



Annual Campaign 2023. Calling Script.

Hello, this is [YOUR NAME] a volunteer from the Milwaukee Jewish Federation. May I please speak with [DONOR NAME]?

NO ANSWER

CAN'T TALK

I'd love to find a more convenient time to talk. What works best for you?

Leaving a Message

Hello [DONOR NAME], my name is [YOUR NAME]. I am a volunteer for the Milwaukee Jewish Federation calling to thank you for your past support of our Jewish community and to ask you to renew this support with a pledge this year.

To help us take care of the Jewish people today, tomorrow, and always, please consider a gift to the Milwaukee Jewish Federation. You can make your pledge online at MilwaukeeJewish.org/Give or call our campaign department at (414) 390- 5735 and leave a message with your name, phone number, and gift amount and someone will return your call.

Thank you and have a great day!

AVAILABLE

[DONOR NAME,] I want to start by thanking you for your past support of our Annual Campaign. You have made such an impact on the Jewish community here and abroad. I hope we can count on you again this year to protect and care for our Jewish community. Would you consider a pledge of [INSERT ASK AMOUNT] to the Federation's 2023 campaign?

WILL GIVE!

Thank you for supporting the Jewish people with a donation to the Federation's Annual Campaign. We have a few other areas of need that you might want to consider supporting. May I mention them to you?

JUST AC23



I understand. Thank you again for your generosity. Would you like to pay for your pledge now?

YES NOW

NO, LATER

Pledges of \$100 or more can be made in monthly installments. How would you like to pay for your pledge today?

CHECK:
Please make your check payable to the Milwaukee Jewish Federation and mail it to 1360 N. Prospect Ave., Milwaukee, WI 53202

CARD:
To protect your credit card information, we will send a statement to complete, or you can directly pay your pledge online at MilwaukeeJewish.org/Give

● Confirm their mailing address

Thank you for your pledge! It's going to make a big difference to Jews in Milwaukee and around the world. We will send a statement to you soon, so you can pay at your convenience.

● Please confirm their mailing address

WON'T GIVE

DUE TO HARDSHIP
I am sorry to hear things have been so difficult. This has been such a hard time for many families in our community. The Federation has many programs that may be able to help, can I direct you to a contact or have someone contact you?
(If donor asks for assistance from us, please mark in the notes column that they need help; please indicate if they asked for someone to call them)

UNHAPPY WITH MJF
I'm sorry to hear this. We'd love to have an opportunity to address this. Can I have someone follow up with you?

STILL NO

STILL NO

I understand. Thank you for taking the time to talk with me today. I hope that you and your family stay safe and healthy!



MJF IMPACT

Here are a few examples of the impact MJF and our partners can make thanks to your generous funding:

- Delivered 1 million pounds of humanitarian aid (food, clothing, supplies) to refugees from Ukraine
- Assisted 37 Jewish organizations across Wisconsin receive a total of \$3.4 million in federal security funds
- Trained over 1,500 Jewish Wisconsinites on how to respond to an armed intruder in a synagogue or other Jewish building
- Provided over 22 million hours of home healthcare to elderly Jews living in Ukraine, Russia, and neighboring nations.
- Responded to nearly 100 acts of antisemitism across the state of Wisconsin
- Served 5,330 hot lunches to at-risk high school students in Tiberias, Israel, our partner region
- Provided memory care services to over 1,000 Jewish older adults



We have five areas of need for you to consider:

- 1. Security
- 2. Diversity/Equity/Inclusion programs
- 3. NextGen
- 4. A demographic study of our local Jewish community
- 5. Urgent humanitarian needs

Read description of the need(s):

Security: As antisemitism flourishes, so must Federation's security program. This year we expanded to Jewish communities across Wisconsin, including site assessments, federal grant proposals, training, crisis response, and more. Additional funds will enable us to provide additional services and to sustain the state-wide expansion.

Diversity/Equity/Inclusion: Milwaukee participated in the first national cohort of Jewish Equity Diversity and Inclusion training developed by Jewish Federations of North America. Our goal is to create a more inclusive and welcoming community by providing JEDI training to all local Jewish organizations.

NextGen: Our NextGen program engages younger adults to create an empowered, generous, skilled, and motivated community to lead us...today, tomorrow, and always. Additional funds will allow us to reach more people with more extensive training and programs.

Community Study: The last community study was completed over a decade ago. We are embarking on a new study that will guide critical decision-making by Federation, local Jewish organizations, and funders. Funds are required to hire a research firm that specializes in Jewish demographic studies.

Urgent humanitarian Needs: The needs of Ukrainians inside the country and those who have fled increase daily. In Ethiopia, thousands are still waiting to arrive in Israel and reunite with their family members, sometimes after decades of separation. Additional funding will help meet these extraordinary needs.

Can I tell you more about any of these?

YES

NO

Does this sound like something you care about and wish to support?

YES

NO

That's wonderful! Which needs are you interested in supporting? What amount(s) seem comfortable for you?

No problem! I appreciate your taking the time to talk to me. Thank you for your generous support of the Annual Campaign.

I understand. Thank you for your generous support of the Annual Campaign.

Would you like to pay for your pledge now?

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