of the group are expected to make a careful study of Israel's health, welfare and educational facilities and will also meet with leaders of the government during their stay. This is the first time that Federation has organized such a study tour.

JDC ASSISTED 390,000 IN 1972

In response to mounting needs during 1972 Joint Distribution Committee programs aided 390,000 needy Jews as compared with 320,000 aided in 1971, it was

revealed this week by Samuel L. Haber, JDC Executive Vice-Chairman, in the agency's Annual Report.

Total expenditures for the year were \$26,490,000, an increase of \$2,200,000 over 1971, Mr. Haber reported. This brings the total amount spent by the JDC since its inception in 1914 to close to \$1 billion. Most of JDC's health, welfare, rehabilitation and education programs were concentrated in Israel, Eastern Europe and the Moslem countries, he added.

In an introductory message to the report Edward Ginsberg of Cleveland, JDC Chairman, cited the arrival of 32,000 Jews in Israel as one of the highlights of the year. "Hundreds of them have already been referred to the JDC for a variety of services," he said.

Mr. Ginsberg also called attention to plans for the creation of a gerontological institute "which promises to pioneer new techniques in care of the aged and will benefit not only the aged in Israel but, hopefully, the aged in other countries as well." He also noted that JDC had continued to expand its programs on behalf of handicapped children and the training of professional personnel in Israel.

QUESTIONNAIRE REVEALS CONTRIBUTOR ATTITUDES

Tabulation of a five page questionnaire, which was sent on a random basis to regular UJA contributors has been completed, and the results -- while certainly not conclusive -- reflect interesting and often contradictory attitudes on the part of our contributors.

A total of 94 respondents to the questionnaire indicated that they would be inclined to give more to UJA if they were solicited personally.

Yet, many of these same contributors were asked whether they themselves would like to devote some of their time to become UJA fund-raising volunteers. Only three answered in the affirmative. However, when asked on what basis they would persuade their friends to contribute more to UJA, the replies showed genuine talent for personal solicitation.

One man, for example, pointed out that he would emphasize that "our survival as Jews; our status as Jews, and lessening of anti-Semitism in the United States depends on the existence of a strong and viable Israel."

One of the most widespread misapprehensions about UJA which the questionnaire revealed related to UJA's fund-raising expenses. Of the 73 who answered this question, 55 overestimated the costs, with some believing that they ran at a level as much as four and five times the actual figures.

In the light of this widespread misconception, it is scarcely surprising to find that negative attitudes toward UJA stem, in the main, from the erroneous belief that UJA spends far more on overhead and expenses than it actually does.

The questionnaire dwelt in detail on UJA's public relation programs. Almost all had seen UJA advertisements in the press and on television, and the majority rated the advertising as "good," while 33 described it as "excellent."

Their comments on UJA WORLD and other UJA publications were almost uniformly favorable. While one described UJA literature as "informative and well presented," another complained that it was "too professional, too expensive looking."

Most of the respondents felt they were fully informed about UJA and what it does. When they were asked why they thought people who do not contribute to UJA fail to do so, 37 replied that these people were not informed, 47 described them as "disinterested," and 48 maintained that they did not give because they were not asked to give.

We have given you some of the highlights of the attitudes revealed by the questionnaire, which was prepared by our Marketing Committee under the chairmanship of Henry Brenner. A more comprehensive analysis of the contributor attitudes which it reflects will appear in the next issue of the UJA WORLD.

JUNE NATIONAL TOTAL \$281,000,000

The total amount raised by UJA throughout all the nation's Jewish communities came to \$281,000,000 at the end of June. This compares with the sum of \$254,000,000 received from the same group of contributors in 1972 . . . representing an overall increase of 10.6%. Some \$100,000,000 is still out, and we, in New York, bear a major share of the responsibility for this sum.

You will be interested in knowing that the total amount raised throughout the country in 1972 came to \$353,000,000. Although it is too early to make a definite prediction, a conservative guess is that the total amount which will be raised throughout the country when the campaigns are completed will be \$363,000,000. Of this sum, it is estimated that National UJA will receive \$258,000,000.

GUARD CHANGES AT WOMEN'S DIVISION

Our Women's Division stole a march on the rest of the campaign by naming its 1974 leaders late last month. The new chairmen will be Mrs. Myrtle Hirsch and Mrs. Bernice Rudnick. The co-chairmen will be Mrs. Ruth Drucker and Mrs. Selma Shavitz.

They succeed Mrs. Betty Dreifuss, who will become chairman of the Campaign Cabinet in 1974, and Mrs. Lillian Marcus, who becomes chairman of the Advisory Board.

Mrs. Dreifuss and Mrs. Marcus had served as chairmen throughout the 1972 and 1973 campaigns, and during both years the Women's Division established record totals for the division.

CASH IS OUR NUMBER ONE PROBLEM

We are \$2,000,000 behind 1972 in cash receipts. Please pay at least *part* of your pledge today.

Until next time, let's make every gift an increased gift.



FRIENDLY TIDINGS

A festive dinner - the guest list of which included Prof. Yuval Ne'eman, President of Tel Aviv University, and the celebrated physicist Prof. Edward Teller - was held recently in Los Angeles by the American Friends of Tel Aviv University who raised more than \$2 million on this occasion. Mr. Victor Carter, Chairman of the Board of Governors of T. A. U., was named President of the Association at this gala event and personally donated \$500,000. The function was organized by Mr. Boris Young, Director of the newly-established T. A. U. Friends West Coast Office.

Mr. Carter has been working diligently for the expansion of the Friends Associations throughout the world. He has been touring Europe extensively on his way to and from Israel, which he visits five times a year. On his latest trip, he met with old and new Friends of T. A. U. in Britain, France, Switzerland and Italy. Mr. Carter also plans to go to South Africa, Australia and the Far East - including Singapore, Hong Kong and Japan - in the near future, to strengthen the existing, and promote new Associations of Friends of the University.

