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

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

Box Folder 7

Operation Israel. 1970-1972.

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

OPERATION SRAEL1972



A visit to Israel is always a unique experience, but with Operation Israel it is an unforgettable one.

Operation Israel is a close look at the Israel of today, A candid look.

New immigrants arriving at Lod Airport, faces filled with relief, with prayer, with joy... taking the oath at Massada...a candlelight ceremony at the Western Wall...a straightfrom-the-shoulder briefing by outstanding Israeli leaders.

You will see and learn and begin to understand the strength and courage of the Israelis and the difficulty of their everyday life under constant tension.

You will meet Israelis of all kinds: from cabinet ministers to cab drivers; from Jews who came from places like Bucharest, Rabat, Cochin and Santiago to the latest Soviet immigrants who come seeking freedom and the realization of a lifelong dream; from top ranking Jewish Agency officials to young activists on the streets of Jerusalem.

You will meet with Israeli leaders who will discuss the dimensions of the human problems that the people of Israel face and why your help is needed.

You will visit border kibbutzim where the people struggle to carve out their lives from the land sometimes in the shadow of terror...struggling development towns where immigrants from a score of countries find a home...absorption centers where new arrivals learn what it means to be an Israeli.

Israel is more than a country. It's an experience.







Sample Itinerary

Monday

Arrival and Briefing

Tuesday

Jerusalem Sightseeing: Western Wall, Yad Vashem, Military Cemetery

Wednesday

Immigration & Absorption: Meeting New Immigrants Jewish Agency Briefing

Thursday

Beit Shean Valley Kibbutz Golan Heights Entrance

Friday JDC/Malben Social Problems: Urban Areas & Development Towns Meeting Social Activists

Saturday

Closing Dinner, Briefing

For those staying extra days.

ORT, Israel Education Fund Schools Jericho, West Bank

Monday

Massada

Tuesday Jerusalem Sightseeing: Restored Synagogues,

Mt. Scopus, Mt. of Olives, Israel Museum Bethlehem

Wednesday Departure

Schedule



The dates for the 1972 Operation Israel trips are:

Physicians and Wives October 31-Nov. 10

Couples

November 14-24

Men 3

November 28-Dec. 5

4 Student Campaign December 12-19

Chairmen

December 19-29

Couples

January 9-19

January 16-23

Women's Division

January 23-Feb. 2

Couples

Men

January 30-Feb. 9

10 Men February 6-13

February 13-20



Application

Please enter a reservation in my name for leaving Flight No ..

I enclose my check made payable to "UJA Operation Israel" in the amount of \$250 deposit per person. I understand this deposit is fully refundable if I cancel in writing prior to departure.

Date of my last visit to Israel

Total Cost Per Person

Flights 1, 2, 5, 6, 8 & 9___ Flights 3, 4, 7, 10 & 11___ \$695











(Please print or type)

Name

Address

City

State

Zip Code

Area code Home Phone

Area code Office Phone

"AND SEE THE LAND WHAT IT IS AND THE PEOPLE THAT DWELL THEREIN"

(numbers 13:18)



Operation



ELEVEN SPECIAL FLIGHTS TO ISRAEL FROM OCTOBER THROUGH FEBRUARY For details contact: Allied Jewish Appeal-Israel Emergency Fund of the Federation of Jewish Agencies of Greater Philadelphia, 1511 Walnut Street, Philadelphia, Pa. 19102 • 215 563-0200

"AND SEE THE LAND WHAT IT IS AND THE PEOPLE THAT DWELL THEREIN"

umbers is in



OPERATION ISRAEL



ELEVEN SPECIAL FLIGHTS TO ISRAEL FROM OCTOBER THROUGH FEBRUARY For details contact: Allied Jewish Appeal-larael Emergency Fund of the Federation of Jewish Agencies of Greater Philadelphia, Pa. 1511 Walnut Street, Philadelphia, Pa. 19102-1215 563-0200

HOW

SUGGESTIONS FOR FUTURE OPERATION ISRAEL MEETINGS

- 1. An educational program must be initially given the group to explain things such as J.D.C., O.R.T., and U.I.A. We take for granted that most people are aware of how the money they give is used, and this is not so.
- V2. The first full day should not be started at 4:30 in the morning and ended at 8 or 9 at night, because the entire mission from that time on is totally exhausted and they have not had a chance to recover from the long trip from New York.
- (3. The people on this trip must relate before they will establish maximum giving, and these types of relationships must be established prior to caucus specifically related to the absorption center, the arrival of immigrants, and the Wailing Wall and Yadvachem.
- 4. Totally too much time is spent riding on buses, and we cannot leave it mainly up to the guides to do our job of exposing these people to Israel for the first time.
- 6. I question whether a trip to the Sinai is a good idea or necessary.
- 16. In a lot of cases we spend 6 hours riding on a bus to see a certain thing, and when we arrive we are only there for 15 to 30 minutes and all of a sudden the crowd is herded back on the bus to see something else. Therefore, you spend the entire time riding on a bus to get somewhere and you are hurried back on the bus to see something else and this is exhaustive and wearying, especially when you realize that everyone does not relate to Israel as completely as we do.
- 1. I feel that every morning at breakfast for 15 to 20 minutes prior to our departure we should have a briefing with a map explaining to us where we are going, what we are going to see, and the significance of it. This would be an orientation that would be extremely helpful to everyone and they would have an idea of where they are, what they are seeing, and why they are seeing it.
- 8. The group as a whole is vitally interested in the military situation, and exposure to some military equipment and to some of the Army generals is an excellent idea.
- On our Senior Mission in October we had young soldiers, young men and women, on the buses with us so that we could talk to them, ask them questions and relate. I found this to be very effective and feel it should be considered on all Operation Israel missions.
- 10. Masada, if presented properly, is a very stirring and moving experience and should be incorporated into our missions.

Positively there must be a complete change in the itinerary for those people who have already been on an Operation Israel Mission, or else you will not get them back again. Most of the people who were on the 1969 Operation Israel Mission told me they would not have come on the 1970 Mission had they realized they were going to be doing the same things and see the same things over again. Somehow we have got to come up with a program to keep these people involved and returning, and a change in itinerary is mandatory. Also, remember they are not being exposed to Israel for the first time and, therefore, they feel that they are there for such a short time that they want to see more things and not the same things over again.

I think we should consider having two major leaders take the trip: one who is totally in charge of fund raising and the other who is totally in charge of operations and logistics. We have such a short period in Israel that the leader in the past could only be concerned with fund raising and did not really have any time for much else. I believe that if the mission is properly conducted from an operational standpoint that it will be of great benefit to the fund raising campaign.

Journal of the mood, background, and setting where the caucuses are held are very important, because we know that people give from an emotional response and the timing and place of these fund raising caucuses is critical if we are to achieve maximum results. It is very important that Tuesday not be exhausting, but a very emotional day. Wednesday must be a very emotional day, and the caucus should be held Wednesday evening. Thursday can be the work day, if necessary....by that I mean the long, hard, grueling hours such as the Sinai trip; however, Friday must be a strong day so that the group will have a feeling of involvement and commitment to renew and take home with them.

V12. I feel it is very important that Israeli songs and music be brought in to the spirit of the group because I have found that this is part of Israel and it helps people to relate, to become a part of what is happening and is very effective. More than that, it is not only because of fund raising, but because it is our Israel, and they need to be made to realize this by the help of Israeli songs and music, either on the buses, at dinner, or somehow on the trip.

✓13. Also, perhaps large maps should be put on the bus so that it can be pointed out where we are at specific times.

We have a rare opportunity in having for a full week the captive audience and attention of men of significant means and position, and I feel that we must grasp this opportunity and utilize it to the fullest.

Darry Frient

TENTATIVE ITINERARY COUPLES MISSION

GROUP "A"

FIRST DAY

ARRIVE LOD AIRPORT
TRANSFER TO HILTON HOTEL
DINNER AND BRIEFING WITH

A D OUERNIGHT HILTON HOTEL -

TENTATIVE ITINERARY COUPLES MISSION

GROUP "B"

TRANSFER TO HILTON HOTEL
DINNER AND BRIEFING WITH

OVERNIGHT HILTON HOTEL

GROUP "A" SECOND DAY

7:15 a.m.	BREAKFAST
7:45	DEPART FOR THE BEIT SHEAN AND JORDAN VALLEY
	DRIVE VIA THE WEST BANK - TULKAREM AND SHECHEM
10:00	VISIT NAHAL OUTPOST ALONG THE JORDAN BORDER
	MASSUA AND ARGAMAN AND GILGAL
12:15 p.m.	VISIT KIBBUTZIM ALONG THE "HOT LINE"
	TIRAT ZWI - KFAR RUPPIN - MAOZ CHAIM - HAMADIA - GESHER
	LUNCH (BOX LUNCHES)
2:15	VISIT ARMY STRONGHOLDS ALONG THE JORDAN RIVER
3:00	DEPART FOR THE UPPER GALILEE AND DRIVE VIA
	TIBERIAS AND THE SEA OF GALILEE
7:30	DINNER AT GUEST HOUSE .
	OVERNIGHT GUEST HOUSE - AYELET HASHAHAR

GROUP "B" SECOND DAY

6:30	BREAKFAST
7:00	DEPART HOTEL FOR AIRFORCE BASE
8+00	BRIEFING BY BASE COMMANDER
	VISIT THE BASE
	VIEW TAKE-OFFS AND LANDINGS OF (PHANTON) PLANES
9:00	FLIGHT TO SINAI
	BRIEFING BY BRIGADE COMMANDER ON THE CANAL FRONT SITUATION
	DRIVE TO THE SUEZ CANAL AND VISIT THE BAR-LEV DEFENCE
	LINE POSITIONS
p.m.	LUNCH EN ROUTE (BOX LUNCHES)
4:30	FLIGHT BACK TO TEL AVIV
	DINNER WITH
	OVERNIGHT HILTON HOTEL

GROUP "A" THIRD DAY

7:00 a.m.	BREAKFAST
7:30	DEPART GUEST HOUSE FOR KIRIAT SHMONA
8:00	VISIT EDELSTEIN CENTER AND MEET WITH LOCAL MAYOR
	MEET WITH HIGHSCHOOL STUDENTS
9:30	VISIT WITH NEWCOMER FAMILIES AND STUDY PROBLEMS OF ABSORPTION
10:30	DEPART FOR THE GOLAN HEIGHTS
11:00	VISIT TEL AZAZZIAT FORMER SYRIAN POSITION
	DRIVE VIA KUNETRA AND ALONG THE NEW SECURITY ROAD TO EIN GEV
2:00 p.m.	LUNCH AT EIN GEV
3:00	DEPART FOR TEL AVIV
5:00	ARRIVE HILTON HOTEL
8:00	DINNER WITH
	OVERNIGHT HILTON HOTEL

GROUP "B"

THIRD DAY

7:15	BREAKFAST
7:45	DEPART HOTEL FOR THE BEIT SHEAN AND JORDAN VALLEY
	DRIVE VIA THE WEST BANK - TULKAREM AND SHECHEM
10:00	VISIT NAHAL OUTPOST ALONG THE JORDAN BORDER
	MASSUA AND ARGAMAN 'A
12:15 p.m.	VISIT KIBBUTZIM ALONG THE "HOT LINE"
	TIRAT ZWI - KFAR RUPPIN - MAOZ CHAIM - HAMADIA - GESHER
	LUNCH (BOX LUNCHES)
2:15	VISIT ARMY STRONGHOLDS ALONG THE JORDAN RIVER
3:00	DEPART FOR THE UPPER GALILEE AND DRIVE VIA TIBERIAS
	AND THE SEA OF GALILEE
7:30	DINNER AT GUEST HOUSE
	OVERNIGHT GUEST HOUSE - AYELET HASHAHAR

GROUP "A" FOURTH DAY

6:30 a.m.	BREAKFAST
7:00	DEPART HOTEL FOR AIRFORCE BASE
8:00	BRIEFING BY BASE COMMANDER
	VISIT THE BASE
	VIEW TAKE-OFFS AND LANDINGS OF PLANES
9:00	FLIGHT TO SINAI
	BRIEFING BY BRIGADE COMMANDER ON THE CANAL FRONT SITUATION
	DRIVE TO THE SUEZ CANAL AND VISIT THE BAR-LEV DEFENCE
	LINE POSITIONS
p.m.	LUNCH EN ROUTE (BOX LUNCHES)
4:30	FLIGHT BACK TO TEL AVIV
6:00	ARRIVE HILTON HOTEL
	DINNER AND EVENING FREE
	OVERNIGHT HILTON HOTEL

GROUP " B" FOURTH DAY

7:00 a.m.	BREAKFAST
7:30	DEPART FOR KIRIAT SHMONA
8:00	VISIT EDELSTEIN CENTER AND MEET WITH LOCAL MAYOR
	MEET WITH HIGH SCHOOL STUDENTS
9:30	VISIT WITH NEWCOMER FAMILIES AND STUDY PROBLEMS OF ABSORPTION
10:30	DEPART FOR THE GOLAN HEIGHTS
11:00	VISIT TEL AZAZZIAT FORMER SYRIAN ARMY STRONGHOLD
	DRIVE VIA KUNETRA AND ALONG THE NEW SECURITY ROAD TO EIN GEV
2:00 p.m.	LUNCH AT EIN GEV
3:00	DEPART FOR TEL AVIV
5:00	ARRIVE HILTON HOTEL
8:00	DINNER WITH

OVERNIGHT HILTON HOTEL

GROUP "A" FIFTH DAY

7:30 a.m.	BREAKFAST
8:00	DEPART HOTEL FOR RISHON LEZION
8:30	VISIT THE JDC - MALBEN PARENTS HOME
	BRIEFING BY MR. TROBE DIRECTOR GENERAL OF JDC-MALBEN
10:00	DEPART FOR ABSORPTION CENTERS AND MEET WITH NEWCOMERS
	IN ASHDOD - BAT YAM AND LOD
	RETURN TO TEL AVIV
	DINNER
	OVERNIGHT HILTON HOTEL

GROUP "B"

FIFTH DAY

6:00 a.m.	BREAKFAST
6:30	DEPART HOTEL FOR MASSADA
	DRIVE VIA THE COASTAL ROAD - BEERSHEVA AND ARAD
9:15	CLIMB AND VISIT MASSADA
NOON	LUNCH IN ARAD
p.m.	RETURN TO TEL AVIV
	DINNER AND EVENING FREE

OVERNIGHT HILTON HOTEL

GROUP "A"

SATURDAY

FREE

HILTON HOTEL

AMERICAN JEWISH ARCHIVES

GROUP "B"

SATURDAY

FREE

HILTON HOTEL

GROUP "A"

SIXTH DAY

6:00 a.m. BREAKFAST
6:30 DEPART HOTEL FOR MASSADA
DRIVE VIA THE COASTAL ROAD - BEERSHEVA AND ARAD

9+15 CLIMB AND VISIT MASSADA

NOON LUNCH IN ARAD

DEPART FOR JERUSALEM DRIVE VIA HEERON AND BETHLEHEM

ARRIVE KING DAVID HOTEL

DINNER AND EVENING FREE

OVERNIGHT KING DAVID HOTEL

APCHIVES

GROUP "B"

7:30 a.m.	BREAKFAST
8:00	DEPART HOTEL FOR THE ORT VOCATIONAL HIGHSCHOOL
8:20	VISIT THE ORT SCHOOL
9:20	DEPART FOR RISHON LEZION
10:00	VISIT THE JDC - MALBEN PARENTS HOME
	BRIEFING BY MR H. TROBE DIRECTOR GENERAL OF JDC-MALBEN
12:00 NOON	VISIT ABSORPTION CENTERS AND MEET WITH NEWCOMERS IN
	ASHDOD - LUD - NATANIA - BAT YAM
1:00p.m.	LUNCH
2:00	DEPART FOR JERUSALEM
4:00	ARRIVE KING DAVID HOTEL
	DINNER AND EVENING FREE

OVERNIGHT KING DAVID HOTEL

GROUP "A" SEVENTH DAY

7:30 a.m.	BREAKFAST
8:00	DEPART HOTEL TO ' VISIT WESTERN WALL AND OLD CITY
	VISIT MOUNT SCOPUS AND MOUNT OF OLIVES
11:00	VISIT YAD VASHEM - MEMORIAL SERVICE FOR THE
	SIX MILLION JEWS
12:00 NOON	VISIT MILITARY CEMETARY
1:00 p.m.	LUNCH WITH
2:00	VISIT THE KENNEDY MEMORIAL AND PLANT TREES
	VISIT HADASSAH MEDICAL CENTER
	A RETURN TO HOTEL
	DINNER WITH
	OVERNIGHT KING DAVID HOTEL

GROUP "B" SEVENTH DAY

7:30 a. m.	BREAKFAST
8:00	DEPART HOTEL FOR VISIT OF WESTERN WALL AND OLD CITY
	VISIT MOUNT OF OLIVES AND MOUNT SCOPUS
11:00	VISIT YAD VASHEM - MEMORIAL SERVICE FOR THE
	SIX MILLION JEWS
12:00 NOON	VISIT MILITARY CEMETARY
1:00	LUNCH
2:00	VISIT HADASSAH MEDICAL CENTER
	VISIT KENNEDY MEMORIAL AND PLANT TREES
	RETURN TO HOTEL
	DINNER WITH
	OVERNIGHT KING DAVID HOTEL

GROUP "A" EIGHTH DAY

7:30 a.m. BREAKFAST

8:00 DEPART HOTEL FOR JERICHO

VISIT JERICHO AND QUMRAN CAVES ALONG THE DEAD SEA

RETURN TO JERUSALEM

LUNCH

p.m. VISIT THE HEBREW UNIVERSITY AND THE KNESSET -

ISRAEL'S PARLIAMENT

VISIT ISRAEL NATIONAL MUSEUM

RETURN TO HOTEL

8:00 CLOSING DINNER WITH

OVERNIGHT KING DAVID HOTEL

GROUP "B"

EIGHTH DAY

7:30 a.m. BREAKFAST

8:00 DEPART HOTEL FOR JERICHO

VISIT JERICHO AND QUMRAN CAMES ALONG THE DEAD SEA

RETURN TO JERUSALEM

LUNCH

p.m. VISIT KNESSET - ISRAEL'S PARLIAMENT

VISIT THE HEBREW UNIVERSITY

VISIT THE ISRAEL NATIONAL MUSEUM

RETURN TO HOTEL

OVERNIGHT KING DAVID HOTEL

GROUP "A"

NINTH DAY

EARLY BREAKFAST
DEPART HOTEL FOR AIRPORT FOR DEPARTURE

AMERICAN JEWISH ARCHIVES

GROUP "B"

NINTH DAY

EARLY BREAKFAST

DEPART HOTEL FOR AIRPORT FOR DEPARTURE

* Sslicitations

ISRAELIS WHO WILL TAKE PART IN BRIEFINGS AND SPEECHES FOR OPERATION ISRAEL

Prime Minister, Golda Meir
Minister of Defense, Moshe Dayan
Foreigh Minister, Abba Eban
Deputy Prime Minister, Yigal Alon
*Minister of Transport, Shimon Peres
*Minister of Finance, Pinchas Sapir
*Minister of Labor, Joseph Almogi

Aryeh Pincus
Aryeh Dultzin
Uzi Narkiss
Moshe Rivlin
Yuda Dominitz
Naftali Bargiora
Mordecai Baron
Zvi Garcy
Zelig Chinitz

Michael Arnon
Simcha Dinitz
Dr. Yaacov Herzog
Zvi Tzur
Itzhak Avner
Gershon Avner
Gideon Raphael
David Rivlin
Joseph Geva
Eleazer Shmueli
Aharon Kidan

AMERICAN JEWISH ARCHIVES

Gen. Chaim Bar Lev Gen. Aharon Yariv Gen. David Elazar

Gen. Israel Thal

Gen. Mota Gur

Gen. Shlomo Lahat

Gen. Arych Sharon

✓ Gen. A. Chorev

✓ Gen. Shmuel Gorodish

✓ Gen. Mordecai Hod

-Gen. Albert Mindler -

Gen. Moshe Peled

✓ Gen. Beni Peled

✓ Gen. Shlomo Gaziv

✓ Gen. Moshe Aviram

✓ Brig. Gen. Shaul Rosolio

-Lt. Col. Eli Bar Lev -

Col. Dvora Tomar

MEMORANDUM

Date October 19, 1970

To

I. B.

From

M. H. S.

Subject

SEMINAR AND RETREAT UNITS

Operation Israel should offer as a test elective package "Instant Shabbat Seminars." The Sabbath is listed in the itinerary as being "free" and many Mission participants elect to spend that day in Jerusalem. On the missions I have participated in, I have volunteered to take whomever wanted on a walking and study tour of Jerusalem, with what I think were favorable results. Obvious possibilities are the following:-

A) "JEWISH CULTURES FROM THE FOUR CORNERS."

