

Annual Campaign 2024. 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. Can I call you [at this time tomorrow (or be very specific with date/time)]?

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 your support with a pledge this year to our Annual Campaign and also to our Israel Emergency Fund.

You can make your pledge online at MilwaukeeJewish.org/Give or call Community Campaign Director Melanie Stagg at 414-390-5735 with your name, phone number, and gift amount.

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. Can we count on you for a pledge of [INSERT ASK AMOUNT] to the Federation's 2024 Annual Campaign to protect and care for our Jewish community?

And due to the war fighting Hamas terrorists, we are asking for an additional one-time gift to support humanitarian aid through our Israel Emergency Fund, where 100% of the funds immediately goes to our partners on the ground in Israel.

WILL GIVE!

Thank you for supporting the Jewish people with a donation to the Federation's Annual Campaign and our Israel Emergency Fund (if applicable). We also have another specific area of need — the state's Holocaust education mandate— that you may want to consider supporting. May I take a minute to share more about this with you?

JUST AC24



WON'T GIVE

DUE TO HARDSHIP

I am sorry to hear things have been so difficult. 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)

CONCERNS 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!

I understand. Thank you again for your generosity. I will now get your Annual Campaign [And our Israel Emergency Fund (if applicable)] pledge set up for you.

Pledges of \$100 or more can be made in monthly installments.

PLEASE NOTE: We need to shorten the timeframe of our Annual Campaign to quickly fund pressing community needs/grants and be able to allocate funding earlier for our local partner agencies who depend annually on our support. For our Israel Emergency Fund, we need to send urgent funding to Israel so we ask to receive payment before the end of the calendar year.

How would you like to pay for your pledge today?

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

Thank you for your pledge! It's going to make a big difference to Jews in Milwaukee and around the world. Today. Tomorrow. Always.



Holocaust Education Mandate

The Nathan and Esther Pelz Holocaust Education Resource Center, a program of the Milwaukee Jewish Federation, is the lead organization in Wisconsin that is responsible for Act 30 — the Holocaust and Other Genocides Education Bill — which took effect in 2022.

In 2022, HERC:

- Impacted 96,075 students
- Provided 113 free lesson plans on the Holocaust Education Map website
- Reached 316 school districts in the state
- Trained 549 educators through workshops
- Distributed 3,620 books to Wisconsin schools

As the only organization in Wisconsin dedicated solely to Holocaust education, HERC supports educators across the state and provides public programming and educational experiences for learners of all ages.

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

YES

NO

What amount seems 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.

YES

I will now get your Annual Campaign pledge set up for you.

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MJF IMPACT

Here are a few examples of the impact MJF and our partners made in 2022-2023 thanks to your generous support:

- We have heightened security protocols at all Jewish organizations statewide, in addition to enhanced security across the state, with 1,700 individuals across 23 organizations trained by our professional security team.
- MJF responded to 101 antisemitic incidents in Wisconsin. This reflects a 494% increase since 2015.
- Within 24 hours of discovery, MJF has responded on several occasions to antisemitic graffiti and flyers — on the scene educating about how to address antisemitism on campus and in our neighborhoods.
- Expanded our security guard program, including 28 synagogues which received MJF grants for security guards to cover the High Holidays and other large gatherings throughout the year.
- MJF secured \$1.3 million in federal security grants for 10 organizations in Wisconsin, in turn being able to use donor dollars for other critical needs in the community.
- 534 students were kept safe and educated at our K-8 partnership schools, which includes Bader Hillel Academy, Milwaukee Jewish Day School, and Yeshiva Elementary School.
- Over 1,200 children and teens attended summer camp at the Camp Interlaken JCC and Rainbow Day Camp. It is shown that past campers are 25% more likely to donate to Jewish philanthropy.
- \$1,250,000 granted to 950 victims of terror in Israel to recover and rebuild, carried out by the Jewish Agency for Israel, and many times within 24 hours.