

TORAH FUND CAMPAIGN GUIDE

Women's League for Conservative Judaism

Women Ensuring Conservative/Masorti Jewish Education

2011-2012 5771-5772



Torah Fund Campaign



Women Ensuring Conservative/Masorti Jewish Education

YOUR GUIDE TO SUCCESS

A publication of
Torah Fund Campaign
Women's League for Conservative Judaism
supporting
The Jewish Theological Seminary
Ziegler School of Rabbinic Studies
Schechter Institute of Jewish Studies

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AVAILABLE ONLINE

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TABLE OF CONTENTS

Contents	Page
Torah Fund Checklist	1
From Our President and Leaders	2
Your Guide to Success	4
Torah Fund Flyer	5
Torah Fund: Our Future	6
Impact of Torah Fund	7
Let's Get Started.....	9
Campaign Strategies	10
Women's League 2010-2011:	15
What Is eBay for Torah Fund?	17
Ordering Materials	18
Your Development Team: Small but Mighty	19
Torah Fund Vice Presidents 2011-2013	20
Ask for the Mitzvah of Giving	21
Dispelling the Fear of Asking	23
Five Steps to Success	24
Setting Goals.....	28
Special Gifts	29
Planned Giving	31
Campaign Timeline.....	34
Torah Fund Policy.....	38
Torah Fund Treasurer: Duties and Responsibilities.....	39
Meeting and Event Programs.....	40
It's All Online	41
Public Relations.....	42
Elements of the Conservative Movement	43
Did You Know?	44
The Jewish Theological Seminary.....	45
The Ziegler School of Rabbinic Studies	49
Schechter Institute of Jewish Studies.....	50
Seminario Rabínico Latinoamericano.....	52
For Synagogue and Sisterhood Bulletins	53
Appendix A: Speeches and Reports	62
Appendix B: Solicitation Put-offs and Responses	67
Appendix C: Phone-a-thon	68
Appendix D: The Paperwork.....	70
Torah Fund Special Gifts Cards and All-Occasion Cards	71

TORAH FUND CHECKLIST FOR SISTERHOOD PRESIDENTS AND TORAH FUND CHAIRS

MAKE ALL INDIVIDUAL GIFTS payable directly to Torah Fund and forward to the Torah Fund office.

COMMIT TO THE TORAH FUND GOAL: \$2,500,000. Set *your* goal for participation from each sisterhood member. Encourage gifts of any amount. Consult with your Region Torah Fund vice president and/or area director.

SEND NAMES, ADDRESSES, AND EMAIL ADDRESSES of new sisterhood presidents and Torah Fund chairs to the Torah Fund office immediately.

REMIT ALL MONIES to the Torah Fund office by June 15. You may do so **online** by going to www.jtsa.edu/give.xml (scroll down to Torah Fund) or www.jtsa.edu/torahfundgiving.

BOOST GIVING! Use these marketing tools and techniques:

PROMOTE Torah Fund through the use of bimah announcements, sisterhood and synagogue bulletin spots, synagogue websites, synagogue broadcast emails, etc. Educate all members about the value of Torah Fund and they will become loyal donors.

ASK! If you don't ask, the answer is always NO!

UTILIZE THE TORAH FUND TZEDAKAH BOX to encourage Torah Fund giving no matter the level. See the *Torah Fund Campaign Guide* for a variety of marketing techniques.

FIND THE EASY MONEY by encouraging your members to take advantage of matching gift opportunities through their employers. *Double Your Dollar* brochures are available from the Torah Fund office.

USE EBAY! Support Torah Fund on eBay! It's fun to sell just about anything on eBay. Sell your item(s) and designate a percentage of your sale to Torah Fund.

PUBLICIZE LEVELS OF GIVING! Benefactor: \$180; Guardian: \$300; Associate Patron: \$600; Patron: \$1,200; Scholarship Patron: \$2,500; and Keter Kavod: \$5,000 minimum annual, ongoing, unencumbered gift. Contact the Torah Fund office with names of donors who wish to take advantage of the special Keter Kavod category.

SEND SPECIAL \$50 AND \$18-MINIMUM ACKNOWLEDGEMENT CARDS. Contact the Torah Fund office to arrange for these special contribution acknowledgements. **They can be accessed online on the Torah Fund website.**

TAKE ADVANTAGE OF TORAH FUND ONLINE! Log on to the Torah Fund website at www.jtsa.edu/torahfund to access the guide, information, assistance, and lots more.

SOLICIT DONORS FOR SCHOLARSHIPS AND HELP SECURE OUR FUTURE. Join in this opportunity to provide extra scholarship money at any amount so that students will have the opportunity, honor, and privilege of studying to take their place as leaders in the Jewish community.

FOR ONLINE GIVING AND MORE INFORMATION
go to www.jtsa.edu/torahfund.



Rita Wertlieb, Lauren Wishnew, Carolyn Baron

FROM OUR PRESIDENT—RITA WERTLIEB

On behalf of Women's League for Conservative Judaism and the Women's League Torah Fund Campaign, I want to commend you for accepting a leadership position in the Torah Fund Campaign in your community. The campaign has been the official tzedakah project of Women's League since its inception more than 60 years ago.

You are about to embark on one of Women's League's most important missions, which is to raise the funds needed to sustain The Jewish Theological Seminary and our other rabbinical schools. The support you give to JTS (New York), the Ziegler School of Rabbinic Studies (Los Angeles), the Schechter Institute of Jewish Studies (Jerusalem), and the Seminario Rabínico Latinoamericano (Buenos Aires), is essential to the perpetuation of the Conservative Movement. This is a grassroots campaign that depends on the success of our sisterhoods to make it viable. Therefore, it is through your leadership and efforts that our sisterhood Torah Fund chairs will learn to conduct successful campaigns.

Our new theme, *Hiddur Mitzvah* (adorn a mitzvah), as depicted in the design of our new Torah Fund Pin and in this updated *Torah Fund Guide*, will help you plan exciting programs for your region, while also serving as a tool to educate the sisterhoods as they begin their campaigns for 2011–2012. In order to maximize the results of sisterhood efforts, it is imperative that everyone understands the history of the Torah Fund Campaign, why it began, what it means, and what it supports. To promote understanding among our members, our chairs must feel secure in their understanding of Torah Fund, and learn the techniques they can use to enhance their efforts. Women's League and Torah Fund are depending on you to motivate, organize, and teach each sisterhood how to mount a campaign that will realize success, and to help them reach their goals for this year.

Please use this updated *Torah Fund Guide* to help you in this regard, and to assist your sisterhoods in fulfilling the mission of perpetuating the values of Conservative Judaism for generations to come.

FROM OUR INTERNATIONAL TORAH FUND CHAIR—LAUREN WISHNEW

When we “adorn a mitzvah,” we do not simply do that which is commanded—the mitzvah. We also show our commitment and enthusiasm by performing the mitzvah in a way that appeals to the senses, beautifies the act, and embellishes the underlying intent. In this way, we use our own talents and tastes to make good enough even better, and to add greater meaning to our actions and our lives.

This is the concept behind *Hiddur Mitzvah*, this year's Women's League for Conservative Judaism and Torah Fund Campaign theme. By adding “a little extra,” whether it is in terms of aesthetics or other enhancements, we underscore the Judaic value of taking the

mundane, the everyday, and making it sacred. The pomegranate imagery of this year's Torah Fund Pin exemplifies this point. Pomegranates, ruby-red and bursting with juicy seeds, represent the bountiful fruits of the Land of Israel. The word *pomegranate*, however, also describes the silver adornments (finials) used to decorate the wooden rollers of each Torah Scroll—a reminder that “a little extra” can enhance our appreciation of our Torah, our rituals, our land, and our mitzvot.

Just as we enhance our ritual practices, so can we enhance our Torah Fund support of The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies, and the Seminario Rabínico Latinoamericano. Our mission is to give everyone the opportunity to participate in preserving, promoting, and perpetuating Conservative/Masorti Judaism. How much more precious is this support when the mitzvah (in this case, tzedakah) is enhanced by ensuring that future leaders of the Conservative/Masorti community—rabbis and cantors, educators, and lay leaders—will be enriched and nourished by the finest educational opportunities available? How much more meaningful is this support when it comes from each and every Torah Fund member, expressing the deep commitment of so many women to our Jewish future?

To help you enhance your own mitzvah of participation in the Torah Fund Campaign and to make sure that our members all have the opportunity to enhance their support of our educational institutions, this Torah Fund Guide offers a wealth of helpful materials in the form of letters, articles, speeches, programs, and ideas. You, our Torah Fund chairs, are the link to each and every community, each and every sisterhood, and each and every Jewish woman.

On behalf of the Torah Fund Cabinet and the professional staff, I thank you for your time and efforts in support of Women's League for Conservative Judaism's Torah Fund Campaign. By “adorning the mitzvah” of support for our Movement and its institutions, you will have added layers of enhancement to the future of Jewish life for years to come.



Rita Wertlieb, Chancellor Arnold Eisen, Lauren Wishnew

YOUR GUIDE TO SUCCESS

This guide will provide you with the materials and information you need to run a successful Torah Fund Campaign. You have permission to use and adapt every sentence in it for that purpose. The guide and additional materials can be accessed at www.jtsa.edu/torahfund; contact the TF office for a Word version. Contact your Region Torah Fund vice president and the TF office for help in implementing any of the guide's suggestions. Other members of the TF Cabinet who are ready to support you are:

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Torah Fund

women ensuring Conservative/Masorti Jewish education



**A campaign to ensure our
legacy to future generations of
Conservative Jews by providing:**

Rabbis

Cantors

**Educators and Administrators
for Day Schools and Synagogue Schools**

Synagogue Administrators

Social Workers

Scholars

Lay Leaders

Researchers

You are Torah Fund— at any level:

Keter Kavod: \$5,000

Scholarship Patron: \$2,500

Patron: \$1,200

Associate Patron: \$ 600

Guardian: \$ 300

Benefactor: \$ 180

**Your Torah Fund contribution strengthens and perpetuates
Conservative/Masorti Judaism throughout the world.**



**Receive the 5772 pin as
our gift to you
in recognition of your
generous support.**

Pin design by Eytan Brandes

***Hiddur Mitzvah*—הידור מצוה**

The concept of *Hiddur Mitzvah*—embellishing a mitzvah through aesthetics—is attributed to a midrash (Mekhilta de Rabbi Ishmael) on a verse in the Song of the Sea: “This is my God and I will glorify Him” (Exodus 15:2). With enhancement and adornment, the mitzvot appeal to the senses and the heart, and sacred objects and activities become even more precious.

Hiddur Mitzvah, this year’s Torah Fund theme, resonates with many Jewish women, particularly those who have been involved in artistic activities. Whether they used their embroidery skills to decorate the woven curtains for the Ark or Torah mantles in 17th-century Italy and Prague or are crafters in 21st-century women’s groups, women continue to be committed to this most ancient of Jewish values.

The pomegranate imagery of this year’s Torah Fund Pin has multilayered meaning. In addition to being beautiful, pomegranates (*rimmonim*) are one of the bountiful fruits of the Land of Israel. *Rimmonim* is also the term used for the silver adornments (finials) on the *atzei chaim* (Torah rollers) of the Sefer Torah (Torah scroll); just a little something extra that has adorned our Land, our Torah, our rituals, and mitzvot for centuries, and added meaning to our daily lives. May this year of Torah Fund activities and events be a blessing to one and all.

