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

Series H: United Jewish Appeal, 1945-1995. Subseries 4: Administrative Files, 1945-1994.

Box Folder 51 15

Speakers Division. Speakers from Israel travelling to the United States. 1971-1972.

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

To: HAF
From: MHS

Proposal: To Establish a UJA Speaker's Seminar

- A. UJA proposes to establish in Jerusalem a <u>Seminar</u> for Israelis who have been requested by UJA to speak or work in its campaign. UJA welcomes the participation of others recommended by sister and related organizations.
- B. An Israeli speaker can be more effective if, besides his own field of knowledge, he is familiar with the broadest scope of human needs in Israel, and the relationship of the UJA campaign to those needs.
 - 1. Security and morale.
 - 2. Immigration and absorption.
 - 3. Education.
 - 4. Health Services.
 - 5. Poverty and social welfare.
 - 6. Development.
- C. A speaker in the United States should be familiar with the historic commitment of American Jews to zedakah and the rebuilding of Eretz Yisrael.
 - 1. The roots of zedakah in Jewish tradition.
 - 2. The growth of the idea of Eretz Yisrael in Jewish thought.
 - 3. The Holocaust.
 - 4. The establishment of the State.
 - 5. The survival of Israel.
 - 6. The major policy themes of Israel.
- D. Speakers will be more effective if they develop an understanding of American Jews.
 - 1. The psychology of giving.
 - 2. The need for personal expression.
 - 3. The growth of commitment.
 - 4. The nature of altruism.
 - 5. The desire to participate in works of nobility and valor.
 - 6. The desire to participate in Jewish history.
 - 7. The shock of the Holocaust.
 - 8. Identity with the people of Israel and its survival.
 - 9. The good consequences of doing what is right.

- E. Fundamental fund-raising techniques will be emphasized.
 - 1. Face-to-face solicitation.
 - 2. Ratings and their use.
 - 3. Maximizing personal experience and knowledge.
 - 4. Appealing to individual values and peoplehood.
 - 5. Breaking patterns and hesitancies; overcoming annual pacing and "hang-ups."
 - 6. Understanding when and how to close a conversation, minimizing failure.
 - 7. Developing an ear for productive clues.
 - 8. Focusing on bigger issues without being defensive for people's personal unhappinesses.
 - 9. Upgrading.
 - 10. Encouraging visits to Israel for greater personal understanding.
 - 11. General techniques of speaking and speechwriting.
 - 12. Special understandings; agreements in principle; forms of giving; cash; quotas.
- F. It is also important that speakers understand some common denominators of Jewish life in America.
 - 1. The relationship of the Jewish community to the general community.
 - 2. The development of the American Jewish community and its concern for Israel and Europe.
 - 3. Welfare funds and UJA
 - 4. The institutions of American Jewish life.
 - 5. The leadership of American Jewish life.
 - 6. The demography and social patterns of American Jewish life.
 - 7. Commitments of American Jewish life.
 - 8. The voluntarism of Judaism.
- G. The <u>Seminars</u> and presentations will be brief and directed. UJA will utilize its Israeli staff, and will invite others in Israel who have experience as UJA speakers or staff members or whose fields are related to the needs of Israeli speakers. Field trips, models and tapes, and other media forms will be utilized.

- H. As a working guide, one day should be structured for speakers who will be in the United States for two weeks; three days for speakers or residents for one month; one week for two months or longer.
- I. UJA should be able to initiate this project at the beginning of 1972.



December 6th, 1971

und.