This would be a walking tour on the Sabbath morning, starting up Jabotinsky Street and visiting the Sephardic Metifta; turning right on Balfour and seeing the student-run Hillel Service; continuing on King George Street with stops at Heichal Shelomo and Yeshurun Synagogues. If the group is tired, turning down Hillel Street, stopping at the Italian Synagogue and returning to the King David by way of HUC.

For more vigorous walkers, the group would not turn on Hillel Street but would continue to Mea Shearim and there visit an Oriental Synagogue, the Bratzlaver Yeshivah and the Kluzenberger Schtiebel; from there to the Western Wall and return to the Hotel. On any given Shabbat a different Yeshivah or Schtiebel could be substituted.

B) "BUILDERS OF JERUSALEM"

This tour would emphasize the work of men who contributed to Judaism and Israel, where evidence can be seen in the streets of Jerusalem. This would include the work of Moses Montefiore and Judah Touro, which points up the earliest American charitable work in Israel; continuing from the Windmill to Rehaviah and there speak of the Western immigration to Israel in the Thirties; walk down Katamon and behind the railroad station to see what were non-Jewish Greek and German Colonies in Jerusalem and what are now the homes of Oriental immigrants.

From Abu Tor describe the various sections of the Walled City and here again, point out the historic contributions of individuals and communities. For the more vigorous, the seminar walk could continue into the Old City to view the history of the Halukah systems and the work of Nathan Strauss, Hadassah, etc.

A separate tour emphasizing charity would be the second half alone.

C) "JERUSALEM THE HOLY CITY"

From the King David Hotel climb Mount Zion and the Tomb Of David; from there traverse the Armenian Quarter and the Church Of St. James; continue past the Citadel through the Latin and Greek Patriarchates; past the Anglican Church to the Church Of The Holy Sepulcher; down the Via Dolorosa and through the Antonia to the Mosques; from there to the Western Wall and home through the new Yeshivot being built above the area of the Wall, including a Nahal unit.

D) "MIDDLE EAST AND WORLD POLITICS"

This seminar would emphasize the pivotal place of Israel in world political history, starting with the City Of David. It would begin with a visit to the Tomb Of The Herodian Family behind the King David. Pass the headquarters of the Jesuits as evidence of the role of the Latin Church in Jerusalem and continue by its neighbor, the French Embassy, discussing the relationship between the Roman Catholic Church, the Western World and the French; from here into Jafa Gate and through the Greek Quarter; continue past the Anglican area to highlight the coming of the English, both in historical and modern times, to the Middle East; continue to the Church Of St. Anne for German and French influence. Leave the Walled City to see the Russian and Greek Churches which were both religious and political centers for their respective countries. The more vigorous would continue to the Rockefeller Museum, and perhaps the American Colony.

E) "THE BIBLE LIVES"

Tour from the King David Hotel to the Walled City would see the excavations and construction work of the Macabees and King Herod; King Hezekiah; Nehemiah, Jeremiah, Solomon and David. It would work backwards in history, ending at the original sign of David's Jerusalem.

F) "LANDS OF MY PEOPLE"

This would be a walking tour of the ethnic neighborhoods of Jerusalem. It would make a right turn from the King David through Mea Shearim by way of Iraqi and Persian Synagogues, Hasidic and Eastern European Synagogues; the Bucharian Quarter; Yemenite and Kabbalistic Synagogues.

These are sketchy possibilities which eften can make the difference between a spiritual learning experience while on a Mission and a wonderful educational trip that lacked an elevating end. Since it would be structured as an elective only, and then only for those who choose to be in Jerusalem, there would be some pre-selectivity of participants.

UNITED JEWISH APPEAL, INC.

MEMORANDUM

Date October 20, 1970

To

D.M., I.B., H.A.F., M.P., AL ELLIS S. RUBENFELD

From

M.H.S.

Subject

I have excerpted Al Ellis' minutes of the UJA Operation Israel Meeting, Biltmore Hotel, 6 October, 1970, and converted it into an Action Sheet, so that it will have greater meaning today. This follows the procedure of my memo of 7 October when the same was done.

MHS/s

12px

4.4 /3

MEMORANDUM

Date October 20, 1970

To

D.M., I.B., H.A.F., M.P., Al ELLIS, S. RUBENFELD

From

M.H.S.

Subject

ACTION SHEET FOR OPERATION ISRAEL

A revised itinerary was decided upon at the Operation Israel Meeting. There was general agreement that the Thursday and Friday itineraries should be reversed and Hazor and an Air Force Base included. Caucuses are now being scheduled for Wednesday evening, with an additional possibility of Thursday.

- $\underline{\underline{A}} \ \underline{\underline{C}} \ \underline{\underline{T}} \ \underline{\underline{I}} \ \underline{\underline{O}} \ \underline{\underline{N}}$: CV must instantly produce the new itinerary and arrange for speakers.
- A C T I O N: The dividing of the group on Friday for Jerusalem and Tel Aviv must be planned during each Mission to accommodate those staying at the King David Hotel.
- A C T I O N: Zelig Chinitz is to present the current economic situation in Israel or another individual with similar ability.
- A C T I O N: Maps and daily briefings are now called for and the Mission chairman is to assume regular daily responsibilities.

The leadership team for each Mission will have its briefing session at 5:00 P.M. the Saturday night of its take-off at the JFK International Hotel. At that time cards will be assigned giving background information, giving records, ratings and other information of interest. Each evening in Israel, the leadership team is to meet, report and review. Contributors of \$25,000 or more can have special arrangements made permitting them to break away from the group to meet an important Israeli who may assist in the solicitation.

A C T I O N: The field staff is to be alerted to the procedures for lay leadership participation in missions and the schedules for the briefing teams.

All Mission participants are to participate in a briefing session at the International Hotel, Saturday Evening, 8:30 to 9:30 P.M. They will, therefore, be requested to check in with El Al at 7:00 P.M. and arrangements will be made for them to be bused to the Hotel and returned directly to the airplane.

A C T I O N: Hotel room arrangements, briefing material, maps, etc. are to be prepared for use at the briefing sessions on a regular basis.

Operation Israel staff will coordinate.

MHS/s

AMERICAN JEWISH ARCHIVES

FOR DISCUSSION IN ISRAEL

- 1. Brief all guides while in Israel on October Mission.
- Guides should talk less over microphone, so that men can talk among themselves. More emphasis should be placed on answering questions.
- 3. Spend more time at military cemetery.
- 4. Spend night in Safed, rather than Ayelet
- 5. Return from Golan through West Bank.
- 6. Different itinerary for repeaters.
- 7. Make alternative plans to allow for itinerary changes, i.e., when immigrant plane doesn't arrive.
- Greater emotion required:
 - a) Greet plane on arrival with flowers and songs by children.
 - b) Develop special service at Wall, perhaps at night.with Rapaiko.
 - c) Visit women's training camp, especially to see girls on firing limit
 - d) Visits to wounded soldiers at Rehabilitation Center?
- 9. Review possibility of including Massada, even instead of Sinai, with ceremony.
- 10. Visit crowded apartments in development towns.
- 11. Perhaps go to Bet Shean kibbutzim on first day, rather than Sinai.
- 12. Inform rank and file at military outposts who they are receiving.
- 13. Avoid repetition of military speeches.
- 14. Singing on bus.
- 15. More effort to see people, especially in kibbutzim, schools, absorption center:
- 16. Include lecture on Hazor while at Ayelet- reminder of historic past will serve to increase sense of Jewish identity.
- 17. Include Herzog lecture on Judiasm and Jewish identification.
- 18. Select map to be used.
- 19. Young military personnel on each bus (english speaking).

HAF: hdw 4.7.70

GUIDELINES FOR LEADERSHIP

- Orient mission geographically on first night in Israel, with the aid of maps.
- 2. Conduct daily briefing on geography, utilizing maps.
- 3. Assure that a speech summarizing needs is provided.
- 4. Singing on bus.
- 5. Assign two solicitors to each bus.
- 6. Break up leadership be certain all are not on one bus!
- 7. Delay caucus until Thursday, if necessary to permit adequate solicitation.
- 8. Maintain flexibility on caucuses, which might be better if "felt"; can be shifted from hotel to more informal setting (even by the side of the road, for example).
- 9. Leadership teams should meet each night to check feedback from participants.

HAF:hdw 4.7.70

OPERATION ISRAEL MISSION NO. 2 NOVEMBER 15 - NOVEMBER 22, 1970

Sunday, November 15	
03:45 p.m.	Arrive Lod Airport, El Al, flight No. 400 Transfer to the Hilton Hotel in Tel Aviv Dinner with Rabbi Herbert A. Friedman, UJA Executive Chairman General Moshe Peled - briefing on Israel Security Overmight Hilton Hotel Tel Aviv
	Transfer to the Hilton Hotel in Tel Aviv
08:00 p.m.	Dinner with Rabbi Herbert A. Friedman, UJA Executive Chairman
	General Moshe Peled - briefing on Israel Security
	Overnight Hilton Hotel, Tel Aviv 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	2 (1102) - Maozi
	3- Tulkeum, Schecken, Jittik, argaman, musual
Monday, November 16	5 buses - 930 in the magner massine (192) + maple
MATERIAL SOURCE	
08:00 a.m.	Depart hotel for visit to Nahal outposts, kibbutzim and
	stronghold points along the Jordan and Bet Shean Valley border
p.m.	Lunch en route (box lunches)
	Drive to Ayelet Hashachar via Jordan Valley, Tiberias
- F	and Lower Galilee and 4 Pan.
	Overnight Kibbutz Ayelet Hashachar
	1 se Ktail barry
	dinner &
Tuesday, November 17	Sory som
07:30 a.n.	Depart for Kiryat Shmoneh
0,130 4121	
	T 4200
	Calar Hainbto
	Arrive at kibbutz Ein Gev via new security road
0.04	Lunch at Ein Gev - 2 3 x.
X	Return to Tel Aviv
06:00 p.m.	Classified briefing by Brig. Gen. Nehemia Cain, Defense Ministry
от.оо р.ш.	orapprized diffilling by brig. den. Mementa data, befelise Ministry

Wednesday, November 18

06:15 a.m.	Breakfast
07:00 a.m.	Depart hotel for Airforce base
08:00 a.m.	Depart hotel for Airforce base Visit Airforce base Josef Houley
09:00 a.m.	Flight to Army base in Sinai Drive to Suez Canal - mile
	Visit Bar-Lev Defense Line
	Lunch en route (box lunches)
	Return to Tel Aviv - 7 P.m.
08:00 p.m.	Dinner at hotel
	Overmi sht Hilton Hate

Overnight Hilton Hotel, Tel Aviv

Overnight Hilton Hotel, Tel Aviv

caneus

Thursday, November 19

CT:00 a.m.

Breakfast

07:30 a.m.

Depart for Jerusalem

Visit Jerusalem - Western Wall, (Yad Vashem) Military Cemeter

01:00

Lunch at King David Hotel

with Mr. Gershon Avmer, Deputy Director General, Foreign Ministry

Continue visit of Jerusalem - Schus, who days

Return to the Hilton Hotel

08:00 p.m.

Dinner with Mr. Shimon Peres, Minister of Transportation and Posts

Overnight Hilton Hotel, Tel Aviv

Friday, November 20

68:00 a.m.

Depart for Rishon LeZion

Visit the JDC-Malben Home for the Aged

Visit Absorption Centers and meet with newcomers

Return to Tel Aviv via Lachish Region and Kiryat Gat

Dinner and evening

Free

Overnight Hilton Hotel, Tel Aviv

Saturday, November 21

Free

Optional tours

Closing dinner with Mr. Zelig Chinitz, Resident Representative

of the United Israel Appeal Inc. in Israel

Overnight Hilton Hotel, Tel Aviv

Sunday, November 22

Transfer to Lod Airport for departure

**_*_*_*_*_

TENTATIVE ITINERARY 'HUSBAND AND WIFE' MISSION

30 November - 9 December, 1970

Monday, November 30

Arrive Lydda airport
Transfer to Hilton Hotel
Dinner and briefing on security problems with

Overnight : Hilton Hotel

Tuesday. December 1

Early breakfast
Depart via Coastal Road along the Sinai Desert
Visit defense line alongthe Suez Canal
Drive to Nahal Yam
Lunch en route (box lunches)
Visit Nahal Yam
Flight back to Tel Aviv
Arrive at hotel
Dinner and evening free

Overnight : Hilton Hotel

Wednesday, December 2

Visit Bikaat Hayarden and Beit Shean Valley (Nahal outfits, stronghold points) kibbutzim along the hot-line Continue to Upper Galilee

Overnight : Hotel

Thursday, December 3

Visit Kiryat Shemona
Study problems of a development town on the border
Continue to Banias, Golan Heights
Visit Armoured Camp
Lunch
Return to Tel Aviv via Haifa

Overnight : Hilton Hotel

Friday. December 4

Visit Malben, a Home for the Aged Visit Absorption Center and meet with newcomers Visit Kibbutz Yad Mordechai and Museum of Ghetto Fighters Return to Tel Aviv

Overnight : Hilton Hotel

Saturday. December 5

Free Overnight : Hilton Hotel

Sunday, December 6

Depart for Jerusalem Climb Massada Tour Massada Lunch at Arad Depart for Jerusalem

Overnight: Jerusalem

Monday. December 7

Visit for sightseeing of Jerusalem,
Western Wall, Old City, Mt.Scopus,
Mt. of Olives, Yad Vashem and Military
Cemetery
Lunch
Continue sightseeing of city
Dinner with

Overnight : Jerusalem

Tuesday, December 8

Visit Hebrew University
Visit Yad Kennedy and plant trees
Visit Hadassah Hospital
Lunch
Visit National Museum
Closing Dinner with

Overnight : Jerusalem

Wednesday. December 9

Transferto Lydda airport for departure

TENTATIVE ITINERARY FOR "FATHERS AND SONS" MISSION

21 - 30 December, 1970

Monday. December 21

Arrive Lod Airport
Transfer to Shalom Tower Hotel
Dinner with

Overnight: Shalom Tower Hotel

Tuesday. December 22

Visit Bikaat Hayarden and Beit Shean Valley (Nahal outfits, Kibbutzim along the hot-line Damia Bridge, Army Strongholds).

Overnight : Galilee

Wednesday, December 23

Visit Kiryat Shemona (Study problems of a development town under fire), Banias Jordan Sources, Golan Heights Arrive to Ein Gev via new security road Lunch at Ein Gev Return to Tel Aviv

Overnight: Shalom Tower Hotel

Thursday, December 24

Early breakfast
Depart via Coastal Road along the Sinai Desert
Visit defense line along the Suez Canal
Drive to Nahal Yam
Lunch en route (box lunches)
Visit Nahal Yam
Flight back to Tel Aviv
Arrive at Mixkon Hotel
Dinner and evening free

Overnight : Shalom Tower Hotel

Friday, December 25

Visit Malben - J.D.C. Home for the Aged Visit Absorption Center and meet with newcomers Visit Lachish region Lunch en route Arrive Jerusalem

Overnight : Jerusalem

Saturday. December 26

Free

Overnight : Jerusalem

Sunday, December 27

Early breakfast
Depart for climb of Massada
Climb Massada
Lunch at Arad
Depart for Jerusalem and en route visit
Gush Etzion and Bethlehem
Dinner and evening free

Overnight : Jerusalem

Monday. December 28

Visit and sightseeing of Jerusalem,
Western Wall, Old City, Mt.Scopus,
Mt. of Olives, Yad Vashem and Military
Cemetery
Lunch
Continue sightseeing of city
Dinner with

Overnight : Jerusalem

Tuesday. December 29

Visit Hebrew University
Depart for Jericho
Visit Jericho and Qumran Caves
Return to Jerusalem
Lunch
Visit Hadassah Hospital
Visit National Museum
Closing Dinner with

Overnight : Jerusalem

Wednesday, December 30

Transfer to Lod Airport for departure.

TENTATIVE ITINERARY FOR 'DOCTORS' MISSION

6 - 13th December 1970

Sunday. December 6

Arrive Lod Airport Transfer to hotel - Hilton Hotel Dinner with

Overnight : Hilton Hotel

Monday. December 7

to meet doctors who Klobuteim

Visit Bikaat Hayarden and Beit Shean Valley (Nahal outfits, Kibbutzim along the Hot-Line, Dania Bridge, Army Strongholds).

Overnight: Galilee

Tuesday, December 8

Tol and medical School of direct.

Visit Kiryat Shemona (Study problems of a development town under fire), Banias Jordan Sources, Golan Heights Arrive to Ein Gev via new security road, Lunch at Ein Gev Return to Tel Aviv

Overnight : Hilton Hotel

Wednesday, December 9

the El aush - Kontere II helicipher medical evaluation II lander site to make I war doctor away doctor is explanation.