DATES TO REMEMBER

Visits have recently been paid to Tel Aviv University by leaders of American Jewry. On January 28, Mr. Ralph Wechsler visited the campus and was received by Col. (Res.) Yosef Carmel, Deputy Chairman of the TAU Board of Governors. Mr. Wechsler is a member of the Board of Governors and a financial supporter of the University. On February 5, TAU played host to a delegation of prominent members of women's Zionist organizations in Los Angeles. The visiting ladies were Mmes. Rose Kabrins, Harold Mirisch, Archie Paley and Oscar Patty.

On January 26, Mr. Morris Leigh took over from Mr. Cyril Spencer as the new Chairman of the Association of British Friends of Tel Aviv University, Mr. Spencer had served with distinction in this post for several years. His successor is head of one of England's largest real estate companies and joined the Association of British Friends as well as the University's Board of Governors about a year ago.

FILM DEPARTMENT RECEIVES ACADEMY AWARD

A grant of \$2,000 has been awarded to Tel Aviv University's Department of Film and Television by the U. S. Academy of Motion Picture Arts and Sciences. In the letter accompanying the check, Mr. Daniel Taradash, Academy President, wrote to Prof. Moshe Lazar, Dean of T. A. U.'s Faculty of Arts and Communications: "It is gratifying to award this grant in support of Israel's first and only film study program and thereby enhance the international interest of young people in the film arts."

In the name of the Academy Scholarship Committee, whose co-chairmen are Messrs. Martin Manulis and Norman Corwin, Mr. Taradash also offered assistance in obtaining books and scripts for the departmental library.

SINAI SHEIKHS SHOWN UNIVERSITY SIGHTS

Thirty Bedouin sheikhs, representing virtually the entire southern Sinai population of some 10,000 nomads, toured Tel Aviv University recently as guests of Prof. Moshe Brawer, head of the Geography Department. Accompanying the sheikhs on what was for many of them their first visit to the heartland of Israel was Colonel Yitzhak Segev, commander of the southern Sinai region and himself a graduate of Tel Aviv University's Geography Department.

The Department is now associated in a large-scale development project in southern Sinai aimed at raising the Bedouin's standard of living. Elementary schooling is currently available to all Bedouin children in the area. The most gifted can attend boarding high schools in Israel.

One of the sheikhs, Abu Ayed - who was a personal friend of Nasser and has been at the home of Egyptian President Sadat - said that he would like his children to study at Tel Aviv University. He is the father of nine. The other sheikhs, all but five of whom are illiterate, expressed a similar desire. A young Bedouin from the Negev, a law student, already attends classes at Tel Aviv University.

UNDERGROUND MANUSCRIPTS TO SEE THE LIGHT OF DAY

Peretz Markish, the eminent Soviet Jewish author who died a victim of the Stalinist massacre of the cultural Jewish elite, is to have his "underground" manuscripts - including an unpublished novel on the Holocaust - prepared for publication by Tel Aviv University with the assistance of his widow, Mrs. Esther Markish.

Mrs. Markish, who arrived in Israel in November with her son David, revealed that the manuscripts literally went underground after her husband's arrest. She related that at five minutes to midnight of January 27, 1949, the KGB rang at the door of the Markish apartment. Secret police had been shadowing her husband and herself for days, 'accompanying' them to the cinema and even to a funeral. Forewarned of the raid, Peretz Markish had made a bundle of those of his manuscripts which did not toe the official Communist Party line, and packed them into a suitcase which he gave to a woman friend of the family who walked down the stairs unnoticed just as the KGB were coming up in the elevator. David, then 11, later took them to the distant oil town of Baku where they lay buried in the soil for several years. Mrs. Markish said she could not disclose how and by whom the manuscripts were eventually smuggled out of the U. S. S. R., but they preceded her and her son's arrival in the country.

FIRST-CLASS ACCOMMODATIONS IN SPACE WORKSHOP

While on a visit to Israel, Apollo-15 astronaut Colonel James Irwin was the guest of Tel Aviv University where he lectured to an audience of scientists, students and laymen on his voyage to the moon. In the question-and-answer session following his address, Col. Irwin said: "Man will be going to Mars before he returns to the moon." He reported that in 1978 the U. S. plans to send up a 100-foot-long earth orbiting space satellite designated "Skylab", with shuttle service to and from earth provided by a reusable winged hyper-sonic glider. "If successful, it will open up space as never before. The workshop itself will be 100 feet long and attached to it will be the command module, solar panels and a telescope. It's going to be a large chunk of hardware and its accommodations will include individual bedrooms and airline-type meals, heated up in an oven," said Col. Irwin.

THEN SANG DEBORAH

Dr. Elhannan Orren, a Lecturer in Ancient and Modern Israeli Military History at T. A. U. has published a new analysis of the Prophetess Deborah's War which, he contends, must be viewed against the background of early raids by the Sea Peoples during one of the unstable periods of Egyptian hegemony in Canaan, apparently towards the close of the 13th century B. C. E. Pressure by these Sea Peoples influenced both the Canaanites and some of the Israeli tribes.

Deborah reprimands the tribe of Dan in her song "and why did Dan fear ships" (Judges 5:17.) The tribe was then trying to settle on the coastal plain, and being exposed to raids from the sea did not dare to send its warriors to take part in the battle near Mt. Tabor up north. The line "In the days of Shamgar, the son of Anath... travellers walked through byways" (Judges, 5:6) refers to the general insecurity of land routes, especially the coastal ones. In the same period, the eastern route passing through Bet Shean and leading up to the Transjordanian plateau, was also exposed to the nomads and semi-nomads. These pressures probably compelled the Canaanites to re-direct their trade-routes inland, for their economy was based both on control of the trade routes as well as the cultivation of the fertile fields along the shore and in the valleys. The most important route left to them was the route skirting the slopes of Mt. Tabor. The need to control this vital line of communication caused the Canaanites to suppress the tribes of Naphthali, Issachar and Zebulun, whereas the contraction of trade aggravated their need for arable lands which led in turn to their greater pressure on the inland valleys settled by the central tribes of Menashe and Ephraim.