**For information, please contact your Sisterhood Torah Fund Chair or
Carolyn Baron at (212) 678-8876.**

TORAH FUND: WOMEN ENSURING CONSERVATIVE/MASORTI JEWISH EDUCATION



Women's League for Conservative Judaism is the largest synagogue-based women's organization in the world. Its mission is to strengthen and unite synagogue women's groups, their members, and individual members; support them in mutual efforts to understand and perpetuate Conservative/Masorti Judaism in the home, synagogue, and community; and reinforce their bonds with Israel and Jews worldwide. For a comprehensive look at Women's League's many accomplishments, innovative programs, and educational materials, visit our website at www.wlcj.org.

In addition to its innovative materials for the personal growth and study of women in the Conservative/Masorti Movement, Women's League, through its financial contribution to Torah Fund, ensures that the Movement's outstanding institutions of Judaic learning produce the rabbis, cantors, scholars, teachers, and educated laity needed for the entire Movement.

Women's League women make a difference, perpetuating Judaism in our homes, in our communities, and in our world.

THE TORAH FUND MISSION

To give every person an opportunity to participate in preserving, promoting, and perpetuating Conservative/Masorti Jewish education through active giving to the Torah Fund Campaign of Women's League for Conservative Judaism in support of The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies, and the Seminario Rabínico Latinoamericano.

WOMEN'S LEAGUE TORAH FUND CAMPAIGN Women Ensuring Conservative/Masorti Jewish Education

WEBSITE

www.jtsa.edu/torahfund

ONLINE GIVING

www.jtsa.edu/torahfundgiving

IMPACT OF TORAH FUND

Torah Fund took shape in the minds of our leaders more than 60 years ago with the establishment of a scholarship fund. The first year's goal was \$10,000. Using *gematria*, the first giving category solicited was 611, the numerical equivalent of Torah. In those days, \$6.11 was a significant sum of money.

The campaign continued as a source of scholarship funding for students of The Jewish Theological Seminary. By the 1950s, more than half of the sisterhoods in Women's League were conducting their own campaigns, raising a total of \$142,000. In 1958, the Torah Fund annual goal was increased from \$500,000 to \$1,000,000.

Mathilde Schechter Residence Hall, 1976
Goldsmith Hall, 1978
Mo'adon, 1983

Reflecting the commitment to a residence hall for students, a new campaign, *H'yay Olam*, was launched. In 1963, the two campaigns were combined under the name Torah Fund / Residence Hall. The Mathilde Schechter Residence Hall, providing housing for undergraduate students, was completed in 1976. The campaign then turned its attention to providing a residence for married and graduate students, culminating in the dedication of Goldsmith Hall in 1978 and its Mo'adon in 1983. More than 250 students are now able to live in the immediate vicinity of JTS, largely due to contributions to the Torah Fund Campaign.

Women's League dedicated the sculpture garden at the Schechter Institute of Jewish Studies in Jerusalem. The Institute is where

Sculpture Garden at Schechter Institute, 1984
UJ Residence Hall, 1989
(now American Jewish University)

Conservative rabbinical and cantorial students study during their year in Israel, and where more than 500 Israelis study for graduate degrees in Judaic Studies.

500 Bookshelves, 1982
JTS Quadrangle, 1989

In 1982, Women's League Torah Fund Campaign undertook the responsibility of providing 500 bookshelves for The Library of The Jewish Theological Seminary. The project realized nearly \$1,400,000 in a

four-year period.

The Residence Hall project for the University of Judaism (now American Jewish University, of which Ziegler School of Rabbinic Studies is a part) was dedicated in 1989 in Los Angeles, California. A total of \$487,500 was raised for this significant undertaking.

In 1989, Torah Fund also funded landscaping and outdoor furniture to create a tranquil environment in the JTS quadrangle. More than \$600,000 was raised for this project, which was dedicated in October 1990.

In the 1980s, we adopted Torah Fund as the campaign name because the projects expanded beyond residence halls.

Women's League, through Torah Fund, established a Financial Aid Fund to augment JTS's student-aid program. Torah Fund raised \$1,000,000 for student aid.

The Women’s League Seminary Synagogue, dedicated on October 24, 1995, converted the former Schiff Library Reading Room at JTS into a permanent synagogue. This sacred space enhances the spiritual life of the men and women who worship there together. The chapel also serves as a gathering place for important events. Named gift opportunities are available.

Financial Aid Fund
W. L. Seminary Synagogue, 1995

After 20 years as a dormitory for undergraduate students, the Mathilde Schechter Residence Hall at JTS began a period of restoration during the 1996–1997 campaign year. The dedication of the renovation was held in October 2000.

Torah Fund also participated in the construction of Kripke Tower, JTS’s central tower, which once housed the stacks of The Library. The Women’s League Education Pavilion on the fourth floor features an electronically up-to-date lecture hall and educational and meeting facilities enhanced by original artwork on women in Jewish history.

Kripke Tower
Education Pavilion, 2004

Torah Fund remains dedicated to raising \$2,000,000 in scholarship funding to benefit students at The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabínico Latinoamericano in Argentina.

Through our pledges, we each have the personal privilege of making it possible for a student to become a leader, and to foster the continuity of Conservative Judaism by becoming a partner in this project. Each of us is helping to create the vision that will sustain the Jewish community for decades to come.

The Torah Fund Campaign is truly a grassroots effort. The campaign has grown over its 69 years, raising, on average, \$2.2 million in annual support. Our goal for campaign year 2010 was \$2.5 million; we reached \$2,060,022, just short of our goal, in these challenging economic times. Our 18 Keter Kavod donors (annual, ongoing, unencumbered gifts of \$5,000+); 32 Scholarship Patrons (\$2,500+); 200 Patrons (annual gifts of \$1,200+); 185 Associate Patrons (\$600+); 1,200 Guardians (\$300+); and approximately 9,500 Benefactors (\$180+) worldwide proudly wear the annual Torah Fund Pin. The remaining campaign contributions come from smaller gifts made by tens of thousands of women all over the world.

LET'S GET STARTED

PREPARING FOR YOUR FIRST MEETING

1. Consult with a previous Torah Fund chair. This person can be a great resource of information, guidance, and suggestions.
2. Be completely informed about the various facets and benefits of Torah Fund.
3. Be prepared to impart this information to the cabinet and committee at the very first gathering and throughout the year.

AT YOUR FIRST MEETING

GOAL: DEFINE AND ASSIGN YOUR PLAN OF ACTION.

1. Have the women get acquainted with one another, and foster the bonding of a cohesive group.
2. Define each cabinet and committee member's job.
3. Discuss how the committee members will work together.
4. Brainstorm ideas and strategies for an innovative campaign.
5. Develop a campaign programming schedule and assign responsibilities.
6. Develop a public relations strategy and assign responsibilities: mail, telephone, parlor meetings, bulletin articles, marketing strategies, etc.

YOU'RE ON YOUR WAY TO AN EXCITING AND SUCCESSFUL CAMPAIGN YEAR!

1. Determine what campaign materials are needed.
2. Order materials from the Torah Fund office in sufficient time to implement the campaign. **Allow six to eight weeks for delivery. See "How To Order."**
3. Check that the campaign is being carried out as planned.
4. Meet periodically with the committee to examine progress and outline future strategic planning.
5. Keep the sisterhood president informed.
6. Keep the Region Torah Fund vice president and your area TF director informed.



Diane Wohl, Debbi Goldich, Rita Wertlieb, Lisa G. Schlesinger, Ruth Loewenstein;
Lisa G. Schlesinger, Gaye Altman

CAMPAIGN STRATEGIES

THE BASICS

- **Telephone Squad**
 - Information before meetings
 - Solicitation
 - Follow-up for pledges after meetings
 - Phone-a-thon
 - Follow-up with bat mitzvah students
- **Direct Mail**
 - Letters of solicitation
 - Event follow-up solicitation
 - Bulletin spots to be included in sisterhood dues, bills, and other appropriate mailings
 - Thank-you notes to all contributors
 - Handwritten thank-you notes to all Plus Givers
- **Email**
 - Fast, effective means of communication for many people
 - To be used for reminders, updates, and announcements
 - Never to be used in lieu of face-to-face solicitation
- **Face-to-Face Solicitation**
 - The most effective method for securing a contribution
 - Prior to beginning the solicitation process:
 - Develop your dialogue
 - Ask yourself: What might be the “trigger” that prompts the donor to make a commitment?
 - Practice your presentation
 - Review “Solicitation Put-Offs and Responses” (Appendix B) in this guide
- **Make the Rabbi / Rabbi’s Spouse a Benefactor**
 - Use this technique to boost campaign awareness and community support
- **Easy Money**
 - Establish a committee to develop and implement active matching gift solicitations
- **Entry-Level Giving**
 - Give every sisterhood member our beautiful Torah Fund Tzedakah Box
 - Make an exciting and informative Torah Fund presentation at every sisterhood meeting
 - Promote the use of Torah Fund acknowledgment cards
- **Online Giving**
 - Promote online payment of pledges and send special gift cards



Evelyn Seelig and Diane Wohl

Take a few minutes to review the materials available. Becoming familiar with this year's resources will help you take inventory of the ones you need and discard those items that are out of date. Please take advantage of other Women's League materials to help your campaign, especially the public relations handbook *Sisterhood: Who? What? When? Where? Why?*



PINS

The pins given for a special gift are the most visible campaign tools for Torah Fund. Wear this year's pin and encourage your development team to wear it too. **Distribute the Benefactor and Guardian pins when a pledge is made.** That way you can use the momentum created by all of the women who are wearing the pins to promote Torah Fund for the entire year. The pins for Associate Patron, Patron, and Scholarship Patron are sent directly from the Torah Fund office to the donor.

LITERATURE

Reviewing the list of items available from Torah Fund gives you an idea of all the literature waiting for you at the Torah Fund office. Brochures and envelopes, pledge cards, and thank-you notes are all there. Take special note of the following items.



Cards—In your kit are samples of all the available cards. The acknowledgement cards are given with a **minimum donation of \$4.**

Plus Giving cards, which are sent from the Torah Fund office, are given with a minimum gift of \$18. Beautiful cards are an easy way for women to contribute to Torah Fund. The cards can be ordered online at www.jtsa.edu/torahfundgiving.

- **TORAH FUND** brochure for use at Torah Fund meetings.
- **SCHOLARSHIP** brochure: All Jews are responsible for one another.
- **DOUBLE YOUR DOLLAR** brochure listing available corporate matching gifts.
- **PLEDGE CARDS** for use at all Torah Fund events.
- **GIFT OPPORTUNITY ENVELOPES** for solicitation mailing and follow-up.
- **TZEDAKAH BOX**
- **GREETING CARDS**
- **SPECIAL GIFT ENVELOPES** to order tribute cards marking life-cycle events. Minimum gift: \$18 for Plus Giving.
- **THANK-YOU NOTE** to be used by chair to acknowledge gifts to Torah Fund. Gifts of \$180 and over also receive the Benefactor pin.
- **INVITATION SHELLS** may be used for all sisterhood and Region Torah Fund functions. Envelopes included.
- **TRANSMITTAL SHEETS**
- **TRANSMITTAL ACKNOWLEDGMENT CARD**
- **COMPUTER PRINTOUT**
- **ONLINE EXCEL TRANSMITTAL**

Tzedakah Box—The beautiful Torah Fund Tzedakah Box is another easy entry point for women to begin giving to Torah Fund. Distribute these boxes at the Annual Paid-Up Membership event and the first board meeting, and to preschool and religious school parents.