REGARDING YOUR CABLE OUTLINING SPEAKERS REQUIREMENTS

I HAVE SEEN GENERAL LAHAT, AND HE IS NOW PREPARED TO GO

TO ENKIR CHIEF OF STAFF AND MAKE SPECIFIC REQUESTS ACCORDING

TO YOUR CABLE TO ME STOP

IT MAY BE NECESSARY FOR US TO ACCEPT SOME SUBSTITUTES AND

I WILL OFFER NAMES OF BENNY PELED AND NEHEMIAH KAIN PERIOD

YOUR CABLE CONCERNING GENERALS GAVE SPECIFIC DATES AND

THOSE DATES MAY ALSO HAVE TO BE SLIGHTLY ALTERED ACCORDING

TO MILITARY NEEDS PERIOD

NOW IN ADDITION TO THE GENERALS YOU HAVE ASKED FOR I AM GOING TO ASK FOR THREE COLONELS WHO CAN DO INCORNAN SOLICITING PERIOD THEY WILL BE SHARONY WITH WHOM WE ARE FAMILIAR FROM LAST YEAR GIDON MACHANAYMI WHOM I HAVE INTERVIEWED AND AM CERTAIN HE CAN DO THE JOB AND YAACOV EVEN WHO IS ALSO KNOWN TO US PERIOD I WOULD LIKE FROM YOU RECOMMENDED DATES WHEN YOU WANT THESE MEN ALL THREE OF WHOM CAN BE AND ARE WILLING TO BE USED FOR INDIVIDUAL SOLICITATION STOP I WOULD PERSONALLY RECOMMEND USINGTHEM AS EARLY IN THE CAMPAIGN AS POSSIBLE PERIOD IN ADDITION TO THESE MILITARY PEOPLE DO NOT FORGET THERE IS THE LIST OF CIVILIANS FOR INDIVIDUAL SOLICITING PERIOD AVI BEN ARI YEHUDA PRIHAR AND WELLESLY AARON ARE ALREADY BOOKED AND I AM WAITING FOR A REPLY FROM EBAN ON THE NAMES I GAVE HIM PERIOD THIS BRINGS YOU UP TO DATE AND NOW I WOULD APPRECIATE IMMEDIATELY REPLY ON DATES FOR THE THREE COLONELS

REGARDS

August 2nd, 1971

Aluf Shlomo Lahat, Chief of Manpower Branch, Israel Befence Army

Dear General Lahat,

Following our recent conversation, I would like to ask you to provide the services of the following named officers:

ARCHIVES

Aluf Mishne Taacov Even Aluf Mishne Gidon Machanaymi Aluf Mishne Natti Sharony

I am awaiting a reply from my office in New York as to the exact dates that these officers would be required. They will be used for personal solicitation. As soon as I have information on the exact dates, I shall communicate this to you.

Very truly yours,

Herbert A. Friedman Executive Vice Chairman United Jewish Appeal. August 2nd, 1971

Aluf Shlomo Lahat, Chief of Manpower Branch, Israel Defence Army

Dear General Lahat,

Following our conversation, the other day, I would like to make the following request:

/13 October through 1 November Tat Aluf Menachem Meron

1 November through 15 November Aluf David Elazar

15 December through 28 December Aluf Aharon Yariv

Month January
Aluf Hod and Aluf Gur, dividing the month
between them. I want each man for half a
month.

February Aluf Shlomo Lahat

March

Aluf Sharon.

If, for any reason, any of the above named officers are not available, we discussed as possible sustitutes, the names of Tat Aluf Benny Peled and Tat Aluf Nehemiah Kain.

Looking forward to hearing from you, I am, Yours sincerely,

> Herbert A. Friedman Executive Vice Chairman United Jewish Appeal

UNITED JEWISH APPEAL, INC.

MEMORANDUM

Date August 9, 1971

To Mr. Irving Bernstein

From Seymour Lesser

Subject Overseas Speaker Requirements

Fall 1971 Spring 1972

In light of our desire to get commitments for the above periods as soon as possible these are my recommendations for speaker requirements.

In addition to those named below we may require other individuals for some of the every day type of meetings. However, since these people would be of a status below the level of those requested, we can make decisions at a later date.