Early breakfast Depart via Coastal Road along the Sinai Desert Visit Arab Hospital at El Arish Visit defense line along the Suez Canal Drive to Nahal Yam Lunch en route (box lunches) Visit Nahal Yam Flight back to Tel Aviv Arrive at Hilton Hotel Dinner and evening free

Overnight : Hilton Hotel

Thursday. December 10

Visit Tel Hashomer Central Hospital Meet with Army Doctors and wounded Visit Malben - J.D.C. Home for the Aged Lunch at Malben Visit Absorption Center and meet with newcomers Return to Tel Aviv

Overnight : Hilton Hotel

'Doctors' - 2

Friday, December 11

Depart for Jerusalem
Visit Jerusalem (Western Wall, Yad Vashem,
Mt. Zion, Mt. Scopus, Old and New City)
Lunch at Hadassah Hospital with Doctors
Visit Hadassah Medical Center and Demal School
Return before Shabbath to Tel Aviv
Those who want to remain in Jerusalem for
Saturday will return Saturday evening to Tel Aviv.

Overnight : Hilton Hotel

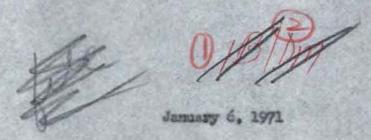
Saturday, December 12

Free
(After sunset bus will leave from Jerusalem
to Tel Aviv for those who remain in Jerusalem)
Closing Dinner with

Ovenight : Hilton Hotel

Sunday. December 13

Transfer to Lod Airport for departure.



Mr. A fred Ellis

Alvin H. Gilons

OPERATION ISRAEL #5

Having undergone the experience, answ, of Operation Israel - 1971 version, I would like to make some occurants as I see it. Let me start off by saying that I do not consider my own Mission. Fi. as being an entirely successful Mission despite the excellent fundraising results. Admitted, that's the name of the game. To me, a good psychological Mission is also important - we want these people to go home and sell Missions as well as fundraising.

Lot's take things one day at a time. We left too late; you had no control over that. We left late partially as a result of flying with a distinguished visitor, who should have noted his head into the after-cabin and said hello that would have been the courteous and effective thing to do. You had no control over that. We started off the next morning with an adequate military speaker, and questions and answers. No complaint. The visit to the Nahal and Mibberts Kfar Ruppin were both very good. No complaints. It would have been better to have eaten at the Mibbuts, or with the Mibbutsmicks, or in their mess hell at least with the box lunches, rather than eating box lunches on the bus. Not critical, but something to keep in mind. That evening we were scheduled to have Israeli entertainers, who didn't show. It might have been a good idea. On the other hand, that might also have been a good time to have scaebody from the Jowish Agency speek about immigration and absorption. It would have been worthwhile to helicopter a man to the Mibbuts for the evening. We had just been through the Jordan Valley, and were about to visit new settlement areas - timing would have been excellent for an Agency speaker.

Day two to Miryat Shaomeh, and the Golan. An excellent day - we needed more time with the high school kids. Everybody on the Mission related to these kids, and everybody objected that we had so little time to talk to them. I realize it's interrupting classes, but everything we do interrupts scaebody, smeawhere in Israel. This time is extremely valuable and we should have a little more of it. The tour of the Golan Meights was, of course, excellent. The place that we stopped at was poor, and I highly recommend Tel Azzasiat. I have been all over the Meights, both with Missions and with people who have gone up them in tanks in 1967. Tel Azzasiat is easily the most drawatic position that I have seen. Perhaps it is not always possible to go there, but if at all possible, that is the place. We came down to Min Gov for lunch, and missed the transmious opportunity for a speaker. This is absolutely the best place to have somebody, again even at the cost of bringing him up in a belicopter.

That evening we had Michael Armon speak at the Hilton. Everyone was tired, and it had been a long day back from the Calileo. If he had spoken at Ein Gov, the impact would have been much greater. More about him later - the important thing is to have a speaker at Ein Gov and to skip that evening. Let those who are able go into town, and let the others alsop. Education is always best done during alart hours, and nobody is alart at the end of that day.

As for Mike Arnon, he is a great guy. He makes a fine speech. He is lousy in questions and answers because every answer is a speech. He might have been effective at him Gev - he was terribly ineffective at the Hilton. I was particularly disappointed because I am very fund of Mike and have beard him when he is good. The circumstances were altogether wrong for that man at that time.

Summer - #1 Change - A speaker at Bin Gev and skip the formal dinner that evening.

/Lay three - The trip to Sues was excellent. It was freezing inside the metal building at the air base, and everybody was shivering. As a result, that particular briefing was not as effective as it might have been. Perhaps a warming the night before about the fact that it would be cold in the norming would have been helpful. It would be useful to have the guides advise the night before what the best dress for the following day would be. The drive to the Canal was very informative. An hour-and-thirty-five minutes, and a great chance to have a soldier stationed on each bus, discussing the problems of living in the Sinsi or at Suop. An hour-and-a-half going down, during which time time he could make a presentation, an hour-end-a-half soming back, during which time he could be enswering questions - a golden opportunity totally missed. That evening we had an extraordinary masting with Dr. Pinchas Sussum. Extraordinary because the enterial that he covered as Financial Advisor to the Ministry of Defense was of great interest to everybody, having just spont all this time on defense. Almost everybody would rather have alept. This is a very tiring day, and we had community caucuses scheduled to follow Mr. Sussman. It's the only time a community ocuous can logically be held, and yet we were not through with the speaker until 6:30, and then had to caucus and then go out to dimer. Obviously, a terribly poorly planned evening. I don't see how any speaker can be effective after returning from a long day in the desert. It would have been difficult enough to just run a caucus, but I think that might have been successful.

Summary - We missed an opportunity to associate with the military on the bases, we grabbed onto the few minutes we didn't have at the end of the day, and everyone was left tired, complaining, instead of tired, exhibarated.

Day four - Jerusalem. This is the day that we missed our timing. Our schedule called for three very dramatic events in the morning - the Mostern Wall and a walk through the Old City, Yad Vashem, and the military constary. On top of everything that has gone before, this should be the most impactful day of the Missien; this would be the ideal day for maximum solicitation. Instead of making the best use of the City, we lunched at the Enesset, toured the City, went back to the Tel Aviv Milton, lost a few people in the shuffle either to bed, or to Jaffa, and held a camera at the Milton Hotel. We had the benefit of an excellent, excellent speaker in Minister Josef Burg. He was not enough

to keep the caucus psychology at a peak. When giving time finally rolled around, there was relatively little enthusiass, and little respect smort the givers. Nobody seemed to react to the others. Despite that, we had excellent fundraising. I must assume that that was due to good pre-solicitation. I think the day should have gone differently.

The best possible piece to hold this caucus is in the inceset. We were there for lunch, and should have held the caucus immediately following lunch, while we had every member of the Mission with us. They had just gone through three strong emotional experiences - they were emotionally drained, but mentally still alert. This was the ideal time to hold the caucus, and I would heartily recommend it for every future Mission. An alternative to this would be to lunch at the Ming David Hotel and have the speaker them. The tour of the City of Jerusalem could have continued in the afternoon, and we could have had dinner at the Minesset, instead of lunch. I cannot believe that such arrangements could not be made, considering the importance of this particular event, both to the Mission and to Israel. The cancus could then be held immediately following direct, in the Mnesset, with every member of the Mission present. I cannot emphasize enough the fact that a captive audience is essential when people are as tired as they are by the evening of the fourth day.

Supporty - The caucus must be bold in the Enesset, either at lunch or at dipper. If at lunch, there is no necessity for an evening speaker upon our peturn to Tel Aviv.

The free Shabbat is appropriate and I have no commentary.

Saturday night is scoothing else. Our experience has shown us that some Masions are several bundred in number, while others may be only 100. Some Missions have large numbers of big givers, while others have only a few. 75% of those who go, or parhaps even a greater number, go on a particular data because that is the best date for them. On our Masion, we had a man who went from \$30,000 to \$105,000, and another one who went from 0 to \$30,000. Another went from \$16,000 to \$30,000. Such of these gifts is impressive in its own area, and each man felt that he was doing the best that he possibly could. Each of the numbers is also respectable. This Massian, no less than other Missions, deserves at least one figure of note, one made that is familiar, for their Saturday night banquet. That individual does not have to be the Frine Hinister, or the Defense Hinister, or the Foreign Hinister certainly any of these three would be wonderful, but we cannot expect one of the three for every Mission. I do believe that would be appropriate; I also believe it is expected, and Massions are sold on that basis; however, the realities would indicate that one of those three may not always be available. In that case, I think it is not only appropriate but morally, othically, philosophically, and economically mandatory that the Saturday evening banquet be the name which is known to everyone on the Mission, a name who has obviously taken the time off to show his appreciation of the fact that 100, or 200 or 300 people have taken their time and interest to align thomselves with the Jewish people. These other available names might include such people as Yigal Allon. Memobile Begin, Eser Weitsman, one of the top military figures sugh as Bar Lev or Edd, or even Ben-Curion or Shazar. I believe that the content of Saturday night's speech is not as important as giving the people on the Mission an opportunity to see somebody that they would not have seen if they had not come

to Israel. I think that the dignity of the Mission requires the presence of such a person at the closing banquet, or the purpose of the closing banquet loses its meaning.

The foregoing is a longthy meso, indeed. I offer these suggestions because I honestly feel the Missions can be improved, and we are remiss if we do not look for these things which will improve them. I spent a week listening to persons in all sorts of giving levels, with a wide range of previous experience in Israel, in an attempt to find out how we can perfect these trips. There is no question but that they are very effective now. With good thinking they can be even better. Incidentally, one area which needs great everyeal, and which is being veried on by May Grant, is that of public relations, both there and work done before and after the Mission in the various communities. Obviously, this needs a great deal of work, and I think that Roy is the person who can put it together.

Hoping the above us useful, and with kind regards.

ABBleeb

co: HAF - ID - HP - PEC - HA

TENTATIVE ITIMERARY FOR WOMENS MISSION

21 January - 3 February 1971

Sunday. 24 January

Arrive Lod Airport Transfer to Hilton Hotel Dinner with

Overnight : Hilton Hotel

Monday, 25 January

Visit Bikaat Hayarden and Beit Shean Valley (Nahal outfits, Kibbutzim along the Hot-Line, Dania Bridge, Army Strongholds)

Overnight : Galilee

Tuesday, 26 January

Visit Kiryat Shemona (Study problems of a development towns under fire), Banias Jordan Sources, Golan Heights Arrive to Ein Gev via new security road Lunch at Ein Gev Return to Tel Aviv

Overnight : Hilton Hotel

Wednesday, 24 January

Visit Ort Vocational Training School Visit Malben - J.D.C. Home for the Aged Visit Youth Aliya Village Lunch with the children Return to Tel Aviv Afternoon free

Overnight : Hilton Hotel

Thursday. 28 January

Early breakfast
Depart via Coastal Road along the Sinai Desert
Visit defense line
Drive to Nahal Yam
Lunch en route (box lunches)
Visit Nahal Yam
Flight back to Tel Aviv
Arrive at hotel
Dinner and evening free

Overnight : Hilton Hotel

Friday, January 29

Visit Tel Hashomer Hospital
Meet doctors and wounded
Depart for Caesarea
Tour Caesarea Roman Excavations
Lunch
Return to hotel
Afternoon and evening free

Overnight : Hilton Hotel

Saturday, January 30

Free

Overnight : Hilton Hotel

January 31. Sunday

Visit Absorption Center and meet with newcomers Visit Lachish region (Kiryat Gat) Drive via Adulam to Jerusalem Arrive Jerusalem Dinner with

Overnight : King David Hotel

Monday, February 1

Depart for signtseeing
Visit Western Wall, Old City, Mt.Scopus,
Mt.Zion
Lunch
Visit Hadassah Hospital
Visit National Museum
Dinner with

Overnight : King David Hotel

Tuesday, February 2

Visit Hebrew University
Visit Knesset building
Continue sightseeing of Jerusalem, Yad Vashem
and Military Cemetery
Lunch at hotel
Afternoon free
Closing Dinner with

Overnight : King David Hotel

Wednesday. February 3

Transfer to Lod Airport for departure

CC: MP, MT, PBC, HR, DM, MHS

January 24, 1971

TO: AL ELLIS FROM: Betsy Ress RE: Mini Missions

Having visited 20 communities and spoken on the phone with at least as many, aiding them in Operation Israel recruitment, I submit the following summary of my work and suggestions for the 1971-72 Operation Israel program. No suggestion is entirely original. Each comes from a summary of experience coupled with recommendations from lay leaders and/or local professionals.

Suggestions will include:

Reduction of number of missions.

More selective recruitment.

III. Some changes in procedures.

PURPOSE OF MINI-MISSIONS

Mission is a campaign tool. Do we then want to "fill planes?" Or do we want to help communities find new pacesetters, new leaders and more money? I think we want the latter. And if we do, does just anyone qualify?

I think we all agree that a mission will educate an individual, Israel will sell itself and inspire an individual, and that individual will increase his gift by about 65% in Israel. He may even become a new leader in his community, and if he already is one, he might become more involved and committed. In any case, he will most likely bring some kind of useful message home; a message that will often be translated into action.

While some of our top leaders should also go on missions (other than the big mission in October) if only to help "educate" the others, we want most to recruit the not yet totally committed, the about-to-be-committed, and the already committed who need a push; the really "hot" potential givers and leaders.

To fill 17 planeloads of the above as we had intended to do this year is ambitious and administratively expensive. Perhaps when we have educated a majority rather than a minority of local pros and lay leaders about the true value to them of missions, we can then attempt to recruit 2½ to 3 thousand people a year whose qualifications are described above.

18-ET)
Noed for

EACH PARTICIPANT ON A MISSION SHOULD BE OF SIMILAR RELATIVE VALUE TO HIS COMMUNITY

I do not think that we should lose sight of the fact that an individual can go to Israel on his own or with B'nai Brith, AJC or Hadassah and still be educated and inspired.

His education, UJA/Federation-wise, of course, will not be the same. And he will not be sollicited. But he might become the person the following year whom we will want on a national UJA mission. This year, however, if he is looking for a bargain, or if he is totally un-oriented to UJA and/or missions, we really don't want him.

If he is <u>currently</u> un-committed and totally unable to give a reasonably large amount, he is <u>currently</u> not only expensive to recruit in time alone (1. he is harder to find and 2. he is harder to push), but he is also a poor companion on the mission to the participant who is a larger or potentially larger giver.

Giving is relative, however, and the participant from the smaller, less rich community who can and does give his potential of \$2,000 and is a leader or potential leader in his community is of similar value as the very much larger giver. This smaller giver should be evaluated for participation on a mission in terms of the per capita income of his community, and he is then eligible if his rating is high.

We could ask ourselves, do we want a low giver at all, even considering such conditions. I think the answer is yes, if we look at a community such as Albuquerque which is small and not overwhelmingly wealthy. This, like other smaller communities, is growing, there is much more money to be gotten from it even now, and while it is growing in size, it can also be growing in commitment. A mission is, let us not forget, a campaign aid. A participant is valuable if he is currently or potentially valuable to his community.

RESTRICTING MISSION PARTICIPATION HAS OTHER VALUES.

A potential participant as described above is usually flattered when he or she is asked to go on a mission. Exclusivity makes something appear more desirable.

My greatest successes in recruiting were the results of telling a person that he was specially chosen and that I was approaching only special people. When these people were carefully selected based on the above requirements, and when it was made clear to them that they were carefully selected, their responses were almost 100% positive. They either definitely signed up for a mission or they discussed the mission at length in order to consider it for this year or next.

In addition, the bringing together of only big or potentially big givers and big or potentially big leaders on a mission is better psychologically for the group on the mission. They have something important in common.

1971-72 PROPOSED MISSION SCHEDULE

We have Young Leadership missions and the big mission at the end of October. We want to schedule our mini missions, of course, at the best times of year for the participants. Factors we must take into account are as follows:

- 1. Campaign dates
 - February/March campaigns participants should return no later than January 31.
 - b. Fall campaigns ideally participants should not go at all between November and March.
- Retail businesses December is impossible and books close at the end of January.
- 3. Professional men and women November & December are good months.
- 4. Assorted other businesses late summer/early fall is a good time.

SCHEDULE

- 1 in November Men only
- 1 in January Men only
- 1 in January Women only
- 1 in late summer/ Couples early fall
- for fall campaigns and for people who cannot, for business and/or personal reasons, make it between November & March, and for those who will only go as a couple.

TOTAL ----- 4 Mini missions -----

Doctors should go with their own communities rather than go on a special doctors missions. If there are many doctors on any one mission, we will use one of them to sollicit the others.

LIMITING THE NUMBER OF MISSIONS HAS ADDITIONAL VALUES

We will limit the participation to a planeload and contract for every economy seat on the plane. This will eliminate the problem we had this year of overselling, underselling, etc.

Once we have "sold" 150 seats, we will then continue to take 20 to 30 reservations on provisional basis, clearly explaining to the participant and/or the local pro that we are limited to a planeload; that when we receive cancellations we will confirm, on a first-come-first-serve basis each provisional participant.

A deposit amounting to 50% less than required of the first 150 will be necessary to put him on the provisional list.

We will not have to cancel any missions due to lack of participation. Canceling has had a very bad effect on individuals and communities which were difficult to recruit and had decided to go on canceled missions.

CHANGES IN PROCEDURE

Mission recruiting should begin during the summer (for the November and January missions). Communities who did start last summer, such as Nashville, Sacramento and Tucson generally had greater success recruiting.

Naturally each success story started with the appropriate interest on the part of the Executive Director and a lay leader.

Recruiting should follow the order below:

- One individual who will definitely participate should be found by the end of August. He will be chairman.
- That participant/now chairman will discuss in detail with the Exec., Field Representative and campaign chairman the names of people whom they consider to be most valuable to the community.
- These people will be invited to a parlor meeting, breakfast or whatever type of gathering works in that community, and the pitch will be made.
- 4. Local follow up will be made, and whatever follow up from New York is needed shall be done in the form of a phone call and/or a letter. When absolutely necessary, a personal visit shall be made.

While all pros can define "mission value," they are not all devoted to its concept. More effort should be made nationally to inform every pro of "mission value." More effort should be made to inform execs and field representatives of specifics about the missions; price, breakdown of land and air price, explanation of the group fare, length of stay, types of accomodation, existence of sollicitation, exact nature of the itinerary, etc. Questions on the above are constantly asked, and I feel that everyone should know the answers.

A mission is, again, a campaign aid. It can be a successful one. I have seen its success. I have seen new involvement; increased pledges. I know to what extent people all over the country believe in them. I also believe that we can make of them much more useful campaign aids.



MEMORANDUM

Date July 6, 1971

To

Herbert A. Friedman

From

David Mark

Subject

Operation Israel Itineraries

Further to memo of June 16, I have now reviewed all suggestions about last year's Operation Israel itineraries which were set down on paper and placed in files available to me.