This Canaanite pressure brought on the War of Deborah. However, it was not the Israelites who 'fired the first shot' but Sisera, who was forced to attempt to re-open the Tabor trade route blocked by Barak and his men from a vantage point on an eastern spur of the Tabor, facing a crossing on a nearby brook. Dr. Orren suggests that Barak lured Sisera into a headlong pursuit, and trapped the Canaanites in an ambush from close quarters. The success gained prompted the central tribes to move down into the Valley of Jezreel and complete the defeat of the fleeing Canaanites. This victory enabled the Israelites to extend their settlement in the Lower Galilee.

Dr. Orren concludes his chronological analysis with the suggestion that the most probable date of this great War of Liberation was approximately 1200 B. C. E.

NEW T.A.U. PUBLICATION APPEARS

The second volume of "Israel Oriental Studies", an annual series, has just been published by Tel Aviv University. This edition is dedicated to the late Prof. Shmuel M. Stern, an Oxonian authority in the field, and includes articles on research in Semitic etymology, the history and arts of Islam, Arabic literature, polygraphy, hieroglyphics, personal letters from the Genizah, artistic inscriptions, etc. The annual was produced by I. J. Brill of Leyden, Holland, book publishers specializing in Oriental Studies. While some of the articles are in French and German, most are written in English.

CAR

**CAMPAIGN
REPORT**

IV

**The Israel Emergency Fund
and Coordinated Campaigns of the
United Jewish Appeal of Greater New York
and the Federation of Jewish Philanthropies**

An inside look
at progress on the
New York campaign front

TO: Campaign Leadership

December 27, 1973

TOTAL RAISED HITS \$130,000,000

After the first two months of joint campaigning the total amount raised for the UJA-Federation campaign has reached \$129,700,000.

The breakdown is as follows:

UJA-IEF: \$119,000,000—an increase of 120%

Federation: \$10,700,000—an increase of 10.1%

This includes all amounts raised by UJA since the Yom Kippur war and by Federation since the opening of its drive on October 4.

It is an excellent beginning for the most intensive and far-reaching fund-raising campaign ever conducted in our city. However, the final result, and the possibility of reaching our \$280,000,000 goal, depend on how seriously our workers handle their assignments and how they follow through.

As we enter 1974, and Phase 2 of the current fund-raising effort, we have to realize that the campaign has only begun.

HOW IS COORDINATION WORKING?

One way to gauge the success of coordinated campaigning is to examine what has happened in our industry and community drives. Between November 12 and December 10, forty-four major fund-raising functions were held in industry and community divisions.

The total amount contributed by the 7,100 guests attending these functions amounted to \$16,207,000. The UJA share came to \$13,077,000, an increase of almost 112% over the gifts the same contributors had made toward the 1973 campaign. The Federation share of \$3,130,000 represented a 15% increase over its 1972 gifts from the same contributors.

The idea of coordination between UJA and Federation has been well received by divisional leaders and volunteer workers.

MORE RESULTS OF OVERSEAS CAMPAIGNS

From time to time, we have given you information about the amounts raised abroad on behalf of the Israel Emergency Fund. Additional facts and figures have now become available, which we would like to share with you.

The most astonishing report comes from Geneva, Switzerland, a city of some 5,000 Jews. They have raised in the neighborhood of \$10,000,000, or no less than \$2,000 on a per capita basis, which is almost unbelievable. The total amount raised in all of Switzerland is \$21,000,000, of which \$13,000,000 has already been paid.

Italy has raised \$8,000,000 from its small Jewish community. . . twice the sum raised in 1967.

A heartwarming report comes from Holland, whose gift total is \$12,000,000. . . two and a half times the 1967 amount. Some 400 volunteers have been soliciting

CAMPAIGN REPORT

funds, and the most interesting fact is that half of them are non-Jews who are among the staunchest supporters of the Israel campaign.

Belgium has raised \$16,000,000, as against \$5,500,000 in 1967.

Altogether, the European Jewish community has raised, since October, some \$250,000,000...three times the total raised in 1967. This sum comes from fewer than 1,300,000 Jews, none of whose contributions are tax-deductible.

SEVEN SPRING MISSIONS SCHEDULED

Seven missions to Israel are being organized among New York supporters of the coordinated UJA-Federation campaign.

The dates of the missions and their cost are as follows:

February 9-18	— \$ 750 (Young Professionals)
February 14-24	— \$ 925
March 7-17	— \$ 975
March 10-20	— \$ 975 (Women Only)
April 2-16	— \$1,200 (Passover Mission For Families)
April 18-28	— \$1,100 (Israel's Independence Day)
May 9-19	— \$1,100

For information about any of these missions, please call Jane Rogul, Director of Missions, at UJA headquarters. The telephone number is (212) CO 5-2200, extension 409.

JEWISH EDUCATION OUTLAY MOUNTS

In a continuing effort to enhance the quality of Jewish life in Greater New York and to assure the conti-

nunity and strength of our Jewish community here at home, Federation increased its expenditures for Jewish educational purposes by 33% over last year. For the 1973-74 fiscal year, its annual grant to the Board of Jewish Education rose to \$1,255,735.

In addition, \$750,000 will be spent for Jewish cultural and educational activities in its community centers, camps and residential facilities. Federation will also distribute up to \$600,000 from its Program Development Fund for Jewish Education for scholarships for poor children attending Jewish schools, for school renovation and for the introduction of innovative school programs.

MORE THAN 100 RESERVE FOR JAN. 12 MISSION

More than 100 UJA and Federation leaders have already made reservations to take part in the study mission to Israel which will leave New York on January 12 and return on January 20. It is expected that as many as 50 more reservations will be in hand by the time the mission actually takes off.