Wed., Oct. 13 thru

Mon., Nov. 1

Mon., Nov. 1 thru

Wed., Nov. 10

Mon., Nov. 1 thru

Wed., Nov. 24)

Mon., Nov. 15 thru

Tues., Nov. 30

Dayon Visit

Mon., Nov. 15 thru

Fri

General "Mendy"

Elazar

Zvi Tzur Of H

One of the three Colonels HAF mentioned. These are Sharony, Evan, Machanaymi.

General David Elazar

Shimon Peres

HAF

Pincus if he comes for the General Assembly

In the event that Elazar and/or Peres come for Bonds we then should think of General Tal, Michael Arnon or Simcha Dinitz if he does not come for Bonds.

One Colonel - Mechanym;

(Cont'd. . .)

Wed., Dec. 1 thru Mon., Dec. 6

Mon., Dec. 13 thru Wed., Dec. 29

Wed., Dec. 15 thru Tues., Dec. 28 Asher Ben-Natan

One Colonel

General Yariv

If Yariv comes for Bonds other
Generals to be considered
would be Tal, Sharon, Lahat,
Horev, Moosa Peled or Men.

If Pincus comes for Conference we can then have him for this period.

Jan. 3 for one month

Hod Almogi

Again if we run into a conflict that any of these men have come for Bonds we can then talk in terms of the Generals mentioned above.

Feb. 1 for one month

Gershon Avner

Abe Harmon-General David Ofer

General Lahat - if he has not come before. If he has then we would substitute him with another General.

Leon Dultzin Bernard Cherrick A General probably Eric Sharon

March 1 for one month

FOR WOMEN'S DIVISION

January

If Ruth Dayan comes for Bonds
in November then we should
think of Zena Harmon for this
periodonly of Roth Not would
be to have a recent arrival from
Russia who is vocal and relatively
young.

Mr. Irving Bernstein - page 3

WOMEN'S DIVISION

March

Yael Dayan

Footnotes:

- (1) If the meeting in Washington takes place in January we would then want Yigal Allon. If not then New York wants him for their February 10th \$10,000 and over meeting.
- (2) For the month of May New York City wants Biran and Rosolio.
- (3) We need Russians beginning January 5 through entire campaign. We will also want a Russian for special session at December Conference.
- (4) Los Angeles will want young soldiers who can speak and are well briefed in February, March and April.

cc: MP

18 August 1971

Mr. Josef Almogi Minister of Labor Jerusalem

Dear Josef#

This is just a short note to confirm in writing what we discussed in person. We agreed that you would give five days to the New York City UJA for the purpose of soliciting individual contributors in the bracket of \$50,000 and above.

We agreed that you would connect this with your visit to the United States on behalf of the Bond Organization. You were not certain of the date but thought it would be the week beginning 8 November. Therefore, we were speaking about the week beginning 15 November for the UJA.

I am informing our office in New York, as well as Mr. Ernest Michel, the director of the New York City campaign.

Everyone is delighted with your acceptance and we know it will be a big help to get the 1972 campaign properly started.

Yours sincerely,

HAF:SS

Herbert A. Friedman Executive Vice-Chairman

be IB: Michel

18 August 1971

Lt. Gen. (Res.) Zvi Tsur Ministry of Defense Tel Aviv

Dear Chera:

This is just a short note to confirm the dates we discussed concerning your visit to the United States on behalf of the campaign. We spoke about the period of 15 - 30 November. You communicated to me, of course, there might be some emergency situation which would prevent you from coming, and I said we understood that perfectly well. For the sake of good planning, however, it is really necessary for our staff to know that they have someone like you available for them, and then they build the proper appointments and calendar around you.

I would appreciate, therefore, your entering these dates in your diary, and as we get closer, we will get more specific as to details. The general nature of the assignment, as we discussed, will be to do individual solicitations on a very, very high bracket, and possibly very small parlor meetings of very large contributors.

It is encouraging to us to know that you will help get the 1972 campaign properly started, and I really thank you for your cooperation.

