

# 7 reasons to increase your gift



2018  
Annual Campaign  
**MILWAUKEE**  
JEWISH FEDERATION

## 7 reasons to increase your gift

**1. Your increased gift will be doubled.**

Some of our most generous donors have established a fund that will match increased gifts dollar to dollar. This means your increase of \$100 will result in a \$200 increase for our Annual Campaign.

**2. Our agencies will receive more money.**

The increase in our 2017 Annual Campaign resulted directly in an average increase to our agencies of 4%.

**3. We can invest in innovative programs locally and abroad.**

In Milwaukee, we are kicking off a new grants program to fund innovations in Jewish education. In Israel, we are supporting small initiatives that make a big impact, like iRep, which promotes religious freedom.

**4. College students will have more support.**

This past spring a blatantly anti-Semitic matter came before the student council at UW-Madison. Hillel Madison took the lead in guiding students in their response. The increase in our 2017 Campaign enabled us to raise their allocation to further support students in the fight against anti-Semitism on campus.

MJF also supported these students through our Jewish Community Relations Council. Local and national professionals were on the ground in Madison providing resources, strategy and guidance. Many of the student leaders attended the Milwaukee Jewish Day School, which is also funded by our Annual Campaign.

**5. You can create Jewish leaders.**

Our George Weinstein Fellowship helps young adults develop into active leaders and decision makers at the Milwaukee Jewish Federation and other Jewish community organizations. Our new Milwaukee Jewish Teen Philanthropy Board empowers teens to create social change through grant-making.

**6. Make it easier for young people to engage in Jewish life.**

The increased funds our agencies receive can be used to reduce costs of day school tuition, provide support for Jewish summer camp, and subsidize Jewish youth group activities.

**7. Help respond to crises around the world.**

When an emergency happens far from home, we immediately think: How can I help. Through your gift to our Annual Campaign, you already are helping. Your donation supports our partners on the ground in more than 70 countries around the world so they can respond immediately to natural, financial, and political disasters. When you increase your gift, you are strengthening our communal response when a crisis occurs.

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