The itinerary for the mission members is still fluid because of the Israeli elections and the peace conference in Geneva. However, the mission members are expected to visit the Golan Heights settlements which were under fire during the Yom Kippur war, while the men on the mission will also make a trip to the Suez area.

All the mission members will be received by Ephraim Katzir, President of Israel, and will visit a number of absorption centers for new immigrants. They will also be escorted through military hospitals and military cemeteries.

Present plans call for sessions with Israel's Prime Minister, with General Moshe Dayan, and with Foreign Minister Abba Eban and Finance Minister Pinhas Sapir.

There will also be an extended meeting with the new head of the Jewish Agency, who is expected to be named after the Israeli elections on December 31.

Leaders of the mission are the general chairmen of the current campaign, William J. Levitt and Meshulam Riklis, co-chairman Alan V. Tishman, and Laurence A. Tisch, UJA president.

Participants in the mission will be returning in time to work on advance solicitation of gifts for the next Special Gifts dinner of the campaign on February 7, where William Rosenwald will be guest of honor.

YARIV TO SPEAK AT ROSENWALD TRIBUTE FEB. 7

Guest speaker at the Special Gifts dinner which will honor Bill Rosenwald on Thursday evening, February 7, at the New York Hilton Hotel, will be Major General Aharon Yariv, special assistant to Israel's Prime Minister and chief negotiator for Israel at Kilometer 101.

Invitations to the dinner, which will mark Bill's 70th birthday and the 40th anniversary of his service to the Jewish people, will be going out early in January.

WOMEN'S DIVISION—UJA AND FEDERATION

Latest reports show that the UJA Women's Division has raised close to \$10 million, while Federation's Women's Division has brought in \$2,683,000.

At this time, most of Federation's Women's Division activities have been completed, and its leaders are now participating with UJA in campaign activities which seek support for both organizations.

The women's Executive Committee for the coordinated campaigns has been organized, and involves the top leadership in the geographic areas in which both organizations operate. This Committee meets monthly

to consider mutual problems, and to learn in greater detail about the operations supported by their respective organizations.

The present women's campaign calendar embraces five advance gifts luncheons for \$500 and over contributors during January and February, as well as seven Special Gifts Luncheons for \$250 and over contributors during that period. In addition, two Palm Beach luncheons are on the women's schedule, one for contributors of \$5,000 and over on January 23, and the other for contributors of \$2,500 and over on February 13.

YOUNG LEADERS DEVELOP NEW TECHNIQUES

Our Leadership Council Division, in the course of recruiting new workers, is aiming at consciousness-raising as well as fund-raising, according to a report to our Campaign Cabinet by Stephen Offerman, the Council chairman. The three-fold objective is to:

1. Heighten the level of Jewish awareness among young potential leaders,
2. Gain support for the campaign among their associates, friends, and neighbors, and,
3. Upgrade the level of giving.

The fund-raising meetings which are hosted by these young leaders involve the public announcement of contributions, but these announcements are usually coupled with a frank statement on the part of the contributor about his own commitment to Jewish life, his sense of responsibility for other Jews, and his personal financial resources.

Each of the guests is then encouraged to follow suit by speaking frankly about the personal sacrifices which he might have to make in order to "keep the promise."

The sense of trust engendered by this procedure has been a major factor in developing *esprit de corps* among

CAMPAIGN REPORT

the members of the group. The results of this process are reflected in two recent meetings of young people which took place in Roslyn. There were 18 couples involved, and their total gifts to the 1973 campaign had amounted to \$10,430. Through the application of the techniques which have been described above, these 18 couples made initial gifts for 1974 amounting to \$41,350.

Some of the individual increases were as follows:

\$1,000 to \$5,000
500 to 2,500
1,000 to 4,100
10 to 1,000
0 to 1,000
0 to 1,000

As important as the gifts themselves is the fact that each of these contributors has now been enlisted as a campaign worker, and will hold similar fund-raising meetings on his own among his uncommitted friends.

AGED ON THE MOVE

On Tuesday morning, December 11, three hundred men and women, many in their 90's, were transferred in wheel chairs and stretchers from their quarters in the 53-year-old Daughters of Jacob Geriatric Center in the Bronx across the street to new quarters in a 509-bed, 12-story, \$20,000,000 facility recently constructed. 200 ambulatory residents moved in later in the day. The Daughters of Jacob, the oldest Orthodox Jewish Home in New York, is one of ten residences for the aged maintained by Federation.

CASH

Since October 6, UJA has received \$82,000,000 in cash. Add to this some \$38,000,000 received prior to

the outbreak of the war and the total this year comes to \$120,000,000. This is by far the largest amount of cash ever taken in by UJA during a single year, and we still have a day or two to go. Usually these final days bring in hundreds of thousands of additional dollars.

Federation — during its current calendar year — has received \$13,814,684 in payments on pledges made.

We urge all those who are in a position to do so to send us whatever cash payments they possibly can.

BAR-ILAN UNIVERSITY BACKS EMERGENCY CAMPAIGN

Bar-Ilan's Board of Trustees has postponed its 18th Annual Dinner (originally scheduled for December 18). Acting Board Chairman Phillip Stollman sent a letter to supporters of the university, saying in part. . . "I returned from Israel last night. . . the emergency is even greater than we dared believe. . . We have no alternative but to postpone our dinner. . . We have also agreed that our executive staff participate full time in the campaign efforts . . . during the period of this moratorium. . . We are urging you and all other good friends of Bar-Ilan University to join with us in support of the campaign."

THE IMMIGRATION LIFELINE

The total number of Soviet Jewish immigrants arriving in Israel this year is now approaching the 35,000 mark.

A happy New Year to you and yours. During the new year will you give thought to what Jewish survival means to you and what you are doing about it?