The suggestions which appeared with some frequency and seemed to have some rational basis included:

- 1. Add development towns of all kinds (failing, struggling, succeeding) and hard-core urban immigrant centers (Katamon, Hatikva).
- 2. Visit the French boats in Haifa, as well as the usual air force base and its Phantoms.
- Allow sufficient opportunity for a meaningful meeting or meetings with <u>new arrivals from Russia</u> - perhaps at various stages of their absorption.
- 4. Arrange a <u>special service</u>, tailored for a UJA group, <u>at the Western</u> Wall.
- 5. Provide as many optional itineraries as possible after caucusing.
- Consider breaking up the total group into <u>several study groups</u> concentrating on one problem or aspect of the UJA program - with all coming together in a plenary session for reports (as in Human Needs Conference).
- 7. Have an English-speaking young soldier on each bus.
- Consider programming fewer "briefings" and speeches and adding more people-to-people contact, particularly in the kibbutzim, schools and absorption centers.
- 9. Allow additional time for visit to Military Cemetery.
- 10. Limit size of caucus have more than one if necessary.

In addition, I am enclosing two memos which you may not now have: one by Al Gilens containing a number of suggestions you thought "good", the other

July 6, 1971

To:

Herbert A. Friedman

From:

David Mark

Subject:

Operation Israel Itineraries

some proposals by MHS for organized Shabbat activity.

Requests keep coming in for detailed itineraries for the basic men's trip and the basic couples trip. Because of lack of time - and because I think it's wiser in the long run - I'm going with a generalized "sample" itinerary in the brochure. The need for specifics, however, remains and will grow as the recruiting pace picks up.

DM:cg cc: IB MP GB attach.

OPERATION ISRAEL 1972

1290 Avenue of the Americas New York, N.Y. 10019

October 20, 1971

The revised dates for the 1972 Operation Israel trips are:

#	1	PHYSICIANS AND WIVES	October 31 - November 10
#	2	COUPLES	November 14 - 24
#	3	MEN A R C L	November 28 - December 5
#	4	(Cancelled)	
#	5	Campus Campaign Chairmen	December 19 - 29
#	6	COUPLES	January 9 - 19
#	7	MEN	January 16 - 23
#	8	WOMEN'S DIVISION	January 23 - February 2
#	9	COUPLES	January 30 - February 9
#	10	MEN	February 6 - 13
#	11 .	COUPLES	February 13 - 23

file prestor

MEMORANDUM

Date December 2, 1971

To Mr. Irving Bernstein

From Herman E. Rosen

Subject OPERATION ISRAEL - FLIGHT NO. 2

In response to your request, following are some thoughts regarding Operation Israel Flight No. 2-11/14 to 11/24 - and suggestions for future missions.

1. There were simply too many people - almost 400 participated, and with so large a group it was difficult to weld them into a single unit. We traveled in 12 buses and there was little relationship, for example, between bus No. 1 and bus No. 12. About 70% of the participants were making their first trip to Israel. Being part of such a large group meant the loss of much of the reverence and spirituality that should have been theirs when seeing Israel for the first time.

The effect of Yad Vashem, for example, was completely dispelled when 400 persons crowded into the Memorial Building. Those in the rear could not see the service.

I <u>recommend</u> that maximum on Couples Missions be 140 couples (280 persons), which would entail use of exactly eight buses - a manageable group.

2. Entire mission should be accommodated in one hotel. This must be a cardinal rule. As soon as two hotels are required, the Hilton and Dan in Tel Aviv, or the Intercontinental and Diplomat in Jerusalem, there will be dissatisfied people. Those at the Dan or the Diplomat claimed they were treated as second-class citizens - many pointed out to me that their reservations were made weeks ago. There would have been no problems on that score if the entire mission were at the Dan or the Diplomat.

I <u>recommend</u> that the mission number be limited to the number of rooms available in any one hotel in Tel Aviv and Jerusalem. And that a maximum of 140 couples be considered.

Operation Israel - Flight No. 2

3. Itinerary should be changed. We landed in Israel Monday night after a grueling 14-hour trip. Tuesday, about 11 a.m., after briefing by HAF, we were on buses traveling 1-1/2 hours to Jerusalem for a quick uninspiring visit to Yad Vashem and the Holocaust Museum. Then lunch - 200 at the Intercontinental, and 200 at the Diplomat (two hours) - and a quick superficial look at the Wall (no ceremony) before returning to Tel Aviv (again 1-1/2 hours on the bus). The impact of Yad Vashem and the Wall was completely lost because of the rush to return to Tel Aviv for dinner.

I recommend that the mission either stay in Jerusalem for the first part of its itinerary or, if that is not possible, then the visit to Yad Vashem and the Wall be postponed until the mission moves to Jerusalem during the latter part of its stay. I am aware that the idea is to give the mission an emotional experience before fundraising. However, this is completely vitiated under the present circumstances.

4. One lay leader should be in charge. We had two -- Lou Goldman, Flight Chairman, and Jerry Colburn, Co-chairman. In a number of instances, there was difference of opinion which upset Colburn.

Goldman, in my opinion, handled himself well despite personal involvements. He handled meetings with finesse, related well to people and solicited hard. In tribute to Goldman, he requested that all team captains share in the honors, i.e., rotating sitting at the head table, introducing speakers and chairing sessions.

Colburn was more involved with form than substance. He felt that we should have daily meetings with team captains, more frequent report meetings, frequent briefing sessions. He objected to the fundraising time and place, and would not be convinced despite arguments presented by Goldman and me. Colburn, in my opinion, needs to handle his own mission.

I recommend that one National Leader be assigned to a mission and that there be only one Flight Chairman, and no co-chairman.

5. Many people claimed they were not told they would be solicited. This was true particularly of those coming from smaller communities.

I recommend that our letter of acceptance indicate unequivocally "that you will be expected to make your contribution to UJA while you are in Israel."

Operation Israel - Flight No. 2

Finally — despite many difficult problems, all of which in retrospect seem minor — we had an excellent Mission. The emotional impact of Israel grew from day to day and by Wednesday, 11/24, the last day of our stay, 90% to 100% of the Mission participants praised the planning, the logistics and the Mission concept.

The answer is, of course, Israel "sells itself" and Operation Israel in addition to raising more money wins committed friends for UJA.

AMERICAN JEWISH ARCHIVES

HER/cn

cc: DHK MP DM

UNITED JEWISH APPEAL, INC.

file operation Israel

MEMORANDUM

Date

December 29, 1971

To

Louis S. Goldman Gerald S. Colburn

From

David Mark

Subject

Operation Israel - New Money Analysis

The figures on the attached sheet, directly and comparatively, refer to strictly-defined new money obtained during men's and couples missions on the full Operation Israel program last year and the three missions to date this year.

This is further to my confidential memo of December 8 and is submitted as background material for proposed discussion at our next meeting.

DM/f encl.

cc: IB, MP, DHK, HER, MT

Q P E R A T I O N I S R A E L 1971 - NEW MONEY ANALYSIS

	No.						GAIN	_	Pct. Rating
FLIGHT/TYPE	Gifts	. 1970 Value	1970 Avg.	1971 Pledges	1971 Avg.	Total	Average	Pct.	Obtained
2. MEN	127	\$ 427,740	\$ 3,368	\$ 717,525	\$ 5,252	\$ 289,785	\$ 1,884	67.7%	64.3%
4. MEN (MDS) 43	63,710	1,482	105,150	2,445	41,440	963	65.0%	50.3%
6. MEN	75	271,308	3,617	439,361	5,725	168,053	2,108	61.9%	56.3%
10. MEN	134	326,790	2,439	649,660	4,848	322,870	2,409	98.8%	84.4%
lla MEN	34	120,050	3,531	167,350	4,922	47,300	1,391	39.4%	45.9%
13. MEN	50	83,525	1,670	149,300	2,986	65,775	1,316	78.7%	45.3%
SUB-TOTAL MEN	463	\$1,293,123	\$2,793	\$2,228,346	\$4,813	\$935,223	\$2,020	72.3%	62.8%
9. COUPLES	184	\$ 983,545	\$5,345	\$1,614,221	\$8,751	\$630,676	\$3,406	64.1%	Not available
12a COUPLES	68	241,797	3,556	378,522	5,567	136,725	2,011	56.5%	62.7%
SUB-TOTAL COUPLES	252	\$1,225,342	\$4,862	\$1,992,743	\$7,908	\$767,401	\$3,046	62.7%	
GRAND TOTALS	715	\$2,518,465 ========	\$3,522 =====	\$4,221,089	\$5,904	\$1,702,624	\$2,382	67.6% =====	
*		OPERA	TION	SRAEL 1972	- NEW MONEY	Y ANALYSIS			
1. CPLS (MD)	61	\$ 83,645	\$1,371	\$ 139,650	\$2,289	\$ 56,005	\$ 918	67.1%	56.7%
2. COUPLES	177	725,340	4,098	929,760	5,253	204,420	1,155	28.2%	68.2%
3. MEN	78	184,485	2,365	296,200	3,797	111,715	1,432	60.6%	56.8%
TOTALS TO DATE	316	\$ 995,470	\$3,144 ======	\$1,365,610	\$4,322	\$ 372,140	\$1,178	37.5%	64.1%

OPERATION ISRAEL: 1971

FINAL STATUS REPORT

HA Friedman March 2, 1971

MISSIONS	DATE	# PARTICIPANTS	# GIFTS	# 1971 PLEDGES	<u>1971</u>	1970	% of Increase Over 1970
6 FLIGHTS FOR MEN:	11/14/70	158	153	151	\$ 1,098,275*	\$ 688,040	59.6
	12/5 (Doctors) 59	56	56	218,850	143,660	52.3
	12/12/70	102	100	89 .	626,529	321,096	95.1
	1/16/71	170	167	162	1,051,455**	531,225	97.9
	1/23/71	47AME	R (47A	N 44W	/ \$ 745,750	579,050	28.8
	2/6/71	86R	79	75	697,175***	574,160	21.4
SUB-TOTAL		622	602	577	\$ 4,438,034	\$ 2,837,231	56.4
2 COUPLES MISSIONS:	1/10/71	457	231 -	217	\$ 2,263,271	\$ 1,462,495	54.8
	1/31/71	162	84	83	1,351,422	734,332	84.0
SUB-TOTAL		619	315	300	\$ 3,614,693	\$ 2,196,827	64.5
FATHERS & SONS	12/20/70	121	56	50	\$ 462,875***	\$ 278,722	66.1
WOMEN	1/20/71		108	102	\$ 173,789	\$ 89,468	94.2
GRAND TOTAL		1,474	1,081	1,029	\$ 8,689,391	\$ 5,402,245	60.8

NOTE: This is a correction of February 17, 1971 report, showing change in Fathers & Sons 1970 figure.

In addition, The Students Mission (12/20) had 73 participants of which 59 pledged \$15,765. There are no comparative 1970 figures but of the 10 known gifts totalling \$890 in 1970, \$4,800 was pledged for 1971.

^{*}Malcolm Rosenberg participated in 11/14 and 12/20. His gift is counted with 12/20

^{**}Walter Segaloff participated in 1/10 and 1/16. His gifts is counted with 1/10

^{***}Frank Beckerman participated in 11/14, 12/20 and 2/6. His gift is counted with 11/14

From the desk of ...

January 7, 1972

I'm projecting a total of 1,500 participants this year, which means we have to pick up about 130 in the next ten days or so especially for Flights #10 (Men, 2/6-13) and #11 (Couples, 2/13-23).

OPERATION ISRAEL 1972 MEMORANDUM

January 7, 1972

TO:	I.B. as	nd	Campaign	De	partment
	Execut	ive	and Fiel	Ld	Staff

FROM: David Mark

SUBJECT: Analysis: Payments and Deposits Received - at 1.6.72...

BY COMMUNITY CATEGORY	1972 To Date	Pct.	1971 Total	Pct.	% C	hange
HEADQUARTERS - all 21	640	47.5	672	49.1	-	1.6
BIG BOARD - 85 of 144	578	42.9	607	44.3	-	1.4
ALL OTHERS	130 1,348	9.6	91 1,368	6.6	+ :	3.0
BY REGIONAL TEAMS	C					٠. ٦
COLWIN (3 HQ cities)	92		111		-	19
ROSEN (4 HQ cities)	118		160		-	42
BASSUK Team	112	TJ	101		+	11
ELLER Team	90		80		+	10
FRIEDMAN Team	107		51		+	58
GILENS Team	235		198		+	37
PEARLMAN Team	169		154		+	15
POLLOCK Team	153		172		-	19
SABLOSKY Team	69	277	90		-	21
SINGER Team	46	1	25		+	21
TURCHIN Team	36		39		-	3
WEINTRAUB Team	82		65		+	17
WIDEROFF (10, Big Board)	14		52		-	38
No FR (Canada, N.Y.C.)	25 1,348		70 1,368			

Detailed breakdowns follow for individual communities and individual FR's...

BY INDIVIDUAL COMMUNITIES

STATE/Community	1972	1971	+/-	STATE/Community	1972	1971	+/-
ALABAMA							
Birmingham	12	11	+ 1 + 2	INDIANA			
Mobile	4	2	+ 2	Evansville	2	0	+ 2
ARIZONA				Indianapolis	63	0	+63
Phoenix	10	5	+ 5	N.W. Indiana	í	0	+ 1
Tucson	32	21	+11	IOWA	1.77		
CALIFORNIA			7.00	Des Moines	3	0	+ 3
Fresno	8	0	+ 8	Sioux City	3	0	+ 3
Los Angeles	81		+28	KANSAS		_	_
Oakland		53 28	-23	Wichita	1	0	+ 1
Orange County	5 5 2	0	+ 5	KENTUCKY	_		-
Petaluma	2	O	+ 2	Louisville	25	2	+23
Sacramento		14	- ī	LOUISIANA	-,	~	,
San Diego	13	17	-13	Alexandria	8	· · · 0	* 8
San Francisco	29	21	+ 8	Bogalusa	. 2	0	+ 2
San Jose	2	ĩ	+ 1	Lake Charles	3	ő	
COLORADO	A ~ K	a t		New Orleans	12	20	+ 3
	16	4	+12		2	4	- 2
Denver	10	ATA	112	Shreveport MAINE	2	4	- 2
CONNECTICUT	-	-	4.2		,	^	4.1
Bridgeport	.7	.5	+ 2	Bangor	1 4	0	+ 1
H artford	17	19	- 2	Lewiston-Auburn	4	,	+ 1
L. Middlesex Co.	2	0	+ 2 + 1	MARYLAND			-
New Britain		0		Baltimore	4	11	- 7
New Haven	11	7	+ 4	Hagerstown	2	0	+ 2
Stamford	3 2 2	0	+ 3	MASSA CHUSETTS			
Waterbury	2	3	- 1	Boston	35	65	-30
Westport	2	3	- 1	Brockton	2	0	+ 2 + 1
DELAWARE				Lynn	1	0	+ 1
Wilmington	2	2	0	Northampton	1 4	0	+ 1
D.C.	1			Springfield		4	
Washington	19	8	+11	Worcester	19	17	+ 2
FLORIDA		50		MICHIGAN			
Clearwater	1	0	+1	Detroit	43	54	-11
Ft. Lauderdale	3	0	+ 3	Washtenaw County	1	0	+ 1
Hollywood	14	3	TIL	MINNESOTA			
Lakeland	1	0	+1	Minneapolis	4	12	- 8
Miami	17	10	+ 7	MISSISSIPPI			
Orlando	9	11	- 2	Jackson	2	0	+ 2
St. Petersburg	2	7	- 5	MISSOURI	12		
GEORGIA				Kansas City	6	3	+ 3
Atlanta	54	47	+ 7	St. Joseph	1		+ 1
Dalton	2	0	+ 2	St. Louis	20	40	-20
Savannah	2	6	- 5	NEBRASKA			
ILLINOIS				Kearney	1	0	+ 1
Chicago	60	76	-16	Omaha	16	12	+ 4
	4	0	+ 4	NEVADA	The state of the s		
		ő	+ 1	Las Vegas	7	2	+ 5
Decatur	1			Dao Icaa		-	
Decatur Peoria	1	h	-	NEW HAMDCHIDE			
Decatur Peoria Rockford	1	4		NEW HAMPSHIRE			
Decatur Peoria	1 4 5 8	1 0	+ 4 + 8	NEW HAMPSHIRE Manchester	1	0	+ 1

STATE/Community	1972	1971	+/-	STATE/Community	1972	1971	+/-
NEW JERSEY				OKLAHOMA			
Atlantic City	13	0	+13	Ada	1	0	+ 1
Camden	5	11	- 6	Tulsa	5	6	+ 1
East. Union Co.	16	12	+ 4	OREGON			
Englewood	16	19	- 3	Portland	8	0	+ 8
Essex County		41	+ 4	PENNSYLVANIA			
H ackensack	ī	0	+ 1	Allentown	2	6	- 4
Lake Hiawatha	2	0	+ 2	Altoona	4	1	
Metuchen	45123222232	0	+ 3	Butler	242121234822	ō	+ 3 + 2
Perth Amboy	2	0	+ 2	Connellsville	1	0	+ 1
Plainfield	2	0	- 2	Easton	2		+ 2
Ridgewood	2	0	+ 2	Erie	ī	0	+ 1
Shore Area	2	0	+ 2	Greensburg	2	2	
Vineland	3	4	- 1	Harrisburg	3	0 9 2 6 0 2	- 3
Westfield	2	D 10	+1	Indiana	4	0	- 3 + 4
NEW MEXICO	1 MIE	KIU	AN	McKeesport	8	2	+ 6
Albuquerque	5	3	+ 2	Meadville	2	õ	+ 2
NEW YORK	(7)			Monessen	2	Ö	+ 2
Albany	0	3	+ 6	Philadelphia	35	21	+14
Amsterdam	9 2 5	ó		Pittsburgh	35 11	21	-10
Buffalo	-	4	+ 2 + 1 + 1	Scranton		15	-13
Cobleskill	7	00	+ 1	Sharon	2	0	+ 1
Elmira	- 5	0	+ 1	Uniontown	2	Ö	+ 2
Hornell	2	Ö	+ 2	RHODE ISLAND	~	•	
Newark	2	1	+ 2 + 2	Providence	1 1	3	- 2
Niagara Falls	12322239	0		SOUTH CAROLINA	-		- 2
Poughkeepsie	2	0	+ 2 + 2	Charleston	15	11	+ 4
Rochester	2	5		*Columbia	15 4	2	+ 2
Rockland County	3	5	- 3	TENNESSEE	3.55	~	
Syracuse	0	3	+ 6	Chattanooga	6	2	+ 4
Utica	2	3	- 4	Memphis	4	13	- 9
Watertown	2	ő	+ 2	Nashville	9	24	-15
Greater New York	25	68	-44	TEXAS	7	-	
NORTH CAROLINA	20	00	777	Corpus Christi	4	0	+ 4
Charlotte	3	0	- 6	Dallas	61	15	+46
Fayetteville	3	11-	+ 1	El Paso	5	2	+ 3
Greensboro	3	9 1 8 2 0	- 5	Houston	17	15 2 12	+ 3 + 5 + 2
High Point	3	2	- 0	Seguin	2	0	+ 2
Raleigh	Ĩ.	õ	+ 4	Waco	2 2	2	
S tatesville	32 32 4 2	í	+ 2	VIRGINIA	~	~	
OHIO	2	-	. ~	Newport News	14	20	- 6
Akron	6	6		Norfolk	12	20	- 8
Canton	6	2	- 0	Petersburg		0	+ 2
Cincinnati	37	6 2 37 36 16	*	Portsmouth	2 2 2 2	0	- 68 + 2 + 2 + 2
Cleveland	37 14	36	-22	Richmond	2	4	- 2
Columbus	14	16	-12	Suffolk	2	Ó	+ 2
Dayton	2	11	_ 0	WASHINGTON	107		
New Philadelphia	2	0	- 9 + 2	S eattle	2	22	-20
Steubenville	2	0	+ 2	Tacoma	ĩ	0	+ 1
Toledo	4 2 2 2 4	8	- 4	*Greenwood, S.C.	ī	0	+ 1
101600		,		dreenwood, 5.0.		more	

Op-Is '72 Analysis - p. 4

STATE/Community	1972	1971	+/-	STATE/Community	1972	1971	+/-
WEST VIRGINIA Clarksburg Morgantown	2	0	+ 2 + 1	WISCONSIN Appleton Madison Milwaukee	2 2 24	0 0 14	+ 2 + 2 +10
BY INDIVIDUAL FI	ELD REP	RESENT	PATIVES				
BASSUK Fiol Galanty Kamen Wernick	66° 3 5 33 5	76 3 3 18 0	-10 + 2 +15 + 5	POLLOCK Diskin Fetter Natanson Rossen Taub	87 17 2 2 14 31	90 10 0 3 26 41	- 3 + 7 + 2 - 1 -12 -10
ELLER Backinoff Cohen Seegar Steinberg	55 5 3 17 10	41 13 4 13 9	+14 - 8 - 1 + 4 + 1	SABLOSKY Afrecah Schriqui	38 20 11	76 4 10	-38 +16 + 1
FRIEDMAN Greenstein Ratner	81 3 5 17	37 1 0 13	+48 + 2 + 5	SINGER Blumenthal Glazer Nachimovski	17 15 7	22 0 2 1	- 5 +15 + 5 + 6
Zolin GILENS Fingerote Hait	110	76	+34 + 1	TURCHIN Koppel Mostel Stuppler	26 4 2 4	24 7 5 3	+ 2 - 3 - 3 + 1
Magid Sacks PEARLMAN	71 18 35	71 46 114	+13 -11	WEINTRAUB Lipschultz Goldenberg	58 19 3 2	50 11 2	+ 8 + 8 + 1
Bierman Paikin Landwehr	67	8 18 14	- 7 +49 - 5	Shore	ź	2 2	-

NOTES

In above breakdown, FR's with zero communities to date not listed.