Invitation Shells—Each year, the Torah Fund office supplies invitation shells (at no cost) that you can have printed for Torah Fund functions.

Woman of Achievement Award—This is a lovely certificate to give to a member who has made a significant contribution to the growth of sisterhood, the development of Women's League, and the advancement of Torah Fund. The woman who wins the award should know that a contribution was made to Torah Fund in her honor. The certificate can be ordered online at www.jtsa.edu/torahfund.xml—go to **Forms**, then **Woman of Achievement**, and fill out the information.

Double Your Dollar Brochure—Make this brochure widely available. Nothing is easier to do than have participating companies match a charitable contribution. Women can step up to the next level of giving through a matching gift.

Many companies now make their matches online. Please check with your company to see how it's done. Be sure to let us know that your gift will be matched.



is honored for her outstanding service and is hereby named a

Woman of Achievement

A gift has been made in her name to the

Torah Fund Campaign
Women's League for Conservative Judaism

in support of The Jewish Theological Seminary, Ziegler School of
Rabbinic Studies, and Schechter Institute of Jewish Studies

International President _____ Date _____
Women's League for Conservative Judaism

להגדיל תורה ולהאדירה

Background Image: Ark curtain in the Women's League Seminary Synagogue at JTS by Jeanette Kuvín Oren and N. Amanda Ford

TZEDAKAH BOX STRATEGIES

Let Tzedakah Flow Like a Mighty River

The Torah Fund Tzedakah Box is an effective tool to include in your campaign planning.

Susan Leviton, artist and fellow Women's League member, envisioned a tzedakah box that would be a work of art, enhancing the beauty of Shabbat and *tefillot*.

The beauty of the design and the inspiration of the wording will encourage women to keep the box on display, and serve as a reminder of their new or renewed commitment to Torah Fund and the perpetuation of Conservative/Masorti Judaism.



STRATEGIES FOR USING THE TZEDAKAH BOX

- At the opening sisterhood meeting, after the Torah Fund report, present all the women with a Torah Fund Tzedakah Box.
- At the sisterhood Annual Paid-Up Membership event, after the Torah Fund report, present all the women with a Torah Fund Tzedakah Box.
- During the first week of Hebrew school and preschool, present the students with tzedakah boxes as gifts to take home. Insert the new Torah Fund brochure, which explains the benefits of participating in the campaign. Follow up with an event later in the year.
- Celebrate support of and participation in the campaign by having a Break-the-Bank Brunch at the end of the year. The women are instructed to bring their Torah Fund Tzedakah Boxes, and during the brunch they are to open their boxes and count their money, and then are solicited to dig a little deeper.
- During sisterhood presentations to bar and bat mitzvahs, include the tzedakah box.
- Use the boxes as a sisterhood presentation at child namings.
- Put them into new member kits from sisterhoods and congregations.
- Use them as centerpieces for events.
- Include them in displays of Torah Fund cards and materials at all meetings.
- Display them in Judaica shops.

SOCIAL NETWORKING—MARKETING WITH TECHNOLOGY

Facebook

More than just a site to find classmates from elementary school, Facebook is the premier service for people to connect to Torah Fund, share photos, etc. You can also connect to other friends of Torah Fund like yourself and to sisterhoods, and enjoy all of the material that we will post, including event information, photos, links, and more. In order to use Facebook, you will need to register on [Facebook.com](https://www.facebook.com); then go to www.facebook.com/torahfund.

Podcasts

A podcast is a program (usually audio, sometimes video) that is made available as a downloadable digital file. Podcasts on a particular subject or as part of a series can be accessed online or downloaded to a portable music device (iPod, Zune, etc.) for viewing or listening when you're on the go. JTS features an active podcast website where you can listen to and watch new podcasts of JTS Chancellor Arnold Eisen, public lectures, Torah commentaries, and more. This site can be accessed directly at [www.jtsa.edu/conservative Judaism/JTS Podcasts.xml](http://www.jtsa.edu/conservative%20Judaism/JTS_Podcasts.xml).

YouTube

YouTube is a great place for watching videos. JTS has its own YouTube channel—consider subscribing to it (you must be registered on [YouTube.com](https://www.youtube.com) to do so)—where student videos and other materials are posted. The JTS YouTube channel is available at www.youtube.com/user/3080Broadway.

DVD

The Torah Fund DVD highlights students from JTS, Ziegler, and Schechter, as well as Women's League leaders.

For further information on new technology, please consult the public relations handbook, *Women's League for Conservative Judaism—Image Plus*.

VIDEO AND VISUAL PRESENTATIONS

are available from your
Region Torah Fund Vice President
or the
Torah Fund Office
3080 Broadway
New York, NY 10027-4649
(212) 678-8876
cabaron@jtsa.edu

**Please be sure to place your order
at least six weeks before
the date of your event.**

VIDEO AND VISUAL PRESENTATIONS

IMPACT PEOPLE AT:

Sisterhood
Torah Fund Events
Paid-Up Membership Events
Torah Fund Display Areas
Pre-Meeting Presentations
Hebrew and Day School
Presentations

WOMEN'S LEAGUE FOR CONSERVATIVE JUDAISM, 2010–2011

THE BALTIMORE CONVENTION AND THE POWER OF KEHILLAH KEDOSHAH

As we continue to bask in the afterglow of an amazingly successful 2010 biennial convention in Baltimore, Maryland, we can reflect on our many accomplishments this past year and look forward to future programming under the new administration of President Rita Wertlieb and our new executive director, Sarrae Crane.

The 2010 convention theme, *Kehillah Kedoshah: Celebrating Community Woman to Woman*, provided us with several opportunities to examine the many and diverse ways that women create community. The learning at convention was inspired and inspiring. It included a panel discussion of women rabbis who discussed their personal experiences in building communities, and topics from a wide variety of women scholars, writers, and activists.

The last evening featured a gala celebration; some might call it an extravaganza. **Vashti's Banquet**, an original Women's League innovation, is the imagined world of the ancient harem, that quintessential women's community. While much of Vashti's Banquet entailed celebration and fun, other activities were more instructional. The director of the Johns Hopkins Dermatology Clinic discussed skin care; a perfume specialist took us through the steps of creating a fragrance; a tea specialist described the curative properties of tea; and a fabric artist helped create Purim flags and masks. Even though women stood in line for up to an hour to have their arms, legs, and necks hennaed, there were no complaints—just chatting and laughter, women enjoying themselves. As a result of the enthusiasm generated by our banquet, sisterhoods across the country are creating their own Vashti's Banquets.

The culmination of the extraordinary Books for Baltimore project took place at our closing plenum. The unanticipated outpouring of support and generosity from sisterhoods far and wide raised enough money to present 13,000 brand-new books—enough for *every* pre-K and third-grade student in the Baltimore City Public Schools (BCPS). With seed money provided by the Rona Jaffe Foundation, we met our initial goal of third grade and expanded to pre-K. The BCPS expressed their appreciation with a video of the children receiving their books—a three-hanky moment. If you have not yet seen the video, do yourself a favor and go to www.youtube.com/watch?v=5Ma36DcGRAg.

Women's League continues apace with its ongoing services: partnership in **CJ: Voices of Conservative/Masorti Judaism**, the magazine published quarterly with United Synagogue and FMJC; www.wlcj.org, chock-full of valuable Women's League information, materials, and opportunities for study and learning; the new **Ba'Olam** world affairs blog at www.wlcjbaolam.blogspot.com; new additions to the **Sisterhood Planner**; the **Leadership Institute**, offered twice yearly; **training** customized to meet the needs of each sisterhood; ongoing **Women's League Institutes** of intense Jewish study in New York, Southern New Jersey, Philadelphia, Baltimore-Washington, and Florida; **Orpah's List**, the selection of a female Jewish author for Jewish Book Month (November); and **BookMarks**, the



Marjorie Fuhrmann

semiannual newsletter for books chairs and clubs. These are only a few highlights of Women's League offerings.

One of the most ambitious initiatives for 2011–2012, in conjunction with the Torah Fund Campaign, is a new *Hiddur Mitzvah* guide. This guide will include a variety of group and individualized components: a symposium on the concept of *Hiddur Mitzvah* (adorn a mitzvah) by Movement luminaries; detailed instructions for creative Judaic arts projects, including *ushpizot* (female guests) hangings for the sukkah; a *kos Miryam* (Miriam's cup); origami plagues for the seder table; an 'Omer calendar; and studies of biblical, rabbinic, and contemporary texts.

Our Women's League community is dynamic, creative, and deeply committed to the traditions, values, and beliefs of Conservative/Masorti Judaism. We can rejoice in the women of our Movement—the most Hebraically and Judaically knowledgeable women in history.

Lisa Kogen
Director of Education
Women's League for Conservative Judaism



Women's League 2010 Convention

WHAT IS EBAY FOR TORAH FUND?

Contribute to the Torah Fund Campaign by selling items on eBay. The eBay for Torah Fund program supports the education of future rabbis, cantors, educators, and lay leaders at JTS, Zeigler, the Schechter Institute, and the Seminario.

eBay is an online auction site where people gather to sell and bid on all kinds of items (used and new furniture, clothing, linens, jewelry, electronics, etc.). Auctions generally last one week and items go to the highest bidders, though some items can be purchased for a set price via the “Buy It Now” feature. Each item is displayed on a unique page within the eBay site, with a detailed description and optional photos provided by the seller. Pictures, of course, help sell any item.

Here are some simple instructions for accessing eBay for Torah Fund, designating Torah Fund as your charity of choice. Women’s League also has a PowerPoint presentation that will help you each step of the way. Feel free to request the disc or a printout from your area contact person (see below); she’s there to help you. Thank you, in advance, and here are the instructions for selling your items:

1. Pick an item (or items) to sell, name it, take photos, and write a description that uses important keywords (words that best summarize your item’s value and function).
2. Go to www.ebay.com. Click on **Sell** in the upper right-hand corner of the page, then click on **Customize Your Listing**.
3. Upload your photos.
4. Create the listing, following eBay’s online instructions.
5. Check the box next to **Donate a Percentage of Sale**.
6. Select Torah Fund and designate a percentage.
7. Review and accept **eBay Giving Works Terms and Conditions**.
8. Complete the **Sell Your Item Form** and submit the listing.
9. Decide on starting bid, duration of auction, etc.
10. Preview, click to sell.

Once a buyer has won your auction, he/she will send you full payment. You will send the item to the buyer **after** you receive payment. If you don’t wish to wrap and ship the item yourself, bring it to UPS or another shipper to handle. After the item is purchased and sent, MissionFish, the charitable arm of eBay, will ask you to send them the percentage you are donating to Torah Fund. They will forward the donation to Torah Fund and provide you with a tax receipt for your next tax filing. Your mitzvah is complete!