United Jewish Appeal
220 West 58 St., New York, N.Y.
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Federation of Jewish Philanthropies
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CAR CAMPAIGN REPORT



**The Israel Emergency Fund
and Coordinated Campaigns of the
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and the Federation of Jewish Philanthropies**

An inside look
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New York campaign front

TO: Campaign Leadership

December 12, 1973

**NOTABLE INCREASES GIVE CAMPAIGNS
FOR UJA—FEDERATION STRONG MOMENTUM**

When the \$280 million goal was set for the joint United Jewish Appeal-Federation campaign, the leaders of both organizations recognized that the amount was three times as much as both organizations had ever raised in any one year before.

On that account, \$280 million might have seemed to be a visionary figure. But anyone who adopted that point of view could not have reckoned with the awareness of New York's Jewish leaders to the magnitude of today's threat to all the progress we have made toward assuring Jewish survival during the past generation.

These leaders have cast aside routine standards of giving because they recognize that adherence to old standards would be a weak and ineffectual response to the crisis that has loomed up over the Jewish world since the outbreak of the Yom Kippur war.

The individual gifts that are shown below are spectacular by almost any measure, but they are even more spectacular when they are compared with the already generous gifts which the same contributors made last year, and which they had been making regularly for many years before.

The comparison between the two columns, which show combined total giving to Federation in 1972 and to UJA in 1973, with the column which shows the global gifts of the same contributors to the Israel Emergency Fund-UJA campaign for 1974 and the Federation drive for 1973 will emphasize that there are no precedents for giving to the combined campaigns.

**Combined Total Giving
1972 Federation And
1973 UJA Campaign**

**Global Gift
1974 UJA-IEF
1973 Federation**

\$1,021,000	\$5,000,000
1,000,000	5 000,000
2,000,000	5,000,000
15,000	1,000,000
120,000	1,000,000
125,000	1,000,000
150,000	1,000,000
115,000	600,000
275,000	600,000
275,000	500,000
142,000	440,000
115,000	400,000
170,000	400,000
95,000	300,000
133,000	283,000
90,000	250,000
115,000	250,000
25,000	200,000
70,000	160,000
56,000	156,000
50,000	150,000
25,000	100,000
15,000	130,000
24,500	100,000
30,000	100,000
25,277	75,000
8,000	50,000
11,000	50,000
12,000	50,000
16,000	50,000

It must be pointed out that this list of gifts is only part of a far longer list, which includes many more \$1,000,000 plus contributions, as well as many more significant increases in the five and six figure categories.

CAMPAIGN REPORT

3,000 HEAR FORD AT SUFFOLK DINNER

The largest campaign dinner ever held for the United Jewish Appeal took place late last month at the Colonie Hill in Hauppauge, L.I., when 3,000 Suffolk County men and women paid \$250 per plate to join in supporting the current campaign.

To make certain that the \$750,000 proceeds of the "Gift of Life" dinner would be used wholly for campaign purposes, the total cost of the dinner itself was underwritten by eleven Suffolk County leaders of UJA as part of their campaign contribution.

Speaker of the evening was Vice-President-Designate Gerald R. Ford, who declared that: "The United States has worked long and hard – and even alone – to uphold Israel's security. In the peace negotiations that are at long last about to begin between Israel and the Arabs, we will continue to support Israel's existence and her right to live in security."

Among the guests at the dinner were many of the outstanding personalities in the business, civic, religious and political life of Suffolk County.

They heard Congressman Ford point out that: "There are many of you in this audience tonight whose parents came to these shores fleeing oppression. And as you all know, the accomplishments of the UJA in assisting such immigrants have been nothing short of phenomenal."

He paid particular tribute to the long time supporters of UJA, pointing out that since 1938 UJA funds have saved over 3,000,000 lives and have helped make possible the transformation of Israel into a dynamic and progressive land.

He compared the casualties sustained by Israel during the Yom Kippur War, given population ratios, were "equivalent to approximately 7,000 American deaths per day." In addition to binding up its wounds, he declared that, "Other needs also press in Israel. For example, immigration to Israel continues and spending on immigration alone was over \$1 billion before the hostilities broke out."

Congressman Ford concluded with a salute to the supporters of UJA "because you have unselfishly helped pave the road to self-reliance for the people of Israel. You have personally shared in an enterprise of historic significance for the survival of the Jewish people and of the spirit of human freedom and dignity to which it is dedicated."

The Suffolk County leaders who underwrote the expenses of the dinner were Maurice Barbash, Harold Bernstein, Raymond Bernstein, Jerry Kramer, Marc Krohn, Marvin Padover, Alvin Rush, Sigmund Schwartz, Richard Schriber and Saul Seiff, plus one leader who preferred to remain anonymous.

Chairman of the Suffolk campaign is Gerald M. Benstock, who has served in that top leadership post during the past four years.

WILLIAM ROSENWALD TO BE HONORED FEB. 7

William Rosenwald, most of whose adult life has been devoted to large scale philanthropy as a contributor and volunteer worker, will be the guest of honor at a Special Gifts dinner to be held in the Grand Ballroom of the New York Hilton Hotel on Thursday evening, February 7, 1974.

The dinner will be a somewhat belated celebration of Bill's 70th birthday and will mark the completion of his 45th year as a leader in many areas of philanthropy. It will also climax the special gifts phase of the UJA-Federation campaign.

In the course of his lifetime, Bill has been the recipient of countless accolades and awards, but probably no honor accorded him during his lifetime will have greater meaning than the response which is made by his friends and colleagues at this moment of crisis for the Jewish people abroad, and for our health, welfare and educational institutions at home.

WALL STREET GIVES \$4 MILLION

Nearly 700 leaders of the Wall Street financial community attended a UJA-Federation dinner on December 4 and announced gifts amounting to \$4 million to the coordinated campaign.

Over the years, Wall Street has long been one of the strongholds of both UJA and Federation support, and the gifts announced at the dinner and immediately prior to it represented the opening of what will undoubtedly be the biggest fund-raising effort in the industry.

The guests heard a spirited address by Simcha Dinitz, Israel's Ambassador to the United States, and witnessed a slide presentation showing the close relationship between human problems as they exist in Israel and here at home. The narrator was Lawrence B. Buttenwieser, Federation president.