In individual community breakdown, communities with zero participants to date not listed.

Figures for $\underline{\text{both}}$ years are for all communities covered by each FR $\underline{\text{this}}$ year.





United Jewish Appeal

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS. 1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019 PLAZA 7-1500, CABLE ADDRESS: UJAPPEAL, NEW YORK

January 21, 1972

Rabbi Herbert A. Friedman United Jewish Appeal P.O. Box #92 Jerusalem, Israel

Dear Herb:

Though we thanked you, in person, on the Tuesday evening you made that great presentation to the Operation Israel #6 group, we, in this slightly more formal way, wanted to again express our appreciation.

It was a great mission and the tone you set on Tuesday night, in a large measure helped make it so. Time and again in our solicitations, your presentation was mentioned both by the solicitor and the prospect.

Thank you again for your help. Best personal regards from both of us.

Cordially,

Larry Frank National Chairman

Donald H. Klein Asst. Executive Vice-Chairman

Honorary General Chairmen MORRIS W. BERINSTEIN *MAX M. FISHER *IOSEPH MEYERHOFF *WILLIAM ROSENWALD *EDWARD M. M. WARBURG Honorary National Chair *MERRILL L. HASSENFELD JOSEPH HOLTZMAN *LAWRENCE SCHACHT *JOSEPH D. SHANE *DEWEY D. STONE BENJAMIN H. SWIG Honorary Special Fund Chairm *JOSEPH M. MAZER

SAMUEL RUBIN IOSEPH I. LUBIN LOUIS D. STERN

*SAMUEL L. HABER *GOTTLIEB HAMMER

*Member, Executive Comm

dhk:ss

General Chairman EDWARD GINSBERG* National Chairmen Representing Agencies ISADORE BRESLAU, UIA* JACK D. WEILER, IDC+ National Chairmen ALBERT B. ADELMAN* BERNARD H. BARNETT* MELVIN DUBINSKY* SIDNEY M. EDELSTEIN* IACOR FELDMAN* LOUIS S. GOLDMAN* ALEXANDER GRASS* JOSEPH H. KANTER* MORRIS L. LEVINSON* SAMUEL H. MILLER® ALBERT PARKER* LEONARD R. STRELITZ* PHILIP ZINMAN* PAUL ZUCKERMAN* National Women's Division MRS. BERNARD SCHAFNEN Israel Education Fund President CHARLES J. BENSLEY* Voune Leadership Cabinet Chairman ROBERT MAX SCHRAYER* Executive Vice Chairmen HERBERT A. FRIEDMAN* United States
IRVING BERNSTEIN* MARTIN PEPPERCORN* istant Executive Vice Chairman DONALD H. KLEIN* Executive Committee FRANK BECKERMAN LEONARD D. BELL HERSCHEL W. BLUMBERG JOEL S. BRESLAU LOUIS BROIDO VICTOR M. CARTER LAWRENCE M. COHEN GERALD 5. COLBURN RAYMOND EPSTEIN CHESTER L. FIRESTEIN BEN FIXMAN LARRY M. FRANK HERBERT J. GARON CHARLES GINSBERG, IR. MITCHELL GOLD **BRAM GOLDSMITH** SHELDON B. GUREN LEROY E. HOFFBERGER MAX H. KARL JAC J. LEHRMAN NATHAN I. LIPSON ERNEST W. MICHEL JAMES H. NOBIL RAYMOND G. PERELMAN BERT RABINOWITZ MESHULAM RIKLIS DONALD M. ROBINSON MORRIS RODMAN SAM ROTHBERG ROBERT RUSSELL ALAN SAGNER

> **FDWARD SANDERS** PHILIP S. SELTZER ARANT H. SHERMAN JOSEPH H. STRELITZ MELVIN M. SWIG LAURENCE A. TISCH GORDON ZACKS

OPERATION ISRAEL1972

MEMORANDUM

TO:

EXECUTIVE AND CAMPAIGN STAFF

FROM:

David Mark

SUBJECT: FINAL ANALYSIS: PARTICIPANTS IN OPERATION ISRAEL 1972

BY COMMUNITY CATEGORY	Total 673	72 Pct. 48.4	197 Total 671	Pct. 49.1	% Change - 0.7
HEADQUARTERS - all 21	0/3	40.4	6/1	49.1	- 0.7
BIG BOARD - 84 of 144	585	42.1	605	44.2	- 2.1
ALL OTHERS - 54	1,390	9.5	1,368	6.7	+_2.8
BY REGIONAL TEAMS					
COLWIN (3 HQ cities)	93		111		- 18
ROSEN (4 HQ cities)	123	CAN	160	SH	- 37
BASSUK Team	111		101	- 6	+ 10
ELLER Team	89		80		+ 9
FRIEDMAN Team	111		51		+ 60
GILENS Team	264	TT	198	-	+ 66
PEARLMAN Team	182		154		+ 28
POLLOCK Team	146		172		- 26
SABLOSKY Team	69		90	3/	- 21
SINGER Team	46		25	27/	+ 21
TURCHIN Team	39		39		
WEINTRAUB Team	73	2377	65		+ 8
WIDEROFF (10, Big Board)	16	13	52		- 36
No FR (Montreal, NYC) _	28 1,390		70 1,368		- 4 <u>2</u> + 22
		= .			===

NOTE: Above figures for adult participants only; teenagers and sub-teens on 1971 Fathers and Sons Mission and on 1972 Mission #7 not included. Participants on Students Missions, both years, not included

BY INDIVIDUAL COMMUNI	TTES						
STATE/Community	1972	1971	+/-	STATE/Community	1972	1971	+/-
ALABAMA				ILLINOIS			
Anniston	0	2	- 2	Chicago	60	76	-16
Birmingham	14	11	+ 3	Danville	0	1	- 1
Huntsville	0	2	- 2	Decatur	4	ō	+ 4
Mobile	4	2	+ 2	Peoria	1	Ö	+ 1
ARIZONA	7	2		Rockford	2	4	- 4
Nogales	3	2	+ .1	Rock Island	0	1	- 1
Phoenix	11	5	+ 6	Southern Illinois	4	1	+ 3
Tucson	28	21	+ 7	Sterling	0	4	- 4
CALIFORNIA	20			Waukegan	6	ō	+ 6
Fresno	9	0	+ 9	INDIANA	. •		
Los Angeles	101	53	+48	Evansville	2	0	+ 2
Oakland	8	28	-20	Fort Wayne	0	4	- 4
Orange County	5	0	+ 5	Indianapolis	66	ō	+66
Petaluma	2	Ö	+ 2	LaPorte	0	2	- 2
Sacramento	12	14	- 2	Michigan City	ő	6	- 6
San Diego	4	17	-13	N.W.Indiana	1	0	+ 1
San Francisco	33	21	+12	South Bend	5	3	+ 2
San Jose	4	1	+ 3	IOWA	,	3	1 2
CANADA	/ 4	J L		Des Moines	3	0	+ 3
Montreal	0	2	- 2		1	0	+ 1
COLORADO	"	0 2		Sioux City KANSAS	1	U	T 1
Denver	16	4	+12	Wichita	1	0	+ 1
CONNECTICUT	10			KENTUCKY	1	U	T 1
Bridgeport	7	5	+ 2		0	3	- 3
Hartford	17	19	- 2	Lexington Louisville	25	2	+23
L. Middlesex County	2	0	+ 2		23	2	T23
New Britain	1	0	+1	LOUISIANA Alexandria	8	0	+ 8
New Haven	11	7	+ 4		2	0	+ 2
Stamford Stamford		Ó	+ 3	Bogalusa	3	0	+ 3
	3	3	- 1	Lake Charles	12	20	- 8
Waterbury	3 2 2	3	- 1	New Orleans	4	4	- 0
Westport DELAWARE	2	5.		Shreveport	. 4	4	
	2	2		MAINE		0	+ 1
Wilmington	2	100		Bangor	1	0	
D.C. Washington	17	8	10	Lewiston-Auburn	4 0	3 2	+ 1 - 2
FLORIDA	17	0	VIDE	Portland	U	2	- 2
Clearwater	1	0	+1	MARYLAND	,	11	- 7
Ft. Lauderdale	1 3	0	+ 3	Baltimore	4 2	0	+ 2
Hollywood	14	3	+11	Hagerstown MASSACHUSETTS	2	U	T 2
Jacksonville	0	4	- 4		0	3	- 3
Lakeland	1	0	+ 1	Beverly	42	65	-23
Miami	15	10	+ 5	Boston Brockton	2	0	+ 2
Orlando	8	11	- 3				- 1
	1	2	- 1	Framingham	. 0	1 2	- 2
Sarasota		7	- 5	Lowell	0		
St. Petersburg	2	,	- 5	Lynn	1	0	+ 1
GEORGIA	F 2	17	1.	New Bedford	0	2	
Atlanta	53	47	+ 6	Northampton	1	0	+ 1
Augusta	0	1	- 1	Peabody	0	1	- 1
Columbus	0	1	- 1	Springfield	7	4	+ 3
Savannah	1	6	- 5	Worcester	19	17	+ 2
Waycross	0	1	- 1				

OPERATION ISRAEL 1972

Final Analysis page 3

STATE/Community	1972	1971	<u>+/-</u>	STATE/Community	1972	1971	+/-
MICHIGAN				Herkimer	0	8	- 8
Detroit	43	54	-11	Hornell	2	0	+ 2
Flint	0	8	- 8	Kingston	0	1	- 1
MINNESOTA		O		Newark	3	1	+ 2
Minneapolis	4	12	- 8	Niagara Falls	2	0	+ 2
St. Paul	0	8	- 8	Poughkeepsie	2	0	+ 2
MISSISSIPPI	U	0	- 0	Rochester	1	5	- 4
Jackson	2	0	+ 2	Rockland County	5	4	+ 1
Meridian	2	0	+ 2		9	3	+ 6
MISSOURI	2	U	T 2	Syracuse Troy	. 0	1	- 1
Kansas City	4	3	+1	Utica	2	6	- 4
St. Louis	16	40	-24	Watertown	2	0	+ 2
NEBRASKA				Greater New York	28	68	-40
Kearney	1	0	+ 1	NORTH CAROLINA			
Omaha	14	12	+ 2	Charlotte	3	9	- 6
NEVADA	$\Delta \Lambda$	(EDI	CA	Fayetteville	2	1	+ 1
Las Vegas	77	2	+ 5	Greensboro	3	8	- 5
NEW HAMPSHIRE				High Point	2	2	
Manchester	<u>_1</u>	0	+ 1	Raleigh	4	0	+ 4
NEW JERSEY		11		Statesville	2	1	+ 1
Atlantic City	13	0	+13	Winston-Salem	0	5	- 5
Camden	5	11	- 6	NORTH DAKOTA			
Eastern Union County		12	+ 4	Grand Forks	0	2	- 2
Englewood	17	19	- 2	OHIO		-	
Essex County	41	41	No.	Akron	6	6	
Fort Lee	0	7.	- 7	Canton	1	2	- 1
Freehold	0.	í	- 1	Cincinnati	48	37	+11
Hackensack	1	ō	+ 1	Cleveland	11	36	-25
Lake Hiawatha	2	0	+ 2	Columbus	4	16	-12
Metuchen	3	0	+ 3	Dayton	1	11	-10
New Brunswick	0	3	- 3	Dover	2	0	+ 2
Palisades Park	0	1	-				
	0	2		Fremont	1	0 2	+ 1 - 2
Paramus	77		- 2 - 1	Lima			
Paterson	0	100		Middletown	0	2	- 2
Perth Amboy Plainfield	2 3	0	+ 2	Steubenville	2	0	+ 2
	3	4	- 1 + 2	Toledo	4	8	- 4 - 2
Ridgewood	2	0		Wooster	0	2	- 2
Salem	0	1	- 1	OKLAHOMA		,	
Shore Area	2	0	+ 2	Tulsa	5	6	- 1
Somerville	0	2	- 2	OREGON		•	
Trenton	0	9	- 9	Portland	8	0	+ 8
Vineland	5	4	+ 1	PENNSYLVANIA		,	
Westfield	2	1	+ 1	Allentown	2	6	- 4
NEW MEXICO	-	•		Altoona	4	1	+ 3
Albuquerque	5	3	+ 2	Butler	2	0	+ 2
NEW YORK			-	Carbon County	0	2	- 2
Albany	9	3	+ 6	Central Bucks County	0	1	- 1
Amsterdam	2	0	+ 2	Connellsville	1	0	+ 1
Binghamton	0	5	- 5	Easton	2	0	+ 2
Buffalo	5	4	+ 1	Greenburg	2	2	
Elmira	2	0	+ 2	Harrisburg	3	6	- 3

STATE/Community	1972	1971	+/-	STATE/Community	<u>197</u> 2	1971	+/-
PENNSYLVANIA (Cont	inued)			Fort Worth	0	4	- 4
Indiana	4	0	+ 4	Galveston	0	1	- 1
McKeesport	8	2	+ 6	Houston	17	12	+ 5
Meadville	2	0	+ 2	San Antonio	0	6	- 6
Monessen	2	0	+ 2	Seguin	2	0	+ 2
Philadelphia	39	21	+18	Waco	2	2	
Pittsburgh	11	21	-10	Wichita Falls	0	1	- 1
Scranton	4	15	-11	UTAH			
Sharon	1	0	+ 1	Salt Lake City	0	1	- 1
Uniontown	2	0	+ 2	VIRGINIA			
Wilkes-Barre	0	3	- 3	Danville	- 0	1	- 1
PUERTO RICO	0	3	- 3	Newport News	9	20	-11
RHODE ISLAND				Norfolk	14	20	- 6
Providence	1	3	- 2	Petersburg	2	0	+ 2
SOUTH CAROLINA				Portsmouth	3	0	+ 3
Charleston	17	11	+ 6	Richmond	2	4	- 2
Columbia	3	2	+ 1	Roanoke	0	2	- 2
Greenville	0	3	- 3	Suffolk	2	0	+ 2
Greenwood	1	0	+ 1	WASHINGTON			
West Union	0	1	- 1	Seattle	2	22	-20
TENNESSEE				WEST VIRGINIA			
Chattanooga	4	2	+ 2	Clarksburg	2	0	+ 2
Memphis	4	13	- 9	Morgantown	1	0	+ 1
Nashville	5 =	24	-19	WISCONSIN			
TEXAS				Appleton	2	0	+ 2
Corpus Christi	6	0	+ 6	Kenosha	0	2	- 2
Dallas	61	15	+46	Madison	2	0	+ 2
El Paso	6	2	+ 4	Milwaukee	25	14	+11

BY INDIVIDUAL FIELD REPRESENTATIVES

(Next page)

.

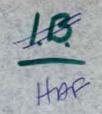
BY INDIVIDUAL FIELD REPRESENTATIVES*

				2-2-			
Name	1972	1971	+/-	Name	1972	1971	+/-
BASSUK	65	76	-11	POLLOCK	84	90	- 6
Charnam	0	1	- 1	Diskin	17	10	+ 7
Fiol	2	3	- 1	Fetter	4	2	+ 2
Galanty	7	3	+ 4	Natanson	0	3	- 3
Kamen	34	18	+16	Rossen	14	26	-12
Wernick	3	0	+ 3	Taub	27	41	-14
ELLER	52	41	+11	SABLOSKY	42	54	-12
Backinoff	6	13	- 7	Afrecan	16	24	- 8
Cohen	5	4	+ 1	Schriqui	11	12	- 1
Seegar	17	13	+ 4				
Steinberg	9	9		SINGER	17	22	- 5
	A/	MER	$\mathbb{I}(\Box A)$	Blumenthal	15	0	+15
FRIEDMAN	87	37	+50	Glazer	7	2	+ 5
Greenstein	2	11	+1	Nachimovski	7	1	+ 6
Ratner	5	0	+ 5				
Zolin	17	13	+ 4	TURCHIN	29	24	+ 5
				Koppel	4	7	- 3
GILENS	134	76	+58	Mostel Mostel	. 2	5	- 3
Hait	75	71	+ 4	Stuppler	4	3	+ 1
Magid	. 20	5	+15				
Sacks	35	46	-11	WEINTRAUB	54	50	+ 4
				Lipschultz	15	11	+ 4
PEARLMAN	98	122	-24	Goldenberg	2	2	
Paikin	74	18	+56	Shore	2 2	2	
Landwehr	10	14	- 4				

^{*} Figures for both years are for all communities covered by each FR this year.