Women’s League has set up a dedicated network of women throughout the country to help you should you need assistance with your sale. Contact your sisterhood president or Torah Fund chair for the name and contact information of the person in your area.

Got Questions? Contact eBay or Marjorie Fuhrmann, eBay Chair, at mfuhrmann18@gmail.com or (301) 388-0785 or <http://www.ebaygivingworks.com/about-gettingstarted.html>

ORDERING MATERIALS

ACHIEVEMENT AWARD

This award honors a member who has made a particularly significant contribution to the growth of the sisterhood and to the development of Women's League and/or Torah Fund. It will be beautifully inscribed with the name of the individual being honored and the name of the sisterhood. **A sisterhood Benefactor gift to Torah Fund should be made in the recipient's honor.** Please send pertinent information to the Torah Fund New York office, and **allow six weeks for preparation.**



TO PLACE YOUR ORDER

1. Copy or scan this form.
2. Complete the information.
3. OR, go online to www.jtsa.edu/torahfund.xml. Then go to **Forms**, then **Woman of Achievement**, and complete the information.
4. Mail, fax, or email the completed form to:
Torah Fund Campaign
3080 Broadway
New York, NY 10027-4649
Phone: (212) 678-8875
Fax: (212) 678-8062
cabaron@jtsa.edu

TORAH FUND CAMPAIGN LITERATURE ORDER FORM

Quantity: Please indicate in the brackets below how many of each item you are ordering.

- ☐ TORAH FUND BROCHURE—for use at all meetings
- ☐ SCHOLARSHIP BROCHURE—for scholarship project giving
- ☐ DOUBLE YOUR DOLLAR BROCHURE—lists available for corporate matching gifts—**donor's original check must be sent to the Torah Fund office in order to be matched**
- ☐ PLANNED GIVING BROCHURE—how to include Torah Fund in your will
- ☐ PLEDGE CARD—for use at all Torah Fund events
- ☐ GIFT OPPORTUNITY ENVELOPES—for solicitation mailings and follow-up
- ☐ SPECIAL GIFT ENVELOPES—to order tribute cards marking life-cycle events (minimum gift of \$18)—to be used for Plus Giving
- ☐ THANK-YOU NOTE—to be used by chair for acknowledging gifts to Torah Fund (gifts of \$180 and over receive the Benefactor pin)
- ☐ INVITATION SHELL—may be used for all sisterhood and Region Torah Fund events (envelopes included)
- ☐ TRANSMITTAL SHEETS
- ☐ TRANSMITTAL ACKNOWLEDGMENT CARD
- ☐ COMPUTER PRINTOUT

SISTERHOOD:

NAME: _____
 TITLE: _____
 ADDRESS: _____
 CITY: _____ STATE: _____
 ZIP: _____ EMAIL: _____
 DAYTIME PHONE: () _____
 DATE: _____ REGION: _____
 PLEASE CHECK ONE:

- ☐ Mail materials to my home.
- ☐ Mail materials to my sisterhood.

YOUR DEVELOPMENT TEAM—SMALL BUT MIGHTY

When you put together your development team, **include women from the different constituent groups in your sisterhood.** Look at their spheres of influence, their expertise, and their ages. These are the women who will help you execute the steps necessary for successful fund-raising.

Educate your team about Torah Fund and fund-raising. **Bring in your Region Torah Fund vice president or Torah Fund area director to help train your team and spark enthusiasm.**

Special Gifts Chair—Aids in the development of the overall campaign and implements the campaign strategies for special gifts. A special gift is any amount of \$180 and up. In a more established sisterhood, you can also have a major gifts chair who develops a strategy to solicit gifts of \$1,200 and up.

Torah Fund Campaign Kit

Prepare a customized Torah Fund Kit for every member of your Torah Fund Team:

- Torah Fund Mission Statement
- Team Directory
- Job Descriptions
- Torah Fund Policy
- Sisterhood Policy Regarding Torah Fund
- Sisterhood Program and Event Procedures

Planned Giving Chair—Aids in the development of the overall campaign and implements the campaign strategies for planned giving. Planned giving can take many forms: gift annuity, charitable trust, or a bequest in a will.

Sisterhood President—An *ex officio* member of the committee who aids in the development and implementation of campaign strategies.

Immediate Past Torah Fund Chair—Serves as an adviser and aids in the development and implementation of overall campaign strategies.

Immediate Past Special Gifts Chair—Serves as an adviser and aids in the development of campaign strategies and implementation for special gifts.

Torah Fund Treasurer—Aids in the development of campaign strategies and is responsible for the submission of Torah Fund contributions and pledges, the reconciliation of the Torah Fund contributions printout, and the submission of all contributions, strictly adhering to Torah Fund guidelines.

Torah Fund Secretary—Responsible for the mailing of Torah Fund contribution cards and reporting the mailing of all cards to the Torah Fund treasurer for appropriate financial action.

Sisterhood Public Relations (PR) Chair—Aids in the development of PR materials and strategies for the campaign.

Sisterhood Program Chair—Aids in the development of programming for Torah Fund meetings and events.

Sisterhood Creative Judaic Arts Chair—Aids in the development of Torah Fund centerpieces and materials for meetings and events.

TORAH FUND REGION VICE PRESIDENTS 2011-2013



**Debi Bruce,
North Atlantic**



**Agnes Emert,
Pacific Southwest**



**Gail Finkelstein,
International Northeast**



**Claire Gondelman,
Metro North**



**Rochelle Hirt,
Mid Atlantic**



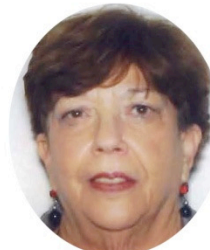
**Toby Holtzman,
Seaboard**



**Jackie Leader,
Intracontinental**



**Vivian Leber,
BQLI**



**Rene Montaigne,
Southern**



**Cindy Schechter,
The Garden State**



**Lauri Rosenbloom,
Central Great Lakes**



**Lara Werwa,
Florida**

Not pictured: Mona Gross, North by Northwest

What is the best way to remind someone to perform a mitzvah? Few people will turn down the opportunity when it is presented. The good deed, which has the urgency of a commandment, needs to be performed. And sometimes people just need to be asked. Oftentimes we don't know how to ask, but we can learn.

The art of fund-raising is not as difficult as doing quantum mechanics, but it does require that we think before we ask. Upon reflection, we can come to understand that not only is it a mitzvah to give tzedakah, but asking someone to give tzedakah is also a mitzvah. If you ask in the right manner, in the right tone, and at the right time, you have a better chance of success and everyone is the better for it.

Being Jewish means we think before we speak. We make sure our audience is willing to listen and that they will be receptive to our message. Just as we want to know that we are performing a mitzvah, we want our audience to know that they will feel good by giving to a good cause. All of these acts require us to educate ourselves and the prospective donor in order to maximize success.

Why are you asking for the donation? Make a mental list of the good things that the organization has done and needs money to do. Why are you involved with the organization? Would the donor be motivated to give merely because you are the solicitor, or can you give additional good reasons?

The donor wants to perform the mitzvah of giving to a good cause. Give the donor a solid reason why she will feel good about contributing. If you don't know, ask the organization why the gift is needed. Donors want to do the right thing for the right reason.

There is a season for everything—and a wrong time to ask and a right time to ask. The right time is when the donor expects to be asked, not in a random conversation. Make an appointment for a conversation dedicated in advance to that topic. Think about the most successful fund-raising in your experience. It usually starts with something like a heads-up, such as, "Our campaign will be starting next week. Please give generously when someone calls."

Treat the donor as you would like to be treated. Ask, "May I call you next week to talk about supporting the Women's League Torah Fund Campaign?" This question alerts the donor to the fact that you will be asking for something. By accepting the invitation, the donor is telling you that the answer may be yes when you ask. Don't rush the process. Maybe the donor cannot give now, but will be able to in six months. You need to be receptive to this possibility as well.

Help the donor by preparing a few good reasons why the donation is needed. Compose your "elevator speech"—that's what you would say if you had to explain Torah Fund in the time it takes to share an elevator ride with someone, usually about 30 seconds. Prepare your mental list of (1) why you are involved, (2) what good things the organization is doing, (3) how the donor can help, and (4) whether and at what level the donor can contribute (you should be prepared to suggest a level of donation, but keep it in your pocket until

later). Once you have prepared this list, you have the elements of your elevator speech. Practice it once or twice before the mirror. The next task is “the ask.”

After your short speech, *ask* your prospect the important question. There are many ways to pose this question, depending on your relationship with the donor, for example: (1) “Can you help?” (2) “Are you able to help?” (3) “Can you help me/us?” (4) “Do you want to join me in this important work?” (5) “Will you do what needs to be done?” The donor is waiting for this type of question. Don’t disappoint the donor who is waiting to be asked! By meeting you, they signaled that they are open to performing the mitzvah. You need to help them by asking. Remember: you perform a mitzvah just by asking them to perform their mitzvah in the right way.

Donors may be noncommittal. They may say “no at this time” because they are not in a position to give. Remember that they gave of their time to tell you that they want to do something, but they cannot do it right now. Be prepared to give them some suggestions on how to help so that they can feel good about the experience. If they cannot donate, maybe they can suggest others who can. Better yet, ask them if they will help you ask other prospective donors.

The Rabbis remind us to perform the mitzvot. Here is an opportunity for you to remind others. Prepare your elevator speech and perform the mitzvah of requesting the mitzvah. I am always disappointed when someone tells me, “You never asked.” Don’t miss a mitzvah opportunity. Sometimes, all you have to do is ask.



Clockwise from left:
Marjorie Furhmann
Sandy Myers
Anna Tractenberg
Heddy Belman
Janet Tobin
Mimi Pollack
Diane Wohl
Marcalynn Schechter

DISPELLING THE FEAR OF ASKING

Conduct a couple of exercises with your development team. The discussion that comes out of these exercises can help everyone look at raising money in a new way.

EXERCISE ONE

Ask each woman to imagine asking someone for a large amount of money. Then ask each woman what she thinks will happen. What will the person she is asking think of her? What will she think of herself?

After this brainstorming session, you will probably have responses that fall into three general categories:

- I'll faint. (extremely unlikely)
- I won't be able to ask/answer the questions. (possible)
- The person will say no. (definitely happens occasionally)

Group the fears into one of these three categories. Then spend some time on appropriate responses to the possible fears, such as, "I'll find out and let you know," when you don't know the answer to a question.

EXERCISE TWO

Imagine being asked for a donation of \$25 to \$50. For one minute, write down all the reasons why you would say "yes." Then take one minute to write down all the reasons why you might say "no."

You will see that there are more reasons for giving than not giving. Then, divide the "no" reasons into two groups:

- Reasons that are not the asker's fault (person is in a bad mood)
- Reasons that appear to be "no" but are really "maybe"

If the person knew more about Torah Fund and how the money was used, she might be inclined to give. You must be prepared to discuss the reasons and hope to get to a "yes."



Evelyn Auerbach and Janet Arnowitz

FIVE STEPS TO SUCCESS

Five steps are all that are necessary in fund-raising, with each step building on the previous one. If you follow these five steps, you will find that soliciting for Torah Fund is easier than you anticipated.