Sincerely,

HAF:SS

Herbert A. Friedman Executive Vice-Chairman

18 August 1971

General Moshe Dayan Minister of Defense Tel Aviv

Dear Moshe=

Following our conversation about the million-dollar meetings in the United States, I spoke to Mrs. Meir, as you requested. She was very pleased that you were willing to undertake this assignment, and, of course, gave her approval.

I remember that you said that you would like to do this as late as possible. I was speaking about October, but since you want more time, we altered our plans and we are willing to speak about the period of mid-November. If you are in the position to fix dates, it would be most helpful. The more specific we can be, the better chance we have to obtain maximum results by planning long in advance. The three days of Monday, Tuesday, Wednesday, November 22, 23, 24 might be the best three days. How does that sound to you? I would appreciate hearing from you at your earliest convenience.

I cannot begin to tell you the impact this will make on the 1972 campaign. We are trying to raise even more money next year, and your willingness to give us a help at the very top level of the campaign will be the single most important contribution anyone can make. Our people are very excited and very grateful to you. With deepest thanks, I am

As ever,

HAF:SS

Herbert A. Friedman

15 Ibn Gavirol Jerusalem

3 September 1971

Mr. Avraham Kidran Ministry of Foreign Affairs Jerusalem

Dear Mr. Kidran:

Following conversations with Mr. Ernest Michel the director of the United Jewish Appeal for New York City, I hereby submit this official request for the Foreign Ministry to permit Mr. Dov Sinai to come to New York City from mid-October 1971 till mid-June 1972, for the same assignment which was undertaken last year by Mr. Mordechai Shalev.

Incidentally, although I have mentioned this orally to Mr. Eban, I should like you to know, more formally, that Mr. Shalev did an outstanding job, in what was then a pioneering assignment. He displayed tact, persistence, dedication and skill. We were very pleased and happy with him. We certainly anticipate even better results with Mr. Sinai, during the second year of this program.

Looking forward to your favorable response, I am Sincerely yours,

HAF:SS CC E/M

for Thalev

Herbert A. Friedman Executive Vice-Chairman

15 Thn Gavirol Jerusalem

3 September 1971

H. E. Golda Meir Prime Minister of Israel Hakirya Jerusalem

Dear Madam Prime Minister:

Mr. Abba Eban has accepted the invitation of the United Jewish Appeal to speak at the annual conference in New York on Saturday evening, 11 December 1971.

We have had requests from many communities, but have condensed them all into a one week schedule.

Therefore, we would appreciate your approval for him to assume a schedule beginning 6 December, which would include visits to Detroit, Cleveland, Dallas and Los Angeles during that one week. These meetings are intended for the very top-most contributors.

Anticipating your favorable response, I am

Sincerely yours,

HAF SS CC. Mr. P. Sapir Mr. A. Eban Herbert A. Friedman Executive Vice-Chairman JEVAGENCY JEVAGENCY

FOR FRIEDMAN

YOU SHOULD BE AWARE THAT IN ADDITION TO ZAND THE FOLLOWING IMMIGRANTS FROM EASTERN EUROPE HAVE BEEN SCHEDULED FOR THE UNITED STATES STOP

MISS JULIA VIENER SEPTEMBER TWENTY THROUGH OCTOBER STOP
ZAND AND VIENER COMING UNDER AUSPICES OF AMERICAN CONFERENCE
FOR SOVIET JEWRY STOP MR.

(3KERLEHR YIDDISH SPEAKING

POET VISIT NOT DEFINITE

REGARDS BERNSTEIN

הטוכנות היהודית לארץ־ישראל THE EXECUTIVE OF THE JEWISH AGENCY

P. O. B. 92 JERUSALEM ת. ד. 92 ירושלים

September 24th

To: HAF

From: MHS

AMERICAN JEWISH

General Lahat's office confirmed March 9 - 24 for Colonel Even and asks us to write to him.