###############





February 25, 1972

David Merk

Eve Weiss

OPERATION ISRAEL (WOMEN'S DIVISION) FLIGHT #8

I have been asked for a responsible evaluation of the Women's Mission which took place from January 24th through February 2nd, 1972. Here goes:

I must begin by saying that Chaim Vinitsky did his utmost to make the trip run as smoothly as possible and, though David Shenhabi and I did have some minor disagreements as to procedure, he also contributed to the smoothness of the trip. The three guides were excellent. I heard no complaints and hope that in the future I would be able to utilize their services again. (Isaac Goldstein -- Jerry Avnon -- Reuven Rogofsky)

In the past I have found that there have been entirely too many speakers and the feed back last year was that the women felt they could just as easily have been sitting in their respective communities and listening to briefings that they were given in Israel. In view of that we had fewer speakers and exercised great care and the result was more than satisfactory. Zelig Chinitz gave us an overview which was all encompassing and set the tone for the days which followed. Of course, no one is superior to Rabbi Friedman when it comes to a speech preceding a caucus and ours was no exception. He did a superb job. Simcha Dinitz gave us insights that no one else but the Prime Minister could have and, Harold Trobe of the JDC really clarified the function of that agency thoroughly. What can one say about a meeting with the Prime Minister? Of course, it was the highlight of the trip.

As we had solicited some information from the women prior to the trip concerning their visits to Israel, we learned that 70% of them had never visited Israel before. In light of that we attempted to fit the itinerary to the 70% and yet satisfy the 30%. I think it worked out very well for on one day we took the newcomers to the Bet Shean Valley and had them do the routine visiting of army strongholds, border kibbutzim, etc., while the Mission repeaters spent a full day learning about life in the development town of Bet Shean with its many problems. Another day we split the three buses up into Israel Museum visiting, Kennedy Memorial and Hadassah Hospital. We found in this way that we were able to satisfy the needs of almost all of the participants.

The itinerary, on the whole, was quite satisfactory but I think that in the future we must explore different ways to make the trip more meaningful for people who return on missions, and also must explore a more effective means to give participants real insights into the poverty problems of the country.

I had requested, and was most pleased, with the division of buses to several absorption centers so that we did not run into large numbers of people who would then find little time for personal exchange amongst the immigrants.

I consider the trip quite successful for the reasons that I have stated above and also the decision to have three "scholars in residence" -- Gerda Klein, Ruth Tekosh, Cecile Misrshi. These three women divided their time amongst the three buses and each expounded on her area of expertise, lending a very special feeling to the mission group. I think this is a policy we should attempt to follow in the future.

We had 93 participants and received 88 gifts which went from \$109,029 in 1971 to \$171,970 in 1972. I have indicated the gifts and other appropriate information on the attached lists.

EW:mlg enc.

cc: IB

DK

MP

AS

TON ISRAEL PARTICIPANTS	120	DATE:			PAGE #	
NAME AND COMMUNITY HIGH GIFT 1970 Mrs. William Abroms New Orleans, La.	R E T	1971 110 100 210	1972 RATING: 750	<u>1972</u> 1,000	FLIGHT# BUS	0
Mrs. Miles J. Alexander Atlanta, Ga.	R E T	30 40 70		250	8	
Mrs. Mary Aronoff Tucson, Ariz. AMERICA Mrs. David Barton ARCH	R E T	WII V E	SH S		8	
· Harrisburg, Pa.	Ť.	400		600	8 .	
Mrs. Leonard Berger San Francisco, Calif.	R E T	200 75 275	\$500	500	8	
Miss Anne S. Black Astronic Eastern Union, N.J.	R E T)	250	8	
Mrs. Bernard Bloch	R E T	150 150	community	wed up	en ettly	· · ·
Mrs. Robert Bracker / Fract Tucson, Ariz.	R E T	250 250		500	8	

OPERATION ISRAEL PARTICIPANTS	DATE:	- n	PAGE #
NAME AND COMMUNITY HIGH GIFT 1970 Mrs. S. Alexander Brailove		972 TING: 1972	FLIGHT#
Elizabeth, N.J.	T 3.500	5,000	. 8
Mrs. Elliot Brand New Haven, Conn.	R		
New haven, contr.	T 1,500	2,000	. 8
Mrs. Stanley D. Braun Chicago, III. went to 2000 in Community.	R 650 E 350 T 1,000	2,500	8
# # 12 oct at Continue	B LELA LICALISM	2,300	
Miss Marilyn Brown already went to # 13,000 at Confessee, South Bend, Ind. but aspeed to unge mather to buy a kindurganten.	R 7,500 E 5,000 T 12,000	13,000	8
Mrs. Rael Brown South Bend, Ind.	R 1,500 E T 1,500	1,700	
Mrs. Donald M. Cahen At west	R 100 \$500		
	т 150	365	8
Mrs. Stanley Capin At west	R E		
	т 250	250	. 8
Mrs. Adeline R. Cohen Tucson, Ariz.	R 500 \$500		•••
	т 500	700	8

OPERATION ISRAEL PARTICIPANTS	DATE:	*.		PAGE #	7
NAME AND COMMUNITY Mrs. Seymour A. Cohen Chicago, III. Physik Community T	1971 800 800 1,600	1972 RATING	<u>1972</u> 2,500	FLIGHT#	BUS #
Mrs. Jack R. Cole	60 20 80		150	8	
Mrs. Jimmie L. Cox Pulsit Nashville, Tenn. R E AMERICANT	150 × 50 × 200	well make gets nermanity		8	
Mrs. Morris Culiner Nusit San Francisco, Calif. R E T	200 165 365	#500	700	8.	· · ·
Miss Belle Daru Tucson, Ariz. R E T		\$500	1,000	8	
Mrs. Maurice Davis (Pro) Birmingham, Ala. E	100		200	8.	
San Francisco, Calif. at David meeting in	1,500 1,500 3,000		5,000	.8	
Mrs. Leon Dorfman San Francisco, Calif. T	50 190 240	*365	400	8	

OPERATION ISRAEL PARTICIPANTS	DATE:		1	PAGE #	44.1
NAME AND COMMUNITY HIGH GIFT 1970 Mrs. Eugene Elkind R Albany, N.Y.	1971 500 500	1972 RATING:	1972 2,000	FLIGHT#	BUS #
Mrs. Allen Finesilver Cleveland, 0.	300	4	600	. 8	
Mrs. Gilbert S. Fox, Jr. went to \$5000 R. Nashville, Tenn.	1,400		6,000	8	
Mrs. Joseph D. Geller \$10 mm 1969 Research San Francisco, Calif.	V E SA	365	250	8	
Mrs. Leonard J. Geringer Chappaqua, N.Y.	4 6		200 300 500	8	

OPERATION ISRAEL PARTICIPAN	TS	1. 5- 153	DATE:			PAGE #	18
				1972			
NAME AND COMMUNITY	HIGH GIFT	1970	1971	RATING	1972	FLIGHT#	BUS #
Mrs. Irwin B. Giffen	R -			esti in the		8	
Savannah, Ga.	E - T -		365		-450		1
					450		
Mrs. Irwin Ginsberg	R -					8	
Los Angeles, Calif.	E - T -		275		1 000		
			2//3		1,000		
Mrs. Isidor Goldberg	R - Print w	alow	50			. 8	
El Paso, Tex.	E - recent in	MERICAN	LIEVAIS	The tracket at 1			
		D. C. Zi	50		250		3 2 4
Mrs. Milton S. Goldberg	R		J.V.E			8	
		Ti	0 0 0				
	T -	as	1,000		1,500		
Mrs. Melville J. Golding	E - T - in Commun R - sud she w E - gring to Co T - F 2500	ut to					
Tucson, Ariz.	E - gung in		2,200			8	
	T - 1 + 25		2,800		5,000		
Mrs. Louis Goldsmith	R -		500	\$ 2			
Cincinnati, Ohio	E -		500	dess.		•	
	Т -		1,000		1,500		
V		4/23					
Mrs. Maurice Greenblatt Vineland, N. J.	R - E -			\$ 365		8	
	т -		100	367	365		
						Strange Control	a/** •
Mrs. Goldye Harris (Pro)	R -					8	
Los Angeles, Calif.	E - T -		375		575		
						e 243	
Mrs. Lee Hartzmark	R					8	
Cleveland, Ohio	E -						
	T -		• 350	Complete Comment	. 500	N 14. 17.5	1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2

OPERATION ISRAEL PARTICIPANTS		DATE:	Taking In		PAGE #
NAME AND COMMUNITY	to <u>High Gift</u> <u>1970</u>	1971	1972 RATING	1972	FLIGHT# BUS #
Mrs. F. C. Hempen married Albuquerque, N. M. agentile	R - E - T -	50		.150	8
Mrs. Jerry Hyman Greensboro, N.C.	R - \$300 was E - pledy made T - pledy munity	250		520	8
Mrs. Albert A. Kastner New York, New York	AMERICAN A R C H	250 309 559	F1001	1,600	8
Mrs. Anita Katzman Sarasota, Fla.	R - E - T -	500 1,000 1,500		1,800	8
Mrs. Gerda Klein Buffalo, N. Y.	R - E - T -	200	\$/	300	8
Mrs. Leona R. Kline Los Angeles, Calif.	R - E - T -	150 50 200		400	8
Mrs. Theodore H. Koff Tucson, Ariz.	R - E - T -	10 25 35		125	8
Mrs. Marvin Leaf Los Angeles, Calif.	R - E - T -			250	8
		2 3 N 1 1 1		* v	

OPERATION ISRAEL PARTICIPANTS		DATE:	1972	-	PAGE #	
NAME AND COMMUNITY	HIGH GIFT 1970	1971	RATING	1972	FLIGHT#	BUS #
Mrs. Jack Levin Greensboro, N. C.	R - E - T -	250	\$ 500 ·	520	8	
Mrs. Bertram Levy Greensboro, N. C.	R - fleddin inty E - \$500 minuty T - Community	50 200 250		1,000	8	
Mrs. Harold Liebman Rockland County, N.Y.	AMERICAN ARCH	1,750 E	Y .	2,000	8	
Mrs. Jay J. Lieberman Tucson, Ariz.	R - E - T -	170 90 260		500	8	
Mrs. Ira Loewenstein Chicago, Ill.	R - E - T -	125		365	8	
Mrs. Julian Mandell Hartford, Conn.	R - E - T -	700 °		1,250	8	
Mrs. Stanley A. Meisel	R - E - T -	200		400 100 500	8	
Mrs. Hyman L. Moore New Britain, Conn.	R - fledged E - \$2500 in ty T - community	1,000		3,000	8	
Mrs. Andrew Z. Morrison pr Louisville, Ky.	R - E - T -	75 125 200		300	8	

OPERATION ISRAEL PARTICIPANTS		DA	TE:	10		PAGE #
NAME AND COMMUNITY	HIGH GIFT	<u>1970</u> <u>19</u>	<u>71</u>	1972 RATING	1972	FLIGHT# BUS #
Mrs. Harold K. Moss Cincinnati, Ohio	R - E -		L25 75	\$501		8
	T -		200		600	7
Mrs. Bernard H. Natkow (Pro) South Bend, Ind.	R - E -		225			.8
	Ť-		225		365	
Mrs. Thelma Neuwirth River Edge, New Jersey	R - E -		AVESTI			8
	Ť-	ERICAN JEV D /C LE I A	25 .		200	
Mrs. Joseph Ostrow	R					8
Los Angeles, Calif.	E - T -		L50			
Mrs. Seymour Owens	R -		250			8
Los Angeles, Calif.	E - T -	The state of the s	500 750		1,000	
Mrs. Sylvia R. Pasternak (Pro)	R -		100			8
Hartford, Conn.	E - T -		100		325	
Mrs. Murray Pearlstein	R - \$1250 gift	283	300			8
Boston, Mass.	R - \$1250 gift E - made in T - Community		200 500		1,250	
Mrs. Agnes H. Rice	R -		.00			8
Hartford, Conn.	E - T -		.00		200	
Mrs. Seymour Rogers	R- fledged					. 8
Greensboro, N. C.	R- fledged E- \$ 250 in T- commune	Ty	250		500	

OPERATION ISRAEL PARTICIPANTS		DATE:	1.0	PAGE #
			1972	
NAME AND COMMUNITY	HIGH GIFT 1970	1971	<u>RATING</u> 1972	FLIGHT# BUS #
Mrs. Lester Rosenburg Boston, Mass.	R - Pledged	2,000		8
	R - Pledged E - F2250 in thy Community	2,000	2,50	0
Mrs. Marvin Rosenstein (Pro)	R -	150		8
Albany, N. Y.	E - T -	50		- T
1 rist	т -	200	50	0
Mrs. Isadore Rotenstreich	R -	400	+	
Birmingham, Ala.	E- AARTERSCA	100	£1000	8
	т-	500	2,00	0
	course inet			
Mrs. Mary Rutenberg Clearwater, Fla.	R - force to C. R millionaire to C. T	850		. 8,
	т-	850	1,00	
W.			78	
Mrs. John M. Sapinsley Providence, R. I.	R - E -	1,000	F2500	. 8
	T -	1,100	2,00	0
Mrs. Beatrice Sapir				
Mrs. Beatrice Sapir New York, N. Y.	R - E -	The same of		8
	T-		36	5
4.6	- P	3		
Mrs. Julian R. Sayre Tucson, Ariz.	R -	125		8
Tucson, Ariz.	E - T -	125 75 200		
		200	40	
Mrs. Edythe L. Scheiner	R -	100	\$	8
Atlantic City, N. J.	E -		1500	0
· ·	T -	100	20	0
	The state of the state of		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	

OPERATION ISRAEL PARTICIPANTS		DATE:		1 3	PAGE #
NAME AND COMMUNITY	HIGH CIFT . 19	<u>1971</u>	1972 RATING	1972	FLIGHT# BUS #
Mrs. Josi Schilling Metuchen, N. J.	R - E - T -	10	\$301	250	8
Mrs. William S. Schwartz Cincinnati, Ohio	R - E - T -	100 150 250	F1000	1,000	8
Mrs. Bernard Season Peoria, Ill.	R - \$ 500 in gift T - 169-rule	ICAN JEWISI		730	8
Mrs. Lawrence B. Seewack Los Angeles, Calif.	R - E - T -	500 500 1,000		1,250	8
Mrs. Leonard Shapiro Los Angeles, Calif.	R - E - T -	1,250 750 2,000		2,500	8
Mrs. Roberta Shelansky Vineland, N. J.	R - miles a gift R - miles a gift T - with fratige R - for perforate of	gift .			8
Mrs. Burt J. Siris New York, New York Miss Debby Smalley 19 Must	R - 4077 E - T -	20,000		25,000	8
Miss Debby Smalley 18 Miss Debby Smalley Los Angeles, Calif.	R	5 5 10		900	8
Mrs. Marvin Smalley	R -	.600			8
Los Angeles, Calif.	E -	900			74
	T -	1,500		2,500	

OPERATION ISRAEL PARTICIPANTS		DATE:		PAGE #
NAME AND COMMUNITY	HIGH GIFT	<u>1970</u> <u>1971</u>	1972 RATING 1972	FLIGHT# BUS #
Mrs. Joseph Soble Tucson, Ariz.	R - E - T -	135 140 275	500	8
Mrs. William Solomon Los Angeles, Calif.	R - E - T -	25	1,000	8
Mrs. Loisdeane Spector Los Angeles, Calif.	R - E - T -	50 75 125	500	8
Mrs. Joseph Stabler Los Angeles, Calif.	R - E - T -	400 100 500	1,000	8
Mrs. Alvin D. Stern Tucson, Ariz.	R - E - T -	875 875 1,750	3,600	8
Mrs. Mark K. Taylor Atlanta, Ga.	R	. 500 500	750	8
Mrs. Martin Tohrner Nashville, Tenn.	R - will make E - gift in une T - Commune	ty 400 200 600		8
Mrs. Max Wechter El Paso, Tex.	R - E - T -	500 1,000 1,500	2,750	8
Mrs. M. Edwin Weiner Cleveland, Ohio	R - E - T -	26,000	36,250	8

OPERATION ISRAEL PARTICIPANTS		DATE:	* ,	PAGE #
NAME AND COMMUNITY	HIGH GIFT 1970	1971	1972 RATING 1972	FLIGHT# BUS #
Mrs. Efrem B. Weinreb Boston, Mass.	R: - E: -	200		8.
IN I		200	1,250	
Mrs. Robert Wolf New Orleans, La.	R - E - T -	175 175 · 350	700	. 8
Mrs. Lenore J. Young Tucson, Ariz.	R- E- AMERICAN J	500 500	500	8
	, to T. B. C. E. I.	VES.		
Mrs. Isadore Zweig Northwest Indiana, Ind.	R - went to try to minely E - \$150 prior community T - prior raise community	500 500 1,000	2,000	8
	1 \$2000	4		
			λ	
*				

MEMORANDUM

Date May 15, 1972

To Paul Zuckerman

From Louis S. Goldman

Subject OPERATION ISRAEL 1973

THE PLAN

On April 17, 1972, the Officers of the UJA ratified a number of recommendations developed by Operation Israel Co-Chairman Gerald S. Colburn and myself in consultation with UJA management staff. Those recommendations, based on the attached 1972 figures and supplementary reports, were:

That, in view of a clear two-year recruitment trend, the 1973 schedule be largely for couples ...

That, for maximum efficiency and logistical smoothness, the size of missions be limited to 200, or about six busloads ...

That, because of the numerical limit and to increase productivity, a minimum gift of \$750 be established...

That, in order to exercise maximum effect on planning and implementation of community campaigns, the program should begin in mid-October; and that, since it has proven difficult to fill flights in December and February, those months should be avoided in the scheduling ...

That recruitment of a <u>full roster of National Chairmen as Operation Israel Mission Chairmen</u> be pursued and completed as early in the calendar year as possible, so that flight teams may be quickly organized and begin intensive recruitment drives for specific flights ...

And that, in view of the great success of a number of 3- or 4-day missions organized by certain headquarters and big board communities for their top level of contributors, these cameo community missions - with itineraries based roughly on the pattern of the Prime Minister's missions - be introduced into the overall Mission program and actively promoted as a major campaign tool.