IDENTIFICATION

One of the first things any fund-raiser must do is to **identify which people are likely to give**. You have to **determine the level of commitment and the ability to give**. So where do you begin looking?

Sisterhood Leadership—Your sisterhood board is your base. Donors are influenced by the level of board support. You will have a much better chance of succeeding with others if you can say that your board is also participating. In fact, **100 percent participation by the sisterhood board, at whatever level they are comfortable, should be a goal of your campaign.**

Clergy and Spouses—If they are not already openly supportive of Torah Fund, you should **invite them to help your campaign.**

Past Presidents—Don't overlook your past presidents. They frequently are longtime supporters of Torah Fund and likely candidates for stepping up to the next level of giving. **Their knowledge of sisterhood members also can help you identify other potential Benefactors.**

Sisterhood Volunteers—Where people go, money follows. It seems simple, but your sisterhood volunteers are already making a commitment to the future of Judaism. Many will be happy to make a monetary commitment.

INFORMATION

Probably one of the most overlooked parts of the Torah Fund Campaign is information. **Your sisterhood members need to know to what they are giving and how it makes a difference.** Even if you are a longtime supporter of Torah Fund, take some time to read the information in this guide.

New affiliates and young sisterhoods need to work on developing awareness of Torah Fund; more established sisterhoods can look to major gifts and planned giving. No matter what stage your sisterhood is in, you need to keep Torah Fund in the public eye.

Sisterhood Meetings—Give a Torah Fund report at each sisterhood meeting. Of course, you must announce your goals and the actual results of the campaign. Also include a brief piece about Torah Fund itself. Adapt the reports in Appendix A for your own use.

Newsletters—Include a Torah Fund article in every sisterhood and synagogue newsletter. Adapt any one of the articles from **For Synagogue and Sisterhood Bulletins.**

A letter can be a speech.

A speech can be an article.

An article can be a letter.

Mix and match the pieces in the appendices. Adapt them to suit your style and your sisterhood.

Bimah Announcements—Talk with your clergy and synagogue leadership about making Torah Fund a regular item for bimah announcements; type up the announcement for the appropriate person to read.

Program Displays—Integrate Torah Fund into all of your sisterhood events. Give a tzedakah box at your Paid-Up Membership event. Have a display at every sisterhood event.

<hr/> If you don't ask, the answer is always No! <hr/>	Have videos and slide shows running before sisterhood programs and synagogue board meetings. Ask to speak for two minutes at each sisterhood program.
	Broadcast Email —Send reminders, updates, and announcements through email. However, please note that email is never appropriate for a solicitation or a thank-you note.

One-on-One Conversations—Nothing succeeds as well as speaking one-on-one about your commitment to Torah Fund. Wear your Torah Fund Pin and take the opportunity to explain what Torah Fund means to you whenever anyone asks about “that lovely pin.”

CULTIVATION

Your job is to help donors have a relationship with Torah Fund. Providing information is a very important aspect of that. But personal contact is still the most important part of fund-raising.

People give to need as well as success.
Let them know about the accomplishments *and* the future needs of Torah Fund.

Plan to have someone from your development team contact each donor three or four times during the year. Your committee can help you decide who would be the best person to make these contacts. Organize small teas, brainstorming sessions, one-on-one lunches, or a casual cup of coffee. And never underestimate the power of a personal note.

- DO**

 - be confident, crisp, and lively
 - be personable and personal; use her name
 - listen to her and set your pace
 - leave her feeling good no matter what the result
 - set the tone—it's not a social call
 - make sure it's a convenient time
 - put the money number on the table as soon as possible
 - ask for a higher amount than has been given in the past

DON'T

 - call on Shabbat or a Jewish holiday
 - ever, ever argue
 - apologize—you're not asking for yourself but for future generations
 - talk too much

SOLICITATION

After laying the groundwork with information and cultivation, it is time to ask for a contribution to Torah Fund. By this time, you should know what the trigger is for the person you are asking—is it education, the future of Judaism, or support of sisterhood? Before you ask, **practice your approach**. Don't forget to **review the put-offs and responses in Appendix B**.

During the conversation, you should really **listen 70 percent of the time and talk no more than 30 percent**. And no matter what the outcome, both you and the woman you are asking should feel good about the conversation.

Direct Mail—A letter can be an effective technique when you use it to educate and raise awareness in addition to face-to-face and phone solicitation. **Send general solicitation letters to everyone in the sisterhood**. These letters can be straight solicitation letters or you can explain the opportunity for giving with Torah Fund cards.

Write letters to women who attended events but did not make a pledge, and give them another opportunity to support the future of Conservative Judaism.

Making an Invitation Work—Plans have been set for your Torah Fund function. To increase participation and attendance, you have decided to honor one or more people. Below are surefire ways to increase your event's financial success:

- Do not make the name(s) of the honoree(s) a surprise. **Decide who the honoree(s) will be well in advance** so that they can participate in the event, share their pride with friends and family, and make sure their favorite people come to the event.
- **Publicize widely.**
- List the honoree(s) on the invitation.
- Include the reasons why they are being honored as well as some personal information about them.
- **Be sure to include the opportunity to make a donation to Torah Fund in honor of the honoree(s)!**
- Add this line to the RSVP card: "I want to make a special donation in the amount of \$_____ to honor _____."
- Notify honoree(s) of who has made donations in their name(s) so that the honoree(s) can thank the donors.

Do not miss this opportunity to increase your success!

For information on JTS in the news go to www.jtsa.edu.

STEWARDSHIP

Stewardship, the careful and responsible management of our mission and campaign, reflects the value we place on each donor and each donation.

Thank-you notes are a must, not to mention an IRS necessity. Be sure to **add a handwritten line to every letter you send**. Send thanks by email too—be creative.

Consider thank-you events for your Benefactors and larger donors. Decide with your committee what type of event will be developed for each level of giving. These events should be very social, with only a few minutes devoted to Torah Fund. If you give any sort of gift to your donors, be sure to keep it to a token—a bookmark or a book from Women's League.

Stewardship also concerns how you handle the money you have received for the Torah Fund Campaign. You show respect for the women who made these donations by keeping careful records and by turning in the money promptly. Responsible and respectful handling of their money shows people that the cause is important and that they are important as well.



BQLI Study Day



Pacific Southwest Region Conference

SETTING GOALS

In most fund-raising campaigns, 90 percent of the money comes from 10 percent of the donors. In Torah Fund, this truism is set on its ear. **Torah Fund is maintained by tens of thousands of women making moderate gifts.** Your goals should reflect this by encouraging 100 percent participation from your sisterhood. Begin with your sisterhood board.

Commit to the overall Torah Fund goal of \$2.5 million. Then you can set your goals for the year.

In early August, your Region Torah Fund vice president will send you the goal for the campaign year. **If your campaign met the previous year's goal, plan on increasing that goal by 20 percent.**

Be sure to make specific goals for the number of Benefactors and Guardians you have. Try increasing those numbers by 20 percent. If your sisterhood does not have a donor for one of the Special Gifts levels, consider making that one of your goals. For example, if your sisterhood has no Guardians, think of longtime donors who might be ready to step up to the next level. (Suggested letter can be found in Appendix A.)

OVER-GOAL MONEY

All campaign money that exceeds your sisterhood's campaign goal is called "over-goal money." Your sisterhood can use over-goal money to make a special gift contribution in the name of the sisterhood, become a Special Project Donor, or sponsor a named gift to one of the Torah Fund projects.

WHERE THE MONEY COMES FROM

\$1 million from:

9,000 Benefactors

1,300 Guardians

200 Patrons

185 Associate Patrons

18 Keter Kavods

The balance from:

Tens of thousands of women worldwide!

SPECIAL GIFTS

Every year the Torah Fund Campaign presents a specially designed pin in appreciation and recognition of Special Gift contributions. This level of giving starts with a minimum contribution of \$180 (Benefactor). Donors of \$300 (Guardians), \$600 (Associate Patrons), \$1,200 (Patrons), and \$2,500 (Scholarship Patrons) receive a pin set with a faux jewel.

Order the pins from your Region Torah Fund vice president. You will receive your Benefactor and Guardian pins before the High Holidays. **Distribute the pins to every woman who makes her pledge before the High Holidays.** Scholarship Patron, Patron and Associate Patron pins are sent to individual donors directly from the Torah Fund office.

CATEGORIES OF SPECIAL GIFTS

Benefactor.....	\$180–\$299
Guardian (pearl).....	\$300–\$599
Associate Patron (ruby).....	\$600–\$1,199
Patron (diamond).....	\$1,200–\$5,999
Scholarship Patron (emerald)	\$2,500+
Keter Kavod	\$5,000
Chancellor’s Council	\$6,000
Major Special Project Donor.....	\$10,000+

KETER KAVOD

The Keter Kavod (Crown of Honor) is a longevity commitment to Torah Fund giving. It is a minimum ongoing, annual, unencumbered gift of \$5,000. In gratitude and in honor of the women who through their support perpetuate the dialogue of life embodied by Torah Fund, the women receive the 14-karat gold crown Keter Kavod Pin plus the Torah Fund Patron Pin.



Temple Beth Shalom Sisterhood, Las Vegas

SCHOLARSHIP PROJECT MAJOR GIFT DONORS

The Torah Fund Pin is adorned with a faux pearl for Guardians, a faux ruby for Patrons, a faux diamond for Scholarship Patrons, and now, a princess-cut faux emerald for Major Gift donors to the Special Project, which we will proudly present to recognize women who have pledged \$10,000 or more over the next four years to the Special Project.

Scholarship Levels of Giving

\$100,000	Visionary
\$ 50,000	Sustainer
\$ 36,000	Guarantor
\$ 18,000	Sponsor
\$ 10,000	Donor
\$ 2,500	Patron
\$18-\$2,499	Friend
	(Plus Giving)

NAMED GIFT OPPORTUNITIES AVAILABLE

Naming opportunities are available through Torah Fund for those women who want to express their sentiments for all future generations to know and remember. Sisterhoods can use over-goal money to make a Torah Fund Special Gift contribution in the name of the sisterhood. The Special Gift can be in the form of a Special Project or a specific named gift for one of the special Torah Fund projects.

Contact the Torah Fund office to verify availability of naming opportunities. This list is subject to change without prior notice.

Women's League Education Pavilion

Dedicated October 3, 2004

Lecture Hall \$350,000
Seminar Room \$250,000
Artwork \$25,000
Row of Seats \$25,000
Individual Seats \$8,000
Mezuzah \$18,000
Doors \$15,000
Seats \$8,000
Patron \$5,000

Mathilde Schechter Residence Hall

Dedicated October 29, 2000

Hall Floor \$100,000
Hall Wing \$75,000
Dormitory Mezuzah \$10,000

Women's League Seminary Synagogue

Dedicated October 24, 1995

Torah Scroll \$36,000
Torah Mantle \$20,000
Stained Glass Window \$50,000
Lounge \$36,000
Anteroom \$36,000
Seats \$8,000

Scholarship Project Donor \$10,000+

JTS Quadrangle Wall of Honor

Patron \$5,000

Library Bookshelf

\$3,600

PLANNED GIVING

Planned giving is a way to make a gift. A donor can leave money or assets to a nonprofit organization upon his or her death, or invest the money so that s/he receives benefits during his or her lifetime and then bequeaths the remaining funds to the nonprofit.