General Kayin agrees to travel to the United States in January or February at times suitable foqus. I need your feelings.

General Gur can also be available to us for an approximate two week speaking tour. If you give me the final dates or reconfirm the old dates for Gur I will speak to his office.

General Horev will let us know his availability this weekend.

In person I will share with you some of Ettinger's conversation. It is not appropriate for a Memo.

February 28th, 1972

Mr. Moshe Rivlin Director General Jewish Agency Jerusalem.

Dear Moshe,

I think you will be interested in the telex which arrived this morning:

"REQUEST FOR RUSSIAN IMMIGRA TO INCREASING STOP NEED MINIMUM
FOUR MARCH STOP DID NOT RECEIVE OUR COMPLEMENT FOR FEBRUARY
BECAUSE AGENCY WAS NOT ABLE CLEAR VISAS IN TIME STOP MY WIRES
TO RIVLIN WERE TO TELL HIM DAYS WERE PASSING AND RUSSIANS WERE
STILL ABSENT STOP ALSO GAVE HIM IDEA OF PERSON WE NEED AND GAVE
HIM EXAMPLES LIKE JULIA WEINER ALLA RUSINEK TIGA VASKIN STOP
MUST HAVE DEFINITIVE WORD FROM JERUSALEM AS TO WHEN RUSSIANS WILL
COME STOP WE CANNOT CONTINUE SCHEDULING THEM WITH INDEFINITE ARRIVAL
DATES WHICH ARE CONTINUALLY POSTPONED STOP

BERNSTEIN"

Most sincerely yours,

Herbert A. Friedman

FEES.

\$150 per lecture in Besten and vicinity.

For lectures delivered outside the Boston ores, transportation and hotel charges (wherever applicable) will be added.

When attempting to arrange a lecture date, please provide three alternatives.

All correspondence should be addressed

D. Rosenberg Associates 25 Francis Road Wellesley, Massachusetts

BZ Sabel U of Harfy Harfy Bruel DR. B. ZVI SOBEL

ASSISTANT PROFESSOR

BRANDEIS UNIVERSITY



DR. 8. ZVI SOBEL

Basic . (194 B. Zvi Sobel is an Assistant Professor of Sociology at Brandels University He received his education at Brooklyn College * and at the New School for Social Research in New York, and received his M.A. and Ph.D. degrees from the New School, Dr. Sobel's research in the field of sociology has been concentrated in the areas of inter-group relations, contemporary lewish studies, and the sociology of the Jews. He is the author of various articles and reviews which have appeared in a wide range of scholarly and general journals, including the American Sociological Review, the fournal for the Scientific Study of Religion, Midstream, Judaism, Dialogue, and others. During 1966-67 Dr. Sobel was Visiting Senior Lecturer in Sociology at the Hebrew University in Jerusalem and Haifa University College in Haifa, Israel While in Israel Dr. Sobel was engaged in research on Arab-Jewish relationships, and he presently is completing a series of research reports on the recent conflict and its antecedents.

He is married and the father of three children, and resides in Natick, Help , Quant Massachusetts.

TOPIC AREAS

Israel
American Jewish Community
Anti-Semitism
Youth and Youth Culture

LECTURE TITLES

- ISRAEL JUNE 1967 CRISIS AND AFTERMATH. An eyewitness account of the June war and its implications for the future of both World and Israeli Jewry.
- 2) ARABS AND JEWS COMMUNITIES IN CONFLICT. An analysis of the relationship between Jews and Arabs within the State of Israel based on research carried out in 1966-67 within the Arab community in Israel.
- 3) ISRAELI RELIGION AND THE RELI-GION OF ISRAEL. An analysis of the role, function, shape and possible future developments of Judaism in the Jewish State.
- 4) WILL YOUR GREAT GRANDCHIL-DREN BE JEWS? A discussion of the Sociology of American Jewry emphasizing present trends and probable tuture developments.
- 5) INTERMARRIAGE AND THE JEWISH COLLEGE STUDENT. An analysis of recent research suggesting the existence of a threat to Jewish survival stemming from a steep current increase in intermarriage rates.
- 6) THE FUTURE OF ANTI-SEMITISM IN THE UNITED STATES is anti-Semitism as we currently define the phenomenon a thing of the past, or does it still present a threat and a challenge to the lewish community in the United States?
- 7) NEGROES AND JEWS: ANTI-SEMI-TISM OR ANTI-WHITEISM? A clarification of issues confronting both the Jewish and Negro communities in the United States today and projections for the future.