On the basis of the above, the projected schedule and itineraries are:

Operation Israel 1973

(continued)

THE SCHEDULE

#1	October 15-25	Women's Division	Leadership
#2	October 19-29	Couples	
#3	October 26-November 5	Couples	2
#4	November 2-12	Couples	
#5	November 12-22	Couples	
#6	November 26-December 3	Men	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
#7	January 4-14	Couples	
#8	January 14-21	Men	9
#9	January 18-28	Couples	
#10	January 25-February 4	Women	

ITINERARIES

AMERICAN JEWISH

A. TEN DAY:

Friday Arrival - Departure second Sunday (Flights #2,3,4,7,9 and 10; Couples, Women)

Friday

Early afternoon arrival, evening at the Western Wall
as a group

Shabbat dinner and briefing on itinerary

Overnight Jerusalem

Saturday

Walking tour to the Western Wall and the Old City Kiddush at President's House Dinner with Jewish Agency official

Overnight Jerusalem

Sunday

Visit Bethlehem and Gush Etzion
Drive to Netiv Halamed He
Visit Absorption Center (Bet Shemesh, Mavaseret Zion, Jerusalem)
Lunch in Jerusalem
Yad Vashem and Military Cemetery
Dinner at Knesset with Cabinet Minister

Overnight Jerusalem

Monday

Visit Lower Jordan Valley, strongholds and kibbutzim along the Jordan Border.

Overnight Tel Aviv

Tuesday

Suez Canal (One way by bus, one way by plane): Visit Bar Lev Line Box lunch

Dinner with high ranking officer

Overnight Tel Aviv

. Operation Israel 1973 (continued)

Wednesday Golan Heights:

Visit Nachal outposts, army strongholds

Overnight Ayelet Hashachar

Thursday Drive along the Lebanese border

Visit Haifa Lunch in Haifa JDC - Malben

Visit Army industry (Cosmetica)

Overnight Tel Aviv

Friday Optional -

Massada

Ashdod, Ashkelon, Yad Mordechai

Overnight Tel Aviv

Saturday FREE

Final dinner and party with outstanding personality and Israeli guests (Dancing, entertainment etc.)

Overnight Tel Aviv

Sunday Departure.

B. TEN DAY: Monday Arrival - Departure second Wednesday
(Flights #1 and 5; Women's Leadership, Couples).

Monday Afternoon arrival and transfer to hotel in Tel Aviv

Dinner and briefing

Overnight Tel Aviv

Tuesday Suez Canal:

Visit Bar Lev Line

Box Lunch

- Dinner with high ranking officer

Overnight Tel Aviv

Wednesday Visit JDC Malben

Absorption Center

Ashdod

Lunch in Ashkelon

Yad Mordechai

Return to Tel Aviv via Lachish

Dinner with representative of the Jewish Agency

Overnight Tel Aviv

Operation Israel 1973 (continued)

Thursday Beit Shean Valley

Kibbutzim

Lunch at Ein Gev Visit Golan Heights Visit Nachal Outposts

Strongholds along Syrian border

Overnight Ayelet Hashachar

Friday Nebi Yusha

Lebanese border

Acco

Visit and lunch in Haifa

Overnight Tel Aviv

Saturday FREE

Overnight Tel Aviv

Sunday ORT School

Army Industries Lunch in Jerusalem Visit President's Home

Afternoon visit to Western Wall and Old City

Dinner with Cabinet Minister

Overnight Jerusalem

Monday Mount of Olives and Mount Scopus

Ammunition Hill and Ramat Eshkol

Knesset

Visit Yad Vashem and Military Cemetery

Israel Museum

Overnight Jerusalem

Tuesday Massada

Dinner and party with Israelis

Overnight Jerusalem

Wednesday Departure.

Operation Israel 1973 (continued)

C. SEVEN DAY: Monday Arrival - Departure Sunday
(Men's Flights # 6 and 8)

Monday Arrival and transfer to hotel

Dinner and briefing with representative

of Jewish Agency

Overnight Tel Aviv

Tuesday Jerusalem:

Visit Western Wall, Old City

Lunch with representative of Foreign Ministry

Visit Military Cemetery and Yad Vashem

Return to Tel Aviv

Overnight Tel Aviv

Wednesday Suez Canal:

Visit the Bar Lev Line

Box Lunch

Dinner with high ranking officer

Overnight Tel Aviv

Thursday JDC Malben

Absorption Center

Army Industries

Lunch and visit Haifa

Acco, Safed, Ayelet Hashachar

Overnight Ayelet Hashachar

Friday Golan Heights

Nachal Outposts

Strongholds along the Syrian border

Lunch at Ein Gev

Return to Tel Aviv

Overnight Tel Aviv

Saturday Optional Tours

Overnight Tel Aviv

Sunday Departure.

SUMMARY

THE PLAN

On June 5, 1971, at Williamsburg, the Operation Israel Planning Committee evolved the following schedule and itineraries for Operation Israel 1972:

THE SCHEDULE

#1	October 31-November 10	Physicians and Wives
#2	November 14-24	Couples
#3	November 28-December 5	Men
#4	Cancelled	
# 5	December 19-29	Campus Campaign Chairmen
#6	January 9-19	Couples
#7	January 16-23	Men
#8	January 23-February 2	Women's Division
#9	January 30-February 9	Couples
#10	February 6-13	Men
#11	February 13-23	Couples

THE BASIC ITINERARIES

SIX DAY ITINERARY FOR MEN

Monday	Arrival and Briefing
Tuesday	Jerusalem Sightseeing; Western Wall, Yad Vashem, Military Cemetery
Wednesday	Immigration & Absorption: Meeting New Immigrants: Jewish Agency
Thursday	Beit Shean Valley Kibbutz: Golan Heights Entrance
Friday	JDC/Malben: Social Problems: Urban Areas & Development Towns
Saturday	Closing Dinner, Briefing

ITINERARY - ADDITIONAL DAYS FOR COUPLES

Sunday	ORT; Israel Education Fund Schools: Jericho: West Bank
Monday	Massada
Tuesday	Jerusalem Sightseeing: Restored Synagogues, Mt. Scopus, Mt. of Olives, Israel Museum, Bethlehem
Wednesday	Departure

Note: When it became clear that the Soviet Jewish exodus was a mainline campaign story for 1972, meeting a planeload of incoming Russians in the middle of the night became a top priority program item, to be inserted as early in the mission as circumstances allowed.

FINAL STATISTICAL SUMMARY

A. PARTICIPATION

	19	72	1971	L
Community Category:	Total	Pct.	Total	Pct.
Headquarters - all 21	673	48.4	671	49.1
Big Board - 84 of 144	585	42.1	605	44.2
All Others 54	132 1,390	9.5	92 1,368	6.7

Number of Gifts

AMERICAN JEWI

1,027

(The lower ratio of gifts to number of individual participants this year is accounted for by the greater number of couples' flights: five in 1972, two in 1971.)

B. RETURNS (New money only, from non-professional participants).

		Prev.Yr.			
Flight Type	# Gifts	Values	Pledged	Total Gain	Pct. Gain
1-MD COUPLES	61	\$ 83,645	\$ 139,650	\$ 56,005	67.1
2-COUPLES	177	725,340	929,760	204,420	28.2
3-MEN	78	184,485	296,200	111,715	60.6
6-COUPLES	161	833,063	1,234,061	400,998	48.1
7-MEN	63	139,780	229,810	90,030	59.0
8-WOMEN	82	36,094	70,325	34,231	94.8
9-COUPLES	78	220,863	326,567	105,704	47.9
10-MEN	42	51,085	83,950	32,865	65.3
11-COUPLES	40	95,350	192,850	97,500	102.3
1972 TOTALS	782	\$2,369,705	\$3,503,173	\$1,133,468	47.8
1971 TOTALS	1,027	2,843,395	4,734,178	1,890,783	66.5

VISITORS TO ISRAEL 7/1/71 - 6/1 72

University Students Summer Mission	69
Young Leadership Missions (2)	S 142
Prime Minister's Mission	204
Public Relations Mission	19
Study Conference	313
Newspapermen's Mission (3)	42
Operation Israel	1,429
Student Campaign Chairmen	86
Community Missions (11)	358
Individual Visitors	3,954
Total to date	6,616

MEMORANDUM

Date

May 15, 1972

To

Mr. Irving Bernstein

From

Seymour Lesser

Subject

EVALUATION OF SPEAKERS BUREAU ACTIVITY September 1, 1971 - April 30, 1972

During this period there were 3,601 meetings, addressed by 2,982 speakers. For the same period in 1970-71, we had 2,393 meetings, with 2,556 speakers. This represents an approximate 51% increase in activity.

It is worth noting that for a similar period 1969-70, there was 1637 meetings. Therefore, since 1969, we have had over a 100% increase in meeting activity.

As of this stage in the 1971-72 campaign, we have had <u>80</u> people from overseas, as against <u>58</u> in the 1970-71 campaign, and <u>20</u> the previous year for a similar period.

The following is a summary of meetings and speakers for the 1971-72 period compared to the 1970-71 period:

	9/1/70 - 4/30/71		9/1/71 - 4/30/72	
	Meetings	Speakers	Meetings	Speakers
September	144	241	111	81
October	170 '	202	304	249
November	205	198	369	269
December	130	142	198	225
January	285	301	524	465
February	447	454	723	591
March	670	688	821	701
April	342	330	551	401
	2,393	2,556	3,601	2,982

Mr. Irving Bernstein

Evaluation of Speakers Bureau Activity 9/1/71 - 4/30/72

The types of speakers used are as follows:

Category	9/1/70 - 4/30	0/71	9/1/71 - 4/30/72
Executive Committee	212		137
Campaign Cabinet	73		44
Young Leadership	186		187
Overseas (Other than Russians)	643	•	1,079
Russians	A -		352
Israel Officials	166		93
Fee Personalities	55		33
Volunteers	259		220
Women's Division	125		113
Fee Speakers	722	ICL	643
Staff AMMENIC	A 722 65		81
West Coast	50		(Included in the above)
ARC	\vdash		
	2,556		2,982

Traditionally we service all of the speaker requirements for the Field department, Women's Division, Rabbinical, and Young Leadership.

There were a number of innovations in this campaign. Among those of interest were:

OPERATION FREEDOM - RUSSIANS

There were 21 Russians here on our behalf. They covered 353 meetings in 198 cities. It should be noted that their program was not limited to speaking at given meetings. In conjunction with the Public Relations department, an effort was made to create maximum impact in each community visited. In order to encourage these cities to utilize the new Russian immigrants to the fullest extent, the Public Relations department prepared extensive background material on these individuals. This material was sent to the community well in advance of the scheduled visit. This was followed up by personal visits by representatives of the Public Relations department in order to develop TV, radio and newspaper interviews, meetings with service organizations, university students, etc. designed to create maximum visibility and excitement.

May 15, 1972

Mr. Irving Bernstein

Evaluation of Speakers Bureau Activity 9/1/71 - 4/30/72

OPERATION FREEDOM - RUSSIANS, cont'd

While the speaking ability and personality of each of the new Russian immigrants varied, in sum total each served as a living symbol of our campaign story, and in that capacity all were tremendously effective.

RESIDENT SOLICITORS

Another new innovation was the use of the Resident Solicitor -- an individual being assigned to a specific city for a period of time for the sole purpose of soliciting the major contributors. We had 10 individuals from overseas covering this program from October 30, 1971 through April 20, 1972.

They were:

Wellesley Aron Ambassador Yacov Avnon Dr. Avraham Biran Ambassador Reuven Dafni Aharon Kidan Yaacov Morris Yehuda Prihar Capt. Dov Shaphir Col. Nathan Sharony Ambassador Max Varon

The program was conducted in 21 cities and areas:

Washington, D. C.
Seattle, Wash.
Los Angeles, Calif.
Hartford, Conn.
Utica, N. Y.
Kansas City, Mo.
St. Louis, Mo.
Baltimore, Md.
Atlanta, Ga.
Pittsburgh, Pa.
Miami, Fla.

Chicago, Ill.
New Haven, Conn.
Cleveland, Ohio
Detroit, Mich.
Boston, Mass.
Philadelphia, Pa.
St. Paul, Minn.
Minneapolis, Minn.
State of Nebraska
Western region of the U.S.

It had varying degrees of success, much of it dependent on the enthusiasm of Executive Directors and lay leadership in each of the cities. Advance planning was often a problem, since community leaders were reluctant to set up solicitations before seeing the Resident Solicitor directly and determining how well he could handle them. As a result, since appointments were first set up after the arrival of the Resident, much time was lost in many communities.

Mr. Irving Bernstein

May 15, 1972

Evaluation of Speakers Bureau Activity 9/1/71 - 4/30/72

RESIDENT SOLICITORS, cont'd

We attempted to overcome this reluctance by providing background material on the Residents. Through the Public Relations department, we tried to get the Resident maximum exposure in the media and create additional prospect interest in meeting with them.

Our experience this year has shown the maximum period for each visit to a community should not exceed 2 to 3 weeks, since a longer stay appears to become burdensome to the community and the solicitor. Based on our experience, 4 or 5 solicitations a day were about all that could be handled.

OPERATION UPGRADE

Although this program booked its own solicitors, it should be noted that the Speakers Bureau in practically every case handled the transportation and hotel arrangements.

OPERATION ISRAEL

In relation to the Operation Israel recruitment program, the Speakers Bureau supplied 38 speakers for parlor meetings in 59 cities.

STUDENT DIVISION

The Speakers Bureau was called upon to arrange for speakers for the majority of campus meetings.

Mr. Irving Bernstein

May 15, 1972

Evaluation of Speakers Bureau Activity 9/1/71 - 4/30/72

PROJECTED FOR 1973

In next year's campaign, we fully expect to use emigrant Russians as key speaker/solicitors in an expanded Operation Freedom program.

The Bureau is currently preparing its recommendations for a basic roster of overseas speakers for the 1973 campaign. The single definite booking is the appearance of Honorable Yigal Allon, Deputy Prime Minister, at the December conference.

We are also in the process of obtaining a computer print-out of all Israeli students in this country, with the purpose of:

- a) Building a new cadre of speakers.
- b) Covering local meetings at reduced transportation expense.
- c) Orienting these young Israelis all future professionals, some future leaders - to the aims and operations of the UJA and the organized Jewish community.

##########

CABINET

Joseph Almogi Haim Bar Lev Moshe Dayan Abba Eban Nathaniel Peled Shimon Peres Pinhas Sapir Golda Meier

ARMY

Col. Eli Bar Lev
Col. Yosef Calev
Gen. David Elazar
Col. Jacob Even
Gen. Motta Gur
Gen. Amos Horev
Col. Gideon Machanaymi
Gen. Avraham Meron
Maj. Arieh Mizrachi (L. A.)
Maj. Hanon Alon (L. A.)
Capt. Ilana Navot (L. A.)
Capt. David Nir (L. A.)
Capt. Rani Shmuel (L. A.)
Capt. Ehud Bar Sever (L. A.)
Capt. Dov Shaphir (Resident)

RUSSIANS

Gen. Ariel Sharon

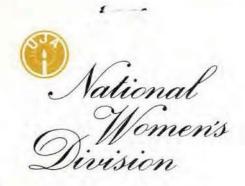
Gen. A. Yariv

.. Col. Moshe Yotvat

Col. Nathan Sharony (Resident)

Felya Elman Pavel Fel Arie Freidin Rita Gluzman Dr. Julia Libman Esther Lomovsky Volt Lomovsky Vladamir Zaretski Efraim Sevela Bella Rubinstein Boris Schechtman Shlomo Shoham Irina Shner Chaim Taraseisky Ilka Valk Taiga Vaskis Julia Wiener Tzipora Wolf Victor Yoram Dr. Arich Lev Ran Ruth Alexandrovich JDC Paula Borenstein Ted Feder Moe Levine Evelyn Peters

OTHER Louis Pincus Max Varon (Resident) Gen. Zvi Tzur Harry Rosen Shula Prihar Yehuda Prihar (Resident) Wellesley Aron (Resident) Michael Arnon Yacov Aynon (Resident) Dr. Avraham Biran (Resident) Ethel Cohen Reuven Dafni (Resident) Ruth Dayan Claire Davidson Simcha Dinitz -Dora Yamin (Iraqui) Gen. Shaul Rosolio Moshe Rivlin Jamel Shemtov (Iraqui) Leon Dulzin Miriam Eshkol Yitzhak Goldstein Zena Harman Jackie Hendeli Aharon Kidan (Resident) Nehemiah Levanon Yaacov Morris (Resident) Ditz Natzor



May 15, 1972

TO: Paul Zuckerman

FROM: Elaine Siris

Campaign '72 has truly been a year of change and challenge.

The year began dramatically in September of 1971 with two highly successful joint UJA-CJFWF institutes for women, in New Orlenas and Chicago. They were attended by over 200 women representing 54 communities. The meetings provided education in a workshop setting. Campaign tools and techniques were explored and an inspirational talk created an atmosphere of excitement and urgency for the coming Campaign.

We completed a <u>slide presention</u> "Rachel's Daughters" which was used for the first time in Chicago during our institute and met with great enthusiasm. It has since been used in 44 cities as a Campaign vehicle.

The institutes were followed by a <u>Campaign Chairman's Mission</u> with representatives from 13 of the headquarters communities — (Atlanta, Boston, Chicago, Detroit, Kansas City, Miami, Minneapolis, New York, Pittsburgh, St. Louis, San Francisco, Washington. The Campaign Chairman of Essex County met us in Israel.) This was an in-depth study tour starting in Vienna. Not only was it successful financially (gifts went from \$53,000 in 1971 to \$80,000 for the 1972 Campaign) but it has developed a coterie of well-informed, enthusiastic leaders who are sparking effective campaigns in their respective communities. This Mission was really unique because built into its agenda was a workshop session. Here the chairmen explored ways of translating what they had seen into tools to be used in their community campaigns. They discussed methodology as well as fund-raising techniques.

I am pleased to report that our Women's Division Operation Israel Mission is still our greatest fund-raising tool. Eighty-eight of the 93 participants on the January 23-February 2 Mission, made 1972 gifts totalling \$175,280 as against \$114,939. These totals include gifts by Mission leaders. Participants came from 22 states. The enthusiasm and commitment they took back to their home towns brought results.

During Campaign'72 we have continued to place major emphasis on our <u>decentralization</u> program which has stimulated greater participation by our Board Members. Since January 1st of this year 45 women on our National Board have moved around the country, participating in and speaking at about 163 meetings.

They were joined by 41 local community leaders who attended over 67 meetings. These women became active as a direct result of the formation of State Committees in about 34 states. These committees have broadened community coverage, stressed education and involvement, and have been responsible for urging communities, not only to upgrade, but to stress pre-solicitation, face to face solicitation and the ever increasing need for cash. Since the beginning of the year there have been 14 State Committee meetings. Some dramatic examples of achievement can be seen when we examine their reports.

Decentralization in <u>Virginia</u> has revolutionized the giving of women in that state. The State Committee <u>initiated</u> the first fund-raising function on a state level with a \$1,000 minimum gift. Forty-two women from 7 communities attended an affair in Washington. Their gifts went from \$42,984 in 1971 to \$68,845 in 1972.

<u>Indiana's</u> newly formed State Committee was completely innovative. It arranged a planning meeting with a top speaker and delegates from about a dozen communities. This was followed one month later by a motorcade through those and other communities. Three new Women's Divisions were formed as a result of this and several large Indiana cities adopted very small towns into their own overall campaigns.

Connecticut's women approached their State Committee in yet a different way, using it for a group dynamics type training session where two representatives from each of 11 communities received sufficient in-depth education to enable them to go back to their communities to train "trainers."