OUR TRADITION TEACHES THAT TZEDAKAH
IS NOT ONLY A MITZVAH
BUT ALSO AN HONOR

At each stage of our lives, our financial needs change. It is not tzedakah to give more than one can afford; however, with careful planning and proper knowledge,

you may be able to give more than you think. That is why planned giving is an essential part of overall estate planning.

WOMEN'S PHILANTHROPY IS RAPIDLY CHANGING

Today, more and more women are in control of their own as well as their family's finances. As highly intelligent, educated, and committed sisterhood women, we know the value of planning ahead and setting the pace in giving tzedakah. Now is the time for us to know our assets, make sure we have carefully planned for the future of our families, and secure the future education of Conservative Jews with a gift made through Torah Fund.

Charitable giving can present valuable planning opportunities, and the tax benefits can be far greater than expected for you and your philanthropy. One must always work with competent legal advisers and fully understand the nature of their plan, of course. Torah Fund has qualified personnel who will be happy to give you further information and help you move toward your goals and objectives.

**Have you
put Torah
Fund in
your will?**

WE GIVE IN ORDER TO ENSURE JEWISH CONTINUITY

There are many ways to make a gift to Torah Fund. Three of the most basic planned gifts are:

—Bequests —Gifts of Life Insurance or IRAs —Charitable Gift Annuities

How Can I Make a Bequest to Torah Fund?

One of the most common ways to give to Torah Fund is a bequest. Simply incorporate into your will or living trust a bequest to Torah Fund, naming either a specific dollar amount or a percentage of your estate. Although no further notification is necessary, we encourage all women to share the news of their bequest gift with a letter of commitment. **In your will, the following can be incorporated:**

(Sample Letter)

Ruth Aach and Mimi Pollack, Chairs
Torah Fund Planned Giving
The Jewish Theological Seminary
3080 Broadway
New York, NY 10027



Ruth Aach and Mimi Pollack

Dear Ruth and Mimi:

This letter confirms my commitment to provide a legacy of \$_____ (or percentage of my estate) to the Torah Fund of The Jewish Theological Seminary (JTS) or Ziegler School of Rabbinic Studies.

This letter shall serve as instructions to the executor(s) of my estate to pay this promise from my estate in any and all events. Notwithstanding the foregoing instructions, it shall be invalid if there are for any reason insufficient funds to satisfy the bequest.

Sincerely,

Donor

Date

When you insert this in your will, please sign and send a duplicate to the Torah Fund office so we can know how you have remembered JTS or Ziegler.

This will enable Torah Fund as well as JTS and the Ziegler School to include your name in the roster of donors—Tzadikim Society—who have made estate commitments, a vehicle that helps encourage others to make similar gifts.

Remember, if you do not create a will, the state where you reside will appoint a court administrator and you will not have any control over your assets. The state will name legal heirs for you who will distribute the estate as they see fit. Torah Fund will, of course, likely not benefit at all. Moreover, making a charitable gift in your estate removes that money before estate taxes are calculated, lowering the amount of taxes levied by the government on your estate.

What If I Need an Income Stream in My Retirement Years? (Charitable Gift Annuities)

Charitable Gift Annuities are offered to Torah Fund women through both JTS and Ziegler (AJU). A Charitable Gift Annuity (CGA) provides a steady stream of guaranteed income for the rest of the donor's life. The way it works is this: You transfer assets (\$10,000 minimum) to JTS or AJU. You then receive an annual amount, based on your age, as that money is invested and generates interest. The amount is set when you make the gift and will not vary or cease. When you pass away, the principal that remains reverts to Torah Fund (for JTS or Ziegler). The rates are quite good, especially in this market where CD rates are so low. For example, rates for a single life (rates for two lives are different) are:

Age	Rate
65	5.5%
70	5.8%
75	6.4%
80	7.2%
85	8.1%
90	9.5%
95	11.5%

An Even Easier Way: Name Torah Fund as a Beneficiary of Your Life Insurance Policy or IRA

Many donors fund gifts large and small with life insurance policies or IRA plans. Some purchase new life insurance plans and name JTS as the beneficiary; this has nice tax benefits compared to an outright gift of cash in many circumstances. Others have plans which they no longer need. “Obsolete” insurance coverage can be donated to charity in a few different ways:

1. **Give a policy on which you are still paying premiums.** All you do is name Torah Fund the owner and beneficiary of the policy. Since Torah Fund would then be responsible for paying the premiums, you would contribute the premium amounts to Torah Fund as tax-deductible charitable gifts. You can then count those payments to Torah Fund as charitable gifts and Torah Fund will receive the policy in the future. You can also deduct an amount equal to the approximate cash value of the policy at the time the gift is made—a great boon to your taxes this year.
2. You can **name JTS /Ziegler as a primary beneficiary** to receive part or all of the policy proceeds, along with your spouse and/or loved ones, or as a secondary beneficiary in case the primary beneficiary/ies predecease/s you.
3. **Give a paid-up policy** you already own by changing the owner and beneficiary to Torah Fund. You can deduct from your taxes a certain amount of your adjusted gross income, again with great benefits to you this year.

Brochures and articles help promote planned giving, but **personal presentations get the quickest results**. Of course, this is more difficult because it raises the delicate question of the distribution of one’s estate at the time of death. **Stay focused on why Torah Fund needs and deserves planned gifts**. Don’t worry about the ways to do it; let the Torah Fund office be your technical support.

Please encourage members of your sisterhood to contact Rabbi Abby Treu, director of Planned Giving at JTS—(212) 678-8805 or abtreu@jtsa.edu—for a model of a CGA rate based on age and giving level.

CAMPAIGN TIMELINE - APRIL–MAY 2011

This is the time to begin thinking about winding down the current campaign and transitioning to the next. **You promote best what you know and understand.** Become familiar with Torah Fund, JTS, Ziegler, Schechter, and the Seminario. Learn how each of the beneficiaries of Torah Fund has affected the Jewish community.

- Meet with your incoming Torah Fund chair. Tell her what worked well and what she might change.
- Ask her to assist with wrap-up. Learning who the contributors are will help her put together a development team.
- Provide all materials from your campaign.
- Attend your annual region conference and Torah Fund workshop.
- Set the date for the first Torah Fund team meeting with your incoming chair.
- Present a tzedakah box at sisterhood presentations to those becoming bar or bat mitzvah (the adults too!) and at baby namings, housewarmings, and other appropriate life-cycle events.



Beth Yeshurun, Houston

YOUR FIRST TORAH FUND TEAM MEETING

1. Begin every Torah Fund meeting with a *devar Torah* or *divrei hokhmah*.
2. Introduce everyone and foster bonding for a cohesive group.
3. Review the Torah Fund Kit.
4. Review your sisterhood's total goal and set personal goals, such as a 20 percent increase in Benefactors or the first Patron donation.
5. Discuss fund-raising methods.
6. Brainstorm ideas and strategies for an innovative campaign.
7. Define each team member's job.
8. Develop a campaign programming schedule; assign responsibilities.
9. Develop a PR strategy and assign responsibilities: mail, telephone, parlor meetings, and bulletin articles.

**You're on your way to an exciting and
successful campaign year!**

JUNE–JULY

Lay the foundation for your campaign. Take the time now to prepare materials such as the kit for your development team and a display of Torah Fund materials, including the tzedakah box, for sisterhood programs.

- Meet with the sisterhood president to discuss who should be on the Torah Fund Cabinet and team.
- Clear dates for kickoff, special gifts, and appreciation events.
- Write or adapt a bulletin article.
- Prepare your first sisterhood board report.
- Complete all data forms sent by the region and the Torah Fund office.
- Send the names, addresses, phone numbers, and email addresses of your sisterhood president, members of your Torah Fund Cabinet, and team members to the Region Torah Fund vice president and the Torah Fund office.
- Present tzedakah boxes to everyone at your opening sisterhood meeting.

EVERY MONTH

BOARD REPORT

BULLETIN ARTICLE

BIMAH ANNOUNCEMENT

JULY–AUGUST

Educate your team about Torah Fund and about fund-raising; then you can set your goals and roll out your campaign.

- Hold your first planning meeting. Implement the suggestions in this guide as applicable to your sisterhood.
- Set date for the campaign kick-off event and initiate planning the event.
- Take inventory of your supplies and order materials from the Torah Fund office.
- Discard outdated cards and materials.
- Review the number of Benefactor pins requested for the prior campaign and order the appropriate number for the upcoming campaign.
- Call last year's contributors and ask if they will again support the future of Conservative Judaism.
- Put the tzedakah box and Torah Fund brochure in the new member kits for your sisterhood and congregation.

AUGUST–SEPTEMBER

Take advantage of the sense of new beginnings at this time of year. Your primary emphasis is on distributing your pins; but don't forget the administrative work.

- **Distribute Benefactor and Guardian pins prior to Rosh Hashanah.** Remember, the pin is given upon pledge.
- Give tzedakah boxes to preschool and Hebrew school students. Insert Torah Fund brochures to explain the benefits of a gift to Torah Fund.
- Report all contributions of Benefactor and above to your Region Torah Fund vice president, TF Region area director, and the Torah Fund office.
- Invite the Region Torah Fund vice president and your TF Region area director to your kick-off event, and finalize plans.

SEPTEMBER–NOVEMBER

Make sure you are a presence at all sisterhood programs, especially the Paid-Up Membership event.

Remember—you are a role model.

- Prepare a Torah Fund presentation display for the sisterhood Paid-Up Membership event and give each woman a tzedakah box.
- Celebrate your successes at the kick-off event.
- Continue campaign plans, implementing a variety of marketing techniques Schedule your next cabinet/team meeting to review the campaign.
- Finalize plans for the Special Gifts event.

**Distribute Torah Fund Pins before
Rosh Hashanah!
Why not at your Selichot program?**

DECEMBER

Women are looking to make their charitable donations for the tax year. Remind them of the opportunity to ensure the future of Conservative Judaism with Torah Fund.

- Send out notices to all contributors regarding payment of pledges for this tax year.
- Submit all Torah Fund money to the Torah Fund office along with appropriate transmittal forms/information prior to December 31 for proper tax-year credit and receipts.
- Display the tzedakah box in the Judaica shop and give one with each purchase.

JANUARY–MARCH 2012

The tempo of your campaign changes as you begin holding special appreciation events for your Benefactors and providing information for women to consider major gifts and planned giving.

- Hold a Special Gifts event.
- Use tzedakah boxes as centerpieces.
- Schedule parlor meetings and educational forums for planned giving opportunities.
- Hold an appreciation event.

Review

- Meet with the Torah Fund Cabinet to review the campaign year

Evaluate

- What worked?
- What wasn't successful?
- Why wasn't it successful?

Revise

- Remap campaign
- Keep what was successful
- Select new strategies
- Write action plan

Proceed

- Implement new action plan

Reevaluate

- Several times throughout the campaign

MARCH–APRIL

Now is the time to concentrate on stewardship. Thank your Benefactors and tell them how they have made the Torah Fund Campaign successful.