The roll of honor was called by Gustave L. Levy, long time top leader in both Federation and UJA.

FROM HERE AND THERE

An interesting fund-raising report comes to us from Wilkes Barre, Pennsylvania. You will remember that the city was totally ravaged by a flood two years ago and that practically all Jewish businesses were destroyed.

Now Wilkes Barre, with a Jewish population of 1,600 families, has already raised \$2,111,000 for the Emergency Fund, and hopes to go as high as \$2,500,000. In 1973 the campaign raised a little more than half a million dollars.

* * *

As soon as transportation could be arranged, three surgeons from Federation's Long Island Jewish-Hillside Medical Center — specializing in neurosurgery, orthopedic and thoracic surgery — left for Israel to work shoulder-to-shoulder with Israeli surgeons right at the front lines.

* * *

A recent meeting of the Jewish Agency Executive had to be halted when a discussion on employment opportunities for Russian immigrants could not be continued because the Jewish Agency staff member responsible for the survey had been killed during the hostilities.

* * *

In a special partnership between a Federation agency and local day schools, the Federation Employment and Guidance Service (FECS) has initiated special job training and counseling programs to assist young students at Yeshivoth to plan their futures, either college or career.

* * *

To serve troubled families in the suburbs, two new Federation family service offices were opened in Hicksville and in Yorktown Heights.

CAMPAIGN REPORT

MAJOR EVENTS ON CAMPAIGN SCHEDULE

As we move into the holiday season the joint UJA-Federation campaign drive is going into high gear. Beginning next week and continuing into mid-January, these are among the major fund-raising meetings which have been scheduled.

Monday, December 17

China, Glassware Division Dinner Hotel Plaza

Tuesday, December 18

Newspaper, Magazine Publishers Division Luncheon Park Lane Hotel

Brooklyn Lawyers Division Dinner Union Temple

Knitwear Division Dinner Americana Hotel

Wednesday, December 19

Toys & Dolls Division Dinner New York Hilton Hotel

Taxi Division Dinner New York Hilton Hotel

Wednesday, January 9

Luggage & Leather Goods Division Luncheon Prince George Hotel

Coal & Fuel Oil Division Luncheon Terrace on the Park

Paints, Chemicals & Plastics Division Dinner New York Hilton Hotel

Thursday, January 10

Hides, Skins & Leather Division Cocktail Party Harmonie Club

Manhattan Beach Division Dinner Manhattan Beach Jewish Center

Tuesday, January 15

Photography Division Dinner Hotel Delmonico

Food Service Equipment Division Dinner Terrace on the Park

If you are associated with any of these divisions, your personal participation would certainly be helpful. Would you make a note of the date and place it on your calendar now, and be sure to attend.

SWIMMING POOLS INCREASE GIVING 6-FOLD

At its November 27 dinner, the Swimming Pools Division raised a total of \$186,600, compared with the \$33,600 the division contributed last year.

ALAN V. TISHMAN JOINS JANUARY MISSION

In the last issue of CR it was noted that a special high level study mission to Israel would be taking off on January 12, 1974.

Since the original announcement, it has been learned that Alan V. Tishman, co-chairman of the current combined campaigns, will be one of the leaders of the group, which is expected to comprise 75 couples. The other leaders are William J. Levitt and Meshulam Riklis, general chairmen of the current campaigns, Herbert Tenzer, co-chairman, Laurence A. Tisch, UJA president.

It is important to point out here that there is a steady stream of missions going to Israel, sponsored by national UJA. These missions leave New York every Sunday, and participants in the work of UJA and Federation are urged to join one of these Sunday groups, or to visit Israel on their own, in order to gain a profounder grasp of the problems which must be met.

What does Jewish survival mean to you and what are you going to do about it?



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CAMPAIGN RESULTS: 1971

CAMPAIGN NEEDS: 1972

INTRODUCTION

In the year 1971 the United Jewish Appeal of Greater New York raised \$73 million—out of the \$260 million raised throughout the United States by the nationwide UJA. How was this money raised? How many New Yorkers contributed to the total effort? What percentage of the money was spent to carry out the fund-raising effort itself? The answers to these questions are illuminating because they not only point out graphically the strengths and weaknesses of our campaign efforts in the immediate past, but define the difficulties and the challenges which face us in 1972. This booklet is an attempt to make plain, for the eye as well as the mind, the details of the 1971 campaign results as compared with previous years.

Each of the campaign figures in this booklet has its parallel in the way the money was spent to rescue, resettle and rehabilitate thousands of Jews in other lands on whose behalf this great fund-raising effort is undertaken, in campaign after campaign, by the Jews of the New York area. Here numbers fail us! Statistics can only hint at the real story of the enormous effort that goes into feeding the hungry; housing the homeless; turning bewildered immigrants into useful citizens of Israel; supplying schooling to children; making life meaningful for

the aged; curing the sick. For the real work of the UJA through its member agencies, is in terms of human beings.

At the close of this booklet the needs of the United Jewish Appeal of Greater New York for 1972 are projected on the basis of current trends, goals and proposals. If the human element changes, if the needs multiply, then the goals must change.

The story of UJA is the incredible story of people rising above every reasonable expectation and plausible excuse to meet impossible emergencies by rising to impossible challenges. The tables in this booklet hint at the dimension of that story. We ask you to remember that the ultimate aim of every figure and every percentage point is Jewish survival. That we have helped so many is cause for pride. That so many more still wait for help is cause for humility and continued generosity.