Tennessee, one of the most sophisticated of the State Committees, this year decided to undertake a research job into the nature of small towns. For this purpose the women have divided the state into 4 areas, aiming at a clear picture of natural cluster areas, along with the approach which can be employed most effectively in each.

The year also saw the first Women's Division function ever to be held in the state of <u>Mississippi</u>. As a result of the formation of a State Committee, 35 women from a radius of 135 miles attended the meeting and raised \$6,300 in new money.

Campaign '73

Our era and its needs present a long agenda. We look ahead to 1973 with a great deal of excitement. We hope to continue the joint UJA-CJFWF institutes that were initiated two years ago.

Our 1972 Chairman's Mission was so successful that we hope to enlarge the 1973 list of invitees to include the Campaign Chairmen of the 30 largest cities. In our projected Mission we will include Iran and its Jewish community as a focal point for study.

In addition to our annual <u>January Mission</u>, we have added an extra Mission to our Women's Operation Israel program. This will be an <u>October (15th-25th) Leadership Mission</u>. To qualify, a participant must have made a meaningful financial commitment as well as assumed a role of responsibility in her community.

We have made plans for dramatic programming in 1973 as follows.

We have begun a national effort under the chairmanship of Fannie Schaenen to solicit Women of Independent Means. We will be trying to get names of prospects around the

country and will make a serious effort at an in-depth research job on them. Then we hope to solicit them with a highly skilled team.

Responding to changing conditions throughout the Jewish communities of the country and a crying need on the part of many of the unfederated communities, Joyce Sumberg has been appointed National Vice-Chairman for Education. She is now hard at work developing an educational kit which will be useful in structuring Women's Divisions in small communities; and will provide them with suggested programmatic and campaign materials. It will be almost in the nature of a "how to."

Ilene Fantus has assumed the mantle of National Vice-Chairman for Leadership Development. She hopes to educate and train a cadre of young women for Jewish Community Service by deepening their knowledge of educational programs, campaign techniques and world-wide needs.

Both Ilene and Joyce have also been named to fill similar jobs for the Women's Communal Service of the Council of Jewish Federations and Welfare Funds. This really constitutes a coordinated effort by CJFWF and UJA in this pilot project.

Finally, we are giving serious attention to developing a program which will reflect the significance of the <u>Silver Anniversary of Israel</u>. We hope that such an original program might make a memorable Oneg Shabbat during our December Conference and that it might be modified and packaged for use as programmatic material throughout the country.



HAF



LEADER		POTENTIAL	ACTUAL	TOTAL
#6 H. GARON	Leader		1	
	Staff		.3	
MEN	Tucson		19	
(11/26-12/3)	Los Angeles		2	
	Palm Springs		5	
	San Francisco		5 1 2 3	
	Chicago		2	
	Louisville		3	
	New Orleans	A	27	
	Baltimore		1	
	Boston			
	Detroit		1 2 2	
	Winona, Minn.		2	
	Camden			
	Camden Newton, N. J.	AN JEVVI	1	
	Buffalo		5	
	Cincinnati		5 2	
	Cleveland		17	
	Columbus		19	
	Salem, Ore.			
	Altoona, Pa.		1 1	
	Charleston, S. C.	william william william will		
	El Paso		1	
	New York City		i	
	new rolle offy		120	120
#7 L. FRANK	Leader		2 2 2 18	
	Birmingham		2	
COUPLES	Fresno		2	
(1/4-14/73)	Atlanta-Dallas	130		
	Joliet, Ill.		2	
	Indianapolis	50		
	Boston	18	2	
	Detroit	10		
	Albany	DY	4	
	Charlotte, N. C.	12		
	Cincinnati		2	
	Cleveland		2	
	Columbus		2	
	Laredo, Tex.		2	
	New York City		2 2 2 2 3 45	
		220	45	265

	LEADER		POTENTIAL	ACTUAL	TOTAL
#8	B. RABINOWITZ	Leader		1	
"0	D. Idibilionilla	Mobile		2	
	MEN	Anchorage, Alas.		ĩ -	
	(1/14-21)	Los Angeles	13		
	(1/14-21)	Oakland	7	5	
		Jacksonville		2 5 2	
	(47)	Orlando		7	
				í	
		Brunswick, Ga.	20	1	
		Boston			
		Detroit	4		
		Manchester, N. H.	4		
		Camden	15		
		Essex County		3	
		Paterson		1	
		Albany		2	
		Syracuse	• •	8	
		Charlotte, N. C.	12	8 LI	
		Cincinnati			
		Memphis	8		
		El Paso	20		7
		Richmond, Va.	_30	. 2	
			148	35	183
#9	M/M LOUIS GOLDMAN	Leaders		6	
"	M/M MORLEY ZIPURSK		28	2	
	M/M BERNARD SCHAEN			4	
	II/II DEMARKS COMMEN	Sacramento		2	
	COUPLES	San Francisco	18	2 2	
	(1/18-28)	Bridgeport	10	4	
	(1/10-20)	Hartford	28		
			20	2 2 2 2 2	
		Meriden Milford		2	
				2 / 2	
	*	New Haven		10	
		Wilmington, Del.	20		
		Hollywood, Fla.	38 20	2	84
		Chicago	20		
		Rockford	2099	3	
		Springfield, Mass	20		
		Worcester	20		
		Detroit		6	
		St. Louis	30		
		Omaha	. 18	2	
		Las Vegas		10	
		Camden		2	
		Englewood		2 2 6 2	
		Essex County		2	
		Paterson		6	
		Buffalo		2	
		Cincinnati	30		
		Dayton		2	
	de .	Youngstown	20		
		Tulsa		4	
		Portland, Ore.	24		
		Houston		8	
			294	89	383

LEADER		POTENTIAL	ACTUAL	TOTAL
#10 B. BRAND	Leader		1	
	Tucson	4	6	
WOMEN	Los Angeles		2	
(1.25-2/4)	Sacramento		1	
	Atlanta		1	
	Union Co.		1	
BEN MANY BOTH OF THE PERSON STATES	Rockland Co., N. Y.		2	
	New York City		1	
	20211 0229	4	15	19



GB:cs

October 6, 1972 HAF

OPERATION ISRAEL 1973

NUMBER OF PARTICIPANTS

LEADER		POTENTIAL	ACTUAL	TOTAL
#1 F. Schaenen	Leader		1	
	Staff		2	
W. D. LEADERSHIP	Tucson		1	
(10/15-25)	Los Angeles		10	
	Oakland .		14	
	Waterbury		1	
	St. Petersburg		1	
	West Palm Beach		2	
	Atlanta		2	
	Rockford, Ill.		1	
	Indianapolis		i	
	New Orleans		ī	
	and the second s		2	
	Detroit	CAN JEW	$VISH_2^2$	
	St. Paul		ī	
	Buffalo			
	Houston	• • • V/	2 2	
	Norfolk, Va.		2	
	Richmond, Va.		5	
	New York City		i	
	New Tork City		53	53
#2	Leader		1	
"-	Staff		4	
COUPLES	Tucson		2	
(10/19-29)	Fresno		2 .	
(10/13-25)	Long Beach		16	
	Los Angeles		4	
	San Francisco		14	
	Miami		49	
	Peoria			*
		147	3 2	
	Shelbyville, Ind. Detroit	A.		
		30000 11	4 2	
	Escanaba	4/2	13	
	Essex County, N. J Teaneck			
	Buffalo		20	
	Newark, N. Y.		2 8	
	Seneca Falls		4	
	Columbus, Ohio		2	
	Pittsburgh		16	
			4	
	Scranton Charleston S C			
	Charleston, S. C.		. 4	
	Houston		4	
	Madison, Wisc.		2	
	New York City		4 2 2 184	
			184	184

	LEADER .		POTENTIAL	ACTUAL	TOTAL
#3	G. Colburn	Leader		2	
		Los Angles		3	
	COUPLES	Orange County		10	
	(10/26-11/5	Denver		1	
	(20,20 22,0	Chicago	27	3	
		Shelbyville		2	
		Louisville, Ky.		2	
		Boston		2	
	*			6	
		Detroit	4		
		Trenton		2	
		Albany .		6	
		Buffalo		4	
		Cleveland		2 2 8	
		Lubbock, Tex.		2	
		Norfolk, Va.	12	8	
		Milwaukee		48	
			43	48 103	146
				3	
#4		Leader			
4		Leader Los Angeles	A 30	VISH ¹	
	COUDIEC		30		
	COUPLES	Pueblo, Colo.		- 0,	
	(11/2-12)	Hartford		4	
		Washington, DC		4	
		Anderson, Ind.		2 2	
		Boston	18		
		Detroit	. 6	8	
		Essex County, N.J.		4	
		Union County		2	
		Toledo		4	
		Johnstown, Pa.		2	
		Philadelphia	18	32	
		Providence		2	
		Charleston, S. C.		4	
				27	
		Madison, Wisc.	70	4	1/0
120		15/4	72		149
				4 /	
#5		Leader	107	1	
		Gadsden, Ala.	al	2 2	
	COUPLES	Phoenix	1 1 100 1	2	
	(11/12-22)	Los Angeles	103	4	
		San Francisco	8	2	
		Colorado Springs		4	
		Denver	40		
		Hartford	30		
		Washington, DC		2	
		Tampa	4		
		Chicago		1	
		Detroit	17	A STATE OF THE SAME OF THE SAM	
		Camden	17	2	
			20	. 2	
		Cincinnati	30		
		Cleveland		2	
		Memphis	10		
		Corpus Christi		2/24	
v			139	24	163

	LEADER		POTENTIAL	ACTUAL	TOTAL
#6	H. Garon	Leader		1	
		Tucson	10	20	
	MEN	Los Angeles		1	
9	(11/26-12/3)	Chicago		1	
		Palm Springs	20		
		Lexington, Ky.		1	
		Louisville		2	
		Baltimore		1	
		Winona, Minn.		2	
		Camden, N. J.	14	1	
		Dover .		1	
		Morristown		1	
		Newton		1	
		Albany		2	
		Buffalo		5	
		Cincinnati	15		
		Cleveland	6	9	
		Columbus	30		
		Salem, Ore.	A AL HELA	/1011	
		Philadelphia	AN IEV		
		Charleston, S. C.		2	
		El Paso		E G	
		New York City		2	
		new fork offy	95	56	151
		8 8 8			
F7	L. Frank	Leader		2	
	COUPLES	Birmingham		2	
	0001 220	Fresno		2	
	(1/4-14/73)	Atlanta-Dallas	130	18	
	(1/4-14/13)	Joliet, Ill.	130	2	
		Indianapolis	50		
		Boston	18	2	
		Detroit	10	4	
			12	2/	
		Charlotte, N. C.	12	206	
		Cincinnati		2 2	
		Cleveland			
		Columbus	147	2 2	
		Laredo, Tex.	91	4	
		New York City	7. 200	40	260
			220	40	260
8	B. Rabinowitz	Leader		,	
0	D. Kaulhowitz		13	1 2	
	MEN	Los Angeles Jacksonville	13	2	
	(1/14-21)	Orlando		5	
	(1/14-21)			1	
		Brunswick, Ga.	20	1	
		Boston	20		
		Detroit	4		
		Manchester, N.H.	4		
		Essex County		1	
		Paterson	*	1	
		Syracuse		8	
		Charlotte, N.C.	12		
		Cincinnati	15		
		Richmond, Va.	<u>30</u> 98		
			0.0	21	119

LEADER		POTENTIAL	ACTUAL	TOTAL
#9 E. Edelstein	Leader		2	
	Los Angeles	15		
COUPLES	Oakland		4	
(1/18-28)	San Francisco	18		
	Hartford	28	2	
	Meriden		2 2 2	
	Hollywood, Fla.	38	2	
	Chicago	20		
	Rockford		2	
	Springfield, Mass.	20		
	Worcester	20		
	Detroit		4	
	St. Louis	30		
	Omaha	18	2	
	Las Vegas	10	The same of the	
	Englewood, N.J.		2	
	Essex County		2	
	Paterson		6	
	Buffalo		/1013	
	Cincinnati	A 30	/13H	
	Dayton		2	
	Youngstown	20		
	Tulsa		2	
	Portland, Ore.	24		
	Warren, Pa.		2	
	Houston		2 8	
	alle alle alle	291	49	340
#10 B. Brand	Leader		1	
18 D	Tucson	10		
WOMEN	Los Angeles		. 2	
(1/25-2/4)	Sacramento		. 1/	
	New York City		1	
	170	10	5	15
	1, 4, 2, 4, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,		4	

OPERATION ISRAEL 1973

NUMBER OF PARTICIPANTS

#4 Staff	LEADER		POTENTIAL	ACTUAL	TOTAL
Los Angeles 2 2	#4	Staff		2	
COUPLES Pueblo, Colo. 2 (11/2-12) Hartford		Los Angeles		2	
(11/2-12) Hartford New Haven	COUPLES			2	
New Haven 2 Washington, D.C. 5 5 6 6 6 6 6 6 6 6					
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.	X				
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.				5	
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.				2	
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.				2	
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.				8	
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.				4	
Johnstown, Pa. Philadelphia Providence Charleston, S.C. Seattle Madison, Wisc.				2	
#5 Staff 1 2 2 4 85 85 85 85 85 85 85				1.	
Charleston, S.C. Seattle Madison, Wisc.		Philadelphia	CANLIEVA	/16/2/	¥
Charleston, S.C. 2		Providence	CAN JEW		
#5 Staff 1 1				2	
#5 Staff 1 1				4	
#5 Staff 1 1					
Phoenix 2 2 2 2 2 2 2 2 2		madison, wisc.		85	85
Phoenix 2 2 2 2 2 2 2 2 2	#5	Stoff		- 1	
COUPLES Los Angeles 2 (11/12-22) San Francisco 10 Colorado Springs 4 Denver 38 2 Hartford 30 Washington, DC 2 Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 8 Cleveland 2 Scranton Memphis 10	"3				
(11/12-22) San Francisco 10 Colorado Springs 4 Denver 38 2 Hartford 30 Washington, DC 2 Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 Cleveland 2 Scranton 2 Memphis 10	COUPLES			2	
Colorado Springs 4 Denver 38 2 Hartford 30 Washington, DC 2 Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 2 Cleveland 2 Scranton 2 Memphis 10			10		
Denver 38 2 Hartford 30 Washington, DC 2 Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 Cleveland 2 Scranton 2 Memphis 10	(11/12-22)		10	4	
Hartford 30 Washington, DC 2 Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 Cleveland 2 Scranton 2 Memphis 10			20		
Washington, DC 2 Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 Cleveland 2 Scranton 2 Memphis 10				2	
Chicago 1 Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 Cleveland 2 Scranton 2 Memphis 10			30	4.0	
Rock Island 1 Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 Cleveland 2 Scranton 2 Memphis 10					
Detroit 17 Camden 2 Buffalo 2 Cincinnati 22 8 Cleveland 2 Scranton 2 Memphis 10				\/\/	
Camden 2 Buffalo 2 Cincinnati 22 8 Cleveland 2 Scranton 2 Memphis 10		A STATE OF THE STA	17	1/1	
Buffalo 2 Cincinnati 22 8 Cleveland 2 Scranton 2 Memphis 10			17	-	
Memphis 10				2	
Memphis 10			11 000 10	2	
Memphis 10			1)2Z	8	
Memphis 10			100	2	
And the second s			10	2	
$\frac{2}{127} \qquad \frac{2}{33} \qquad 160$			10		
		Corpus Christi	127	33	160

6 H. GARON	Leader		1	
	Tucson	7	23	
MEN	Los Angeles		1	
(11/26-12/3)	Palm Springs	20		
	San Francisco		1	
	Chicago		2	
	Lexington, Ky.		1 3	
	Louisville		3	
	New Orleans	40		
	Baltimore		1	
	Boston		1	
	Winona, Minn.		2	
	Camden, N.J.	14	1	
	Dover		1	
	Newton		1	
	Albany		1	
	Buffalo		. 5	
	Cincinnati	A 13	1SH ₂	
	Cleveland	CAM JEW	13	
	Columbus	30		
	Salem, Ore.		- 1	
	Altoona			
	Philadelphia		A 1	
	Charleston, SC		2	
	El Paso		1	
	New York City		1	
	new lork ofty	126	67	193
	1 2 2			1,5
7 L. FRANK	Leader		2	
	Birmingham		2	
COUPLES	Fresno		2 2 2	
(1/4-14/73	Atlanta-Dallas	130	18	
(2)	Joliet, Ill.		2	
	Indianapolis	50		
	Boston	18	2	
	Detroit	10	-/-	
	Albany	10	2	
	Charlotte, N.C.	12	-	
	Cincinnati	YDY '	2	
	Cleveland	11	2	
	Columbus		2	
	Laredo, Texas		2 2 2 2 2 3 41	
			2	
	New York City		2	

	LEADER		POTENTIAL	ACTUAL	TOTAL
#8	B. RABINOWITZ	Leader	LOIDHIIML	1	TOTAL
110	D. MIDINOWITZ	Mobile		1	
	MEN	Anchorage, Alaska			
	(1/14-21)	Los Angeles	13	1 2 5 2 5	
	(1/14 21)	Oakland	7	5	
		Jacksonville		2	
		Orlando		5	
		Brunswick, Ga.		1	
		Boston	20		
		Detroit	4		
		Manchester, N.H.	4		
		Essex County		2	
		Paterson		1	
		Albany		ı î	
		Syracuse		8	
		Charlotte, N.C.	12		
		Cincinnati	15		
		Richmond, Va.	30		
		Kichmond, va.	30 105	30	135
		ALAEDI			133
#9		Leader AMERIC	CAN JEW	/15H	
119		Los Angeles	15	**	
	COUPLES	Oakland	13 \/	E 94	
	(1/18-28/73	San Francisco	18		
			10	2	
		Bridgeport Hartford	28	2	
			20	2	
		Meriden	to all the sile of	2 2 2 2 2 2 2 2	
		Milford		2	
		New Haven	The state of	2	
		Wilmington, Dela.	6	4 2	
		Hollywood, Fla.	38	2	
		Chicago	20		
		Rockford	20	2	
		Springfield	20	2/	
		Worcester	20	201	
		Detroit	20	6	
		St. Louis	30	1 / .	
		Omaha	18	2	
		Las Vegas		10	
		Camden	7.7499	2 2 2 6	
		Englewood	3/23	2	
		Essex County		2	
		Paterson		6	
		Buffalo	20	2	
		Cincinnati	30	•	
		Dayton	00	2	
		Youngstown	20	0	
		Thisa	01	2	
		Portland, Ore.	24		
		Houston	007	8	0.50
			287	69	356
#10	B.BRAND	Leader		1	
" 10		Tucson	9	1	
	WOMEN	Los Angeles		2	
	HOLLMAN	Sacramento		1	
(1/25-2/4)	Union Co.		î	
,		Rockland Co., N.Y.		2	
		New York City		ī	
			9	9	18
	GB:cs				10