- Initiate follow-ups for all pledges that have not been paid in full.
- Send thank-you notes to all contributors.
- Have a Break-the-Bank Brunch where women bring their tzedakah boxes, count the money, and perhaps add a little more to their gifts.

APRIL–MAY

The campaign year has come full circle and it is time to wrap things up.

- **Send all Torah Fund money to the Torah Fund office by June 15.** Money received after June 30 is not credited to goal completion for the campaign year.
- Send a list of all donors to the Torah Fund office.
- Bring all records up to date.
- Take inventory of your Torah Fund supplies and tzedakah boxes.
- Send thank-you letters to the Torah Fund committee and all who contributed to the success of the campaign.
- Give all materials, data, and a written evaluation to the incoming Torah Fund chair.



TORAH FUND POLICY

TORAH FUND CAMPAIGN BUDGET

- The Torah Fund Campaign is a year-round campaign, beginning at the start of each administrative year. It is a regular activity of the sisterhood and should have an operating budget to cover costs of mailing, printing, meals, and the purchase of Torah Fund cards.
- All events must be self-sustaining. **No funds may be taken from contributions to cover any cost of the campaign.**

TORAH FUND CAMPAIGN GOALS

- Goals are set by the Region Torah Fund vice president, Region area director, and the Region president no later than August 1.
- Sisterhood president and Torah Fund chair are notified in writing of their goal as soon as it is set.
- Goals should be increased by 10 percent each year when previous goals have been reached.
- The Region Torah Fund chair sends a copy of the goals to the Torah Fund office and the Region president.
- Encourage 100-percent sisterhood participation.
- Increase Benefactor base by 10 percent from last year.

IN ACCORDANCE WITH IRS RULES

The Torah Fund office can only issue receipts for a donor's contribution when the office receives the individual donor's check. If a sisterhood submits a sisterhood check, it is the sisterhood's legal obligation to acknowledge the contribution with a receipt.

TORAH FUND PIN DISTRIBUTION

- Torah Fund Pins are to be presented to Special Gifts contributors when a pledge is made early in the year, preferably before the High Holy Days.

TORAH FUND SPEAKERS

- Speakers who are not from Women's League receive an honorarium for speaking at a sisterhood event. Honoraria of \$100 are customary, but may vary depending on the nature of the presentation (general Torah Fund presentation or a specific, in-depth study session).



David Hoffman

For trips that require an overnight stay, it is usual for the honorarium to increase to \$150 or \$250. For overnight stays, home hospitality is expected in a kosher home and, if over Shabbat, within walking distance to the synagogue or event site.

- All transportation costs are the responsibility of the sisterhood.

TORAH FUND TREASURER: DUTIES AND RESPONSIBILITIES



Evelyn Seelig

- Collects and submits Torah Fund contributions and the transmittals of those contributions to the Torah Fund office.
- Completes records of the sisterhood membership, indicating the amount of the pledge each year and the date of payment (**NOTE: Computer printouts are available from the Torah Fund office**).
- Remits the checks directly to the Torah Fund office (3080 Broadway, New York, NY 10027-4649). The final remittance is due before June 15 of each year.
- All Torah Fund money should be kept in a separate sisterhood account and contributions sent periodically during the year to the Torah Fund office, with a complete list of names and addresses of all contributors.
- Prepares and sends multiple copies of transmittal forms: one copy each to the Torah Fund office, the Region VP, and the area director, and one for your records.
- Sends names and addresses of all donors to the New York Torah Fund office as soon as they have made their pledges.
- Acknowledges all charitable gifts of \$250 and over with an IRS-acceptable receipt. (JTS issues receipts for all Torah Fund gifts over \$18 when checks are received from individuals.)
- **Torah Fund cannot issue a receipt to individuals for any contributions received paid via a sisterhood account—in this case, it is the sisterhood's obligation to issue their own receipts.**
- Acknowledgement forms are available at no charge through the Torah Fund office. These are used when a sisterhood remits contributions with a sisterhood check.

Save yourself time:
**Order personalized
transmittal forms from
the Torah Fund office.**
Contact Carolyn Baron
at cabaron@jtsa.edu.

Torah Fund strongly recommends
that all gifts of \$18 or more
be made payable
directly to Torah Fund.

MEETING AND EVENT PROGRAMS

PROGRAM RESOURCES

JTS PODCASTS ON JEWISH LEARNING

Here are a few titles; visit www.jtsa.edu for all topics:

- “[Conservative Judaism: The Next Generation](#)”—The future of Conservative Judaism and the Movement’s role in contemporary life.
- “[A Conversation on Renewing Theology for Modern Jews](#)”—Listen to JTS Chancellor Arnold M. Eisen and others discuss how we can attune ourselves to God and the sacred.
- “[120 Minutes With JTS](#)”—Jewish topics explored by world-renowned JTS faculty (six modules per topic).

SCRIPTS AND TRIGGER SCRIPTS

- Available through the Torah Fund office and online at www.jtsa.edu/torahfund/resources.

PANEL DISCUSSIONS

- Mothers of JTS, Ziegler, and Schechter students and graduates
- Local JTS, Ziegler, and Schechter graduates
- JTS, Ziegler, and Schechter community reunions

SPEAKERS

- JTS, Ziegler, and Schechter students, faculty, scholars, rabbis, cantors, teachers, etc.
- Region personnel
- Jewish community leaders

WOMAN OF ACHIEVEMENT AWARD

- Honor a special individual in the synagogue, sisterhood, or community, whose efforts on behalf of Conservative/Masorti Judaism are outstanding.
- Order award certificates from the Torah Fund office.

TRIPS AND MUSEUM EXCURSIONS

- Schedule a tour of JTS, Ziegler, or Schechter.
- Plan a region/sisterhood mission to Jewish sites in New York City or Los Angeles, culminating with a tour of JTS or Ziegler.
- Experience a JTS Rare Book Room lecture and exhibit.
- Visit local Jewish museums and attractions.

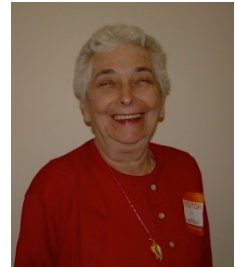
Fall Kick-Off Event: Event Ideas

- * Use the annual theme and logo on all mailings and publicity.
- * Print event invitations on Torah Fund invitation shells, available free from the Torah Fund office.
- * Start the event with a *devar Torah* on the subject of Torah Fund.
- * Consult the rabbi of the congregation: s/he can be helpful in making this event special.
- * Distribute Torah Fund brochures and pledge cards.
- * Include a specific appeal for funds.
- * Allow time for signing of pledge cards.
- * Encourage sisterhood members to bring a friend.
- * Send event follow-up letters.

**To obtain a speaker,
contact the Region Torah Fund vice
president, Region TF area director,
or Torah Fund office.**

IT'S ALL ONLINE!

Online giving to Torah Fund is now a reality at www.jtsa.edu/give.xml. (scroll down to Torah Fund) or www.jtsa.edu/torahfund (click on "Donating to Torah Fund" and scroll down to "Give to the Torah Fund Campaign." It is secure and easy to do. Convenience is just clicks away.



Barbara Schreiber

GIVING OPPORTUNITIES

The Jewish Theological Seminary

Your gift will make it possible for JTS to fulfill its mission of educating the best and brightest students and strengthening Jewish tradition, Jewish lives, and Jewish communities. Donations to JTS fund scholarships and improve dormitories, computer labs, and classrooms, creating the next generation of Jewish leaders.

Torah Fund Campaign

Now you can pay your Torah Fund pledge online. Torah Fund Campaign of Women's League for Conservative Judaism offers the opportunity to participate in preserving, promoting, and perpetuating Conservative/Masorti Judaism. Any amount from \$18 to \$5,000 or more can be donated by choosing the appropriate link. An acknowledgement of your donation is sent to your sisterhood Torah Fund chair by email.



Special Gift Cards

Ensure the future of Conservative Judaism. Give a gift that keeps on giving. Order our beautiful Special Gift cards. These cards are sent for Plus Giving donations of \$18 or more—perfect for the person who has everything, or in response to "No gifts please" on an invitation. View and order celebration or condolence cards online or contact the Torah Fund office at (212) 678-8876 or cabaron@jtsa.edu.



At Your Fingertips

Online at www.jtsa.edu/torahfund you will find everything from ideas to graphics to order forms to scripts. The complete Torah Fund Campaign Guide can be downloaded, including:

[Who We Are](#)

[Torah Fund Resources](#)

[Scholarship Project](#)

[How You Can Help](#)

[Torah Fund Publications](#)

[Important Links](#)

[Online Giving](#)

[eBay for Torah Fund](#)

[Staff and Member](#)

[Contacts](#)

Stay Informed

Be up to date! Visit the websites of JTS, the Ziegler School, or the Schechter Institute. Sign up for online classes, weekly parashiyot, and *divrei Torah* from JTS or Ziegler, and so much more.

PUBLIC RELATIONS

PUBLIC RELATIONS TIPS

Make it professional:

- Be prepared for presentations.
- Always have current information on display.
- Know your material: You can't market a product that you don't understand.
- Proofread all presentation materials.
- How you speak and how you appear are just as important as what you say.

Smile
Greet people
Be warm
Listen to people
Follow up on requests

Make it fun:

- Hold an event or party to raise money.
- Smile, be warm, and have fun with your work.
- Celebrate your successes.

Make it meaningful:

- Know your audience.
- Listen to people and follow up on requests.
- Make it personal—a handwritten note goes a long way.
- Be a role model for other sisterhood members.

Work together:

- Brainstorm with others for fund-raising ideas.
- Ask local businesses to donate items for a raffle or silent auction.
- Stay in touch with Torah Fund members through our new Facebook page.
- Offer support when others need it, and ask for it when you do.

Keep it going:

- Deliver a Torah Fund presentation at every sisterhood meeting, event, and program.
- Submit an article or bulletin spot for every sisterhood and synagogue bulletin.
- Request and submit copy for weekly bimah announcements.
- For more tips, consult the Women's League PR handbook *Sisterhood: Who? What? When? Where? Why?*

What will make a great presentation?

Ask yourself these five questions:

- Who is giving the presentation?
- Who is the audience?
- In what venue?
- Through what medium?
- What is your goal for this presentation?

Answers to these questions can tell you a lot about the content of your presentation and its length.

ELEMENTS OF THE CONSERVATIVE MOVEMENT

The Conservative Movement includes several institutions, each of which plays an important role.



Federation of Jewish Men's Clubs (FJMC)—Created in 1929 by Rabbi Samuel M. Cohen, FJMC links the brotherhoods and men's clubs affiliated with Conservative synagogues. It promotes the appreciation of Jewish heritage and the active engagement in Jewish communal and synagogue life among its members and the community at large.



The Jewish Theological Seminary (JTS)—The Jewish Theological Seminary is a preeminent institution of Jewish higher education that integrates rigorous academic scholarship and teaching with a commitment to strengthening Jewish tradition, Jewish lives, and Jewish communities. JTS articulates a vision of Judaism that is pluralist and authentic, traditional and egalitarian; one that is thoroughly grounded in Torah and fully engaged with the societies and cultures of the present. Our vision joins faith with inquiry and the covenant of our ancestors with the creative insights of today. JTS serves North American Jewry by educating intellectual and spiritual leaders for Conservative Judaism and the vital religious center.