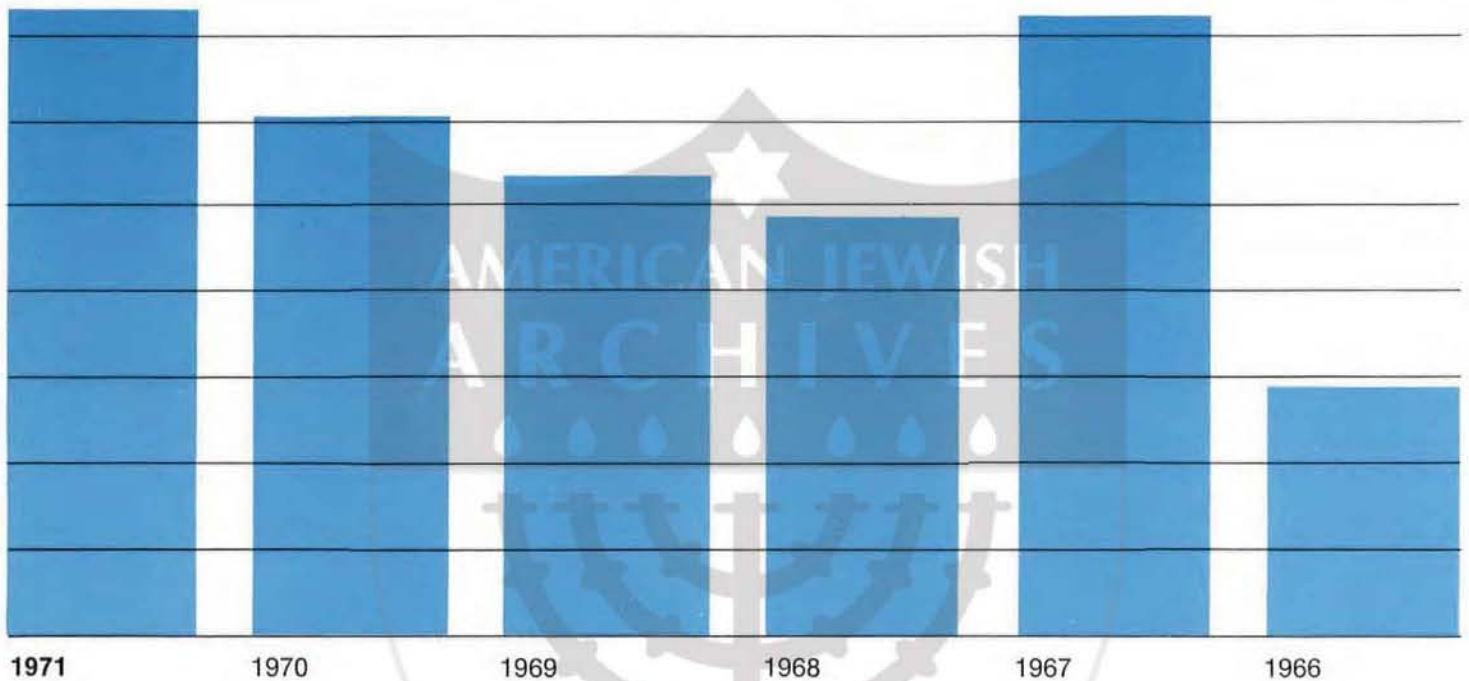




OUR RECORD IN NEW YORK

Total Raised New York UJA

\$73,000,000 \$61,000,000 \$53,000,000 \$48,000,000 \$72,000,000 \$29,000,000



Despite the immense and immediate response to the emotional appeal of Israel's time of peril in 1967, it may be seen from the figures on this page that estimated totals of sums raised by New York UJA in 1971 surpass even that high-water mark—an indication of the insight and maturity of the Jews of New York in understanding the day-to-day needs of hundreds of thousands of Jews in other lands. But of 800,000 Jewish families in the New York area only some 150,000 actually contributed to the 1971 campaign. The United Jewish Appeal of Greater New York must reach the great numbers of potential contributors throughout the area.



The Jewish Agency (through United Israel Appeal) helped some 45,000 immigrants who arrived in Israel, including approximately 13,000 from the Soviet Union in the course of 1971.

Approximately 350,000 immigrants of 1971 and previous years depended on Jewish Agency programs for help.

Anticipated expenditures for fiscal 1971: \$387 million.

1972 UJA Needs in Israel:

70,000 new immigrants from the Soviet Union and other lands are expected to arrive in 1972.

An estimated 70,000 immigrant families live in substandard housing. In terms of density, over 200,000 families—30% of the national total—live in overcrowded condi-

tions of two or more to a room.

Twenty percent of Israel's urban population live below a poverty line set at \$80 per month for a family of four. UJA has direct responsibility for 20,000 needy families.

Several months ago the proposed unofficial Jewish Agency budget for the year 1972 envisioned 40,000 immigrants to Israel. As a result, the following Jewish Agency budget for the year 1972 was proposed:

Immigration and Absorption	\$ 46,750,000
Social Welfare Services	
for Immigrants	54,750,000
Health Services	
for Immigrants	79,575,000
Housing for Immigrants	198,370,000
Absorption in Agricultural	
Settlements	52,050,000
Youth Care and Training	30,870,000
Education	52,870,000
Institutions of	
Higher Learning	88,000,000
Miscellaneous	41,765,000
Total	\$645,000,000

Since this budget was proposed, the estimate for immigration to Israel next year, particularly from the Soviet Union, was dramatically and drastically increased. As a result it is now anticipated that 30,000 additional immigrants will have to be cared for in Israel, calling for the expenditure of an additional \$199 million. This means that the Jewish Agency will have to raise a total of \$844 million from the Jewish communities throughout the world in 1972.

OUR RECORD IN NEW YORK

1971 Contributions According to Amounts

Category	Number of Gifts 1971	Percentage of Total	Number of Gifts 1970	Percentage of Total	Number of Gifts 1967	Percentage of Total
\$10,000 and over	994	61.3	891	56.9	986	55.7
\$5,000 to \$9,999	877	7.2	726	7.1	932	7.9
\$2,500 to \$4,999	1,462	5.6	1,256	6.4	1,350	6.0
\$1,000 to \$2,499	5,029	9.0	4,617	9.9	5,652	10.3
\$500 to \$999	6,256	4.9	5,661	5.3	6,931	5.6
\$100 to \$499	34,791	8.3	34,291	9.8	43,270	10.0
\$1 to \$99	96,770	3.7	101,487	4.6	119,630	4.5
Total	146,179	100.0	148,929	100.0	178,751	100.0



Joint Distribution Committee (including ORT) in 1971:

Number of persons aided: 311,000 in 25 countries.