R JEVAGENCY JM JULY 26

FRIEDMAN AND VINITSKY
JEVAGENCY
JERUSALEM ISRAEL

TA Benny Referd

TA neterment Kann

SPEAKER REQUIREMENTS FOR THE FOLLOWING PERIODS:

NOVEMBER 15 THRU NOVEMBER 1 GENERAL WINDY STOP Dado

NOVEMBER 1 THRU NOVEMBER 10 GENERAL ZVI TZUR STOP

NOVEMBER 15 THRU NOVEMBER 1 GENERAL DAVID ELAZAR AND SHIMON

PERES STOP

IF PINCUS DOES NOT GO GENERAL ASSEMBLY WE WILL WANT HIM FOR DECEMBER CONFERENCE AND TO REMAIN FOR WEEK FOLLOWING GENERAL ASSEMBLY STOP

DECEMBER 1 THRU DECEMBER 6 ASHER BEN NATHAN STOP

DECEMBER 15 THRU DECEMBER 28 GENERAL YARLY STOP

MONTH OF JANUARY HOD ALMOGI GENERAL GUR STOP WILL NEED YIGAL
ALLO N ONLY IF NATIONAL MEETING IN WASHINGTON DC TAKES PLACE IN
JANUARY STOP

MONTH OF FEBRUARY GENERAL LAHAT GERSHON AVNER HARMAN GENERAL DAVID OFER STOP

MONTH OF MARCH GENERAL SHARON LEON DULZIN BERNARD CHERRICK STOP JANUARY - FOR WOMENS DIVISION RUTH DAYAN STOP

MARCH - YAEL DAYAN STOP

FOR NEW YORK CITY LAST WEEK IN NOVEMBER ALMOGI STOP

IF YIGAL ALLON IS NOT REQUIRED FOR OUR JANUARY MEETING IN
WASHINGTON DC NEW YORK WANTS HIM FOR THEIR FEBRUARY 10 TEN THOUSAND
AND OVER MEETING STOP

MONTH OF MAY NEW YORK WANTS BIRAN AND ROSOLIO.

REGARDS - BERNSTEIN

GOLDA, DAYAN, GISANI

SPEAKERS

| Govit | Army Semines | officials | poblic Fieures |
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| ALM061 | EZAZAR | ARNON | SABIN |
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| SOPIR | CHOREV | RIVUN | BITAN |
| HILLEL | LAHAT | CHINITZ | A. LOVY |
| SHAREF | GOR AMERICAN | ROSEN | A. YOFFE |
| PINCUS | 60RODISH | NARKISS | |
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Dec. Conf.
- 9 - Dinner - Rahn 9-10-11 11- Dinner - Eban 10 - Meeting - Duetzin + Russian + Dragi See Rivlin

1972 Jan.

Hod Roll 1-15 Gun - hatin america 15-30 Dinitz 500 9-19 almogit Tee 10-24 Dor Shaper (Beule) her 10-28 Minister Paled? Shula Prihan 3 - 31 1-24 Gershor avner (500) 7-21 Peled A. Chorer [aux] 1-18 Elie Bon Lev Treg. 14- march 3 Kain A/M Y. Benzu Dietzin Tee IB spoke 28 Feb - 17 March Cherrick 1300 13-31 Ben Natan (wike for wells # - 24 Col. Y. Even V

(gains - reg.)