Total expenditures: \$23,527,000.

Joint Distribution Committee (including ORT) in 1972:

Anticipates aiding 315,000 needy and distressed Jews in 25 countries.

Budget for 1972

Malben in Israel	\$ 8,000,000
Religious & Cultural Activities - Israel	980,000
Western Europe	2,150,000
Eastern Europe	1,910,000
Relief-in-Transit	2,700,000
Arab and Moslem Countries	3,850,000
Other Countries	50,000
Reconstruction - ORT	2,700,000
Other Programs	2,600,000
Total	\$24,940,000

OUR RECORD IN NEW YORK

Divisions which held five or more Pace Setter meetings and the relation to funds raised.

Trade or Community	Number of Meetings	Results of Pace Setters	Final Results of Overall Division
Scarsdale	5	48% increase	37% increase
Physicians	39	57% increase	48% increase
Huntington	13	89% increase	51% increase
Harrison	10	42% increase	36% increase
Mt. Vernon	5	49% increase	34% increase
Insurance	7	52% increase	36% increase
Valley Stream	23	79% increase	48% increase
Hempstead	8	58% increase	42% increase
Jackson Heights	5	63% increase	44% increase
Hollis Hills	7	55% increase	41% increase

The 1971 Pace Setters program proved to be one of the largest percentage-gainers of the campaign. We held 366 meetings, obtained 3,200 contributions, raised \$5,922,206 for an average increase of 54%.



New York Association for New Americans in 1971:

Number of newcomers to New York assisted: 2,500

Total expenditures: \$725,000

New York Association for New Americans in 1972:

Anticipated number of newcomers to New York to be assisted: 3,000

Anticipated 1972 expenditures: \$1,010,000

OUR RECORD IN NEW YORK

1971 UJA Missions to Israel

Number of Missions	Number of Participants	Percentage of Increase for Mission Members
14	486	261.7%

1972 UJA Missions Scheduled

Number of Missions	Number of Participants
22	800

Number of Meetings Scheduled February 1 - July 31, 1971

	Organizational	Fund Raising	Total
Trades	495	236	731
Communities	345	477	822
Women's	645	234	879
Young Leadership	137	13	150
Council of Organizations	1,855	972	2,827
Clubs	24	22	46
Passover Appeals		26	26
Shevuoth Appeals		51	51
UJA Building	920	25	945
Total	4,421	2,056	6,477

Fund - Raising Costs

The low cost of administration is made possible by the devoted efforts of tens of thousands of volunteer workers who so freely and unselfishly do the job.

Campaign Year Ratio of Expenses to Gross Pledges

1971	8.4%
1970	9.2%
1969	9.4%
1968	9.5%
1967	5.5%

Average for the past five years: 8.4%



United Hias Service in 1971:

Number of immigrants resettled: 3,170 (in U.S. and other countries outside Israel).

Total expenditures: \$2,720,000

United Hias Service in 1972:

Anticipated number of immigrants to be resettled: 3,375 (in U.S. and other countries outside Israel).

Anticipated 1972 expenditures: \$2,930,000

The National Jewish Welfare Board in 1971:

Number of Jewish Community Centers and YM-YWHA's served by JWB: 470 (including branches and camps) with a total membership of 800,000. Jews in the U.S. armed forces, their families and veterans requiring religious and morale services provided by JWB are served at more than 1,000 installations which have Jewish military personnel. Total JWB expenditures: \$2,323,000.

The National Jewish Welfare Board in 1972:

1972 budget to maintain JWB services to American Jewish communities and to Jews in the U.S. armed forces: \$2,392,000

PROJECTED CAMPAIGN GOALS FOR 1972



In 1972, faced with increased migration to Israel, absorption needs of 70,000 who arrived in the Jewish State last year and global programs which often spell the difference between life and death — between hardship and suffering — between sickness and health — between hope for the future and no future at all — the United Jewish Appeal of Greater New York has set a figure of \$150 million as its total goal.

This means that amounts raised must be doubled. It means that in-

stead of 3,000 gifts of \$2,500 and more, the campaign must realize nearly 6,000 such gifts.

The Pace Setters program seeks to hold more than 1,000 meetings and to raise at least \$15 million.

The number of individual solicitations must be vastly increased to at least 1,000.

The number of overseas missions also must be increased so that contributors may see for themselves the dramatic accomplishments their contributions have helped to make possible and the dramatic nature of the needs still to be met.

Efforts through synagogues in the New York area are being stepped

up. It is estimated that 30% of all synagogue members in the New York area now contribute to UJA. The eventual goal is for full participation by all synagogues in the metropolitan region.

Through an area-wide program of public relations and publicity, making use of all media including television, radio, films and the resources of journalism, the campaign hopes to dramatize the need for funds to millions.

New efforts will be made to reach sympathetic members of the non-Jewish community.

The people of the New York area have never been more keenly aware of the crucial role UJA plays in saving and rehabilitating Jewish lives overseas than we are today. The headlines and the nightly newscasts on network television keep us up to date on the facts of this story. Statements by political leaders, threats of war, reports of mass migration and hardship, form a continuous factual background against which UJA must conduct a campaign which, over the years, becomes more and more a movement of people helping people than just another perennial request for funds. That is what is meant by our 1972 slogan "Keep the Promise." The promise to sustain Jewish life all over the world is no one-time pledge that calls for one-time giving. It is a continued commitment on the part of the largest Jewish community in the world to go on "being our brother's keeper." Each year's campaign is only another chapter in a continuing story of life-saving and life-giving. **"It is not for us to complete the task, yet neither are we free to desist from it."**



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