Rabbinical Assembly (RA)—Founded in 1901, the RA is the international association of Conservative rabbis. With more than 1,500 members, the RA promotes the ongoing training and professional welfare of its members; formulates the Conservative interpretation of Jewish law through its Committee on Law and Standards; publishes books, articles, and journals, including the journal *Conservative Judaism*; and connects various Conservative rabbinical seminaries.



Schechter Institute of Jewish Studies (SIJS)—Founded in 1984, SIJS is affiliated with JTS and the Masorti (Conservative) Movement. It encompasses the Graduate School, Schechter Rabbinical Seminary, and a variety of academic programs in Jewish studies.

Seminario Rabínico
Latinoamericano



The Seminario Rabínico Latinoamericano—JTS's educational affiliate in Buenos Aires, Argentina, the Seminario's mission is to provide Jewish leadership in Argentina, Brazil, Peru, Colombia, Bolivia, Mexico, Puerto Rico, and all of Latin America.



United Synagogue of Conservative Judaism (USCJ)—Founded in 1913 by Dr. Solomon Schechter, USCJ is the umbrella organization for almost 800 Conservative congregations. It serves as a resource for its affiliated congregations and establishes the Conservative Jewish response to pressing social and religious issues.



Women's League for Conservative Judaism (WLCJ)—Founded in 1918 by Mathilde Schechter, it serves as the umbrella organization for the hundreds of congregational women's and sisterhood organizations. Dedicated to the enrichment of Jewish life, Women's League is committed to the perpetuation of traditional Judaism in the home, synagogue, and community through educational programs, guidance, and support to lay and professional leaders.



Ziegler School of Rabbinic Studies (ZSRS)—Founded in 1996, ZSRS is the first Conservative rabbinical school on the West Coast. Housed on the campus of the American Jewish University in Los Angeles, this five-year rabbinical school values rigorous scholarship with a pervasive emphasis on Jewish thought and professional development.

DID YOU KNOW?

TUITION COSTS for the academic year 2011–2012 at The Jewish Theological Seminary range from **\$15,640 to \$29,900**, depending on the program in which the student is enrolled.

TUITION COSTS at the Ziegler School for Rabbinic Studies is **\$22,584**.

LIVING COSTS range from **\$21,775 to \$23,275**, depending upon whether the student lives on or off campus, is married, and/or has children.

JOINT / DOUBLE DEGREE PROGRAMS: add between **\$21,948 and \$30,112** *more* in tuition for students enrolled in the Joint / Double Degree programs with Columbia and Barnard.

While it may cost an individual student **\$60,766** or more per year for his/her education, it costs JTS and Ziegler much more than the amount it receives in tuition to educate its students.

Your **TORAH FUND** gift helps offset the difference.

Participation in the Torah Fund Campaign is our way of keeping a higher Jewish education within reach of our future rabbis, cantors, educators, scholars, and lay leaders.



JTS students in The Library

THE JEWISH THEOLOGICAL SEMINARY

HISTORY

The Jewish Theological Seminary (JTS) was founded in 1886 through the efforts of two distinguished rabbis, Dr. Sabato Morais and Dr. H. Pereira Mendes, along with a group of prominent lay leaders from Sephardic congregations in Philadelphia and New York. Its mission was to preserve the knowledge and practice of historical Judaism. In 1887, JTS held its first class of 10 students in the vestry of the Spanish-Portuguese Synagogue, New York City's oldest congregation.

Since then, JTS has greatly expanded its mission, creating a beautiful campus and evolving into the prestigious center of Jewish learning it is today. A Jewish university with a world-class faculty and a diverse student body, JTS grants undergraduate, graduate, and professional degrees through its five schools and offers enriching programs for the Jewish community in the United States, Israel, and around the world.

JTS schools and facilities include The Graduate School; The Rabbinical School; H. L. Miller Cantorial School and College of Jewish Music; William Davidson Graduate School of Jewish Education; Albert A. List College of Jewish Studies; the Rebecca and Israel Ivry Prozdor High School, a model supplementary high school; a summer school; five research institutes, including the Melton Research Center for Jewish Education; lay leadership and professional institutes; community education programs; student residence halls; and the incomparable collections of JTS's world-renowned library.

In addition, JTS's affiliation with The Jewish Museum and consortia with its prestigious academic neighbors support and enhance the scholarly ambience of its community of learning.

An engine for outreach, JTS is committed to introducing religious alternatives in Israel and Eastern Europe through its Schechter Institute of Jewish Studies in Jerusalem; training a new Russian Jewish intelligentsia through Project Judaica, its Jewish studies program in Moscow; and raising a generation of literate and observant Jews in North America through its intensive work with the Ramah camps and Schechter schools. JTS is also committed to providing adults with Jewish knowledge and experience through a panoply of innovative programs, helping to create a responsible and informed Conservative Jewish voice on public issues from religious pluralism in Israel to bioethics.

Our multifaceted community is committed to making Judaism come alive for new generations, to bring the richness and vitality of traditional Jewish values into the 21st century.



JTS Lobby facing quadrangle



JTS students walking on Broadway

THE MISSION OF JTS

The Jewish Theological Seminary is a preeminent institution of Jewish higher education that integrates rigorous academic scholarship and teaching with a commitment to strengthening Jewish tradition, Jewish lives, and Jewish communities.

JTS articulates a vision of Judaism that is learned and passionate, pluralist and authentic, traditional and egalitarian; one that is thoroughly grounded in Jewish texts, history, and practices, and fully engaged with the societies and cultures of the present. Our vision joins faith with inquiry; the covenant of our ancestors with the creative insights of today; intense involvement in the society and State of Israel with devotion to the flowering of Judaism throughout the world; service to the Jewish community, as well as to all of the communities of which Jews are a part: our society, our country, and our world.

JTS serves North American Jewry by educating intellectual and spiritual leaders for Conservative Judaism and the vital religious center, training rabbis, cantors, scholars, educators, communal professionals, and lay activists who are inspired by our vision of Torah and dedicated to assisting in its realization.

THE RABBINICAL SCHOOL

The Rabbinical School of The Jewish Theological Seminary offers intensive study, led by a world-class faculty of esteemed scholars, for rabbinic ordination in the Conservative Movement. The challenge of serving the spiritual and personal needs of an expanding



Study and discussion

Jewish world is one that can only be met by strong academics, motivated students, and committed professors.

**JTS is where Jewish learning lives.
JTS is committed to making
Judaism come alive, now and
for all generations to come.**

The program is known for its textual concentration, emphasizing deep engagement with Torah, Midrash, Talmud, codes, liturgy,

and literature. At JTS, students study Jewish social and intellectual history to enhance their understanding of the role of tradition and change in Jewish life.

Students spend a year in Jerusalem at the [Schechter Institute of Jewish Studies](#), JTS's Israel affiliate, where they are immersed in Israeli society and strengthen their Hebrew language skills, study Torah with Israeli scholars, and forge relationships with other Jewish students.

Upon graduation, our students are fully prepared to become Jewish leaders—as so many have before—as the result of their studies and experiences at The Rabbinical School.

ALBERT A. LIST COLLEGE OF JEWISH STUDIES

List College, the undergraduate school of The Jewish Theological Seminary, prepares students for responsible Jewish citizenship and leadership.



List College students at Mathilde Schechter Residence Hall

List College and its dual-degree programs with Columbia University and Barnard College provide a rigorous education in the liberal arts and Jewish studies. Through residence hall and co-curricular activities that are informed by the perspective of Conservative Judaism, List College encourages students to synthesize their learning and living so that they are prepared to lead productive Jewish and secular lives in the larger world.

Successful graduates of this program, with its rich combination of academic and social experiences, are

poised to take their place as global citizens and leaders in the Jewish community and beyond.

THE GRADUATE SCHOOL

The Graduate School offers the most extensive academic program in advanced Judaica in North America, awarding master's and doctoral degrees in 15 areas of specialization. Students from diverse backgrounds, religions, and communities come to The Graduate School of The Jewish Theological Seminary to explore their interests in a world-renowned institution noted for its academic excellence. The Graduate School offers the full range of Jewish expertise and scholarship, providing unparalleled opportunities for students to broaden their scope of knowledge and understanding. Graduates leave with a degree, and the skills and ability to become leaders in their fields.

WILLIAM DAVIDSON GRADUATE SCHOOL OF JEWISH EDUCATION

The William Davidson Graduate School of Jewish Education is America's largest pluralistic school of Jewish education. The Davidson School's master's degree offers tracks in day school teaching, experiential Jewish education, and synagogue educational leadership. Due to the generosity of the Jim Joseph Foundation, The Davidson School awards full tuition fellowships to all accepted master's degree students who can study full time, part time, in-residence, or by distance learning. Doctoral students can study full or part time or in the executive doctoral program, which offers senior Jewish educators the ability to pursue doctoral work through a combination of distance learning and in-residence study at JTS. The Davidson School will be inaugurating Keshet Hadash, the first-of-its-kind semester-in-Israel program, in January 2012.

H. L. MILLER CANTORIAL SCHOOL AND COLLEGE OF JEWISH MUSIC

In the H. L. Miller Cantorial School and College of Jewish Music, our students are devoted to Jewish musical studies. They are trained for congregational service or as teachers of Jewish music, choral directors, composers, or research scholars. As imaginative musicians, our students strive to raise the level of musical consciousness and understanding within the congregation and the community. Among other tasks, our students are involved in creating new compositions, leading choirs, and organizing and performing in religious and secular concerts. The Cantorial School accepts applications on an ongoing basis.



Cantorial students



JTS students overlooking entry

THE ZIEGLER SCHOOL OF RABBINIC STUDIES

The Ziegler School of Rabbinic Studies was the first independent rabbinical school on the West Coast of the United States. It is a fully accredited five-year rabbinical school that values rigorous scholarship, embraces the splendors of spirituality, and provides its students with vast opportunities to grow intellectually and spiritually.

On its idyllic campus in Los Angeles, California, and in an atmosphere that places great emphasis on personalized teaching, students open their minds and hearts to the texts and traditions of the Jewish religion, feel the presence of God in their lives, and assume the ever-expanding roles and responsibilities offered to those entering the Conservative rabbinate in the 21st century.

The Ziegler School is dedicated to training a new cadre of Conservative rabbis who are versed in Jewish texts, committed to a life of mitzvot and the love of God, and capable of transmitting the beauty and wisdom of Judaism to others. The faculty and staff hope that the graduates will leave the Ziegler School as passionate, dynamic, and creative thinkers who can bring a sense of energy and holiness to the communities they will serve.

The curriculum fuses academic learning, professional training, a sense of *hevrach* (community), and personal spiritual enrichment. Those emphases, along with the commitment to take the best that the yeshiva model has to offer today's rabbinical students, yield a program that shapes vision and passion for Jewish life.

Today is an era in which Jews are asking "Why be Jewish?" with greater urgency than ever before. While previous generations might have committed to Jewish life out of obligation or tradition, today's and tomorrow's Jews will join the Jewish community only if they can be shown how Jewish life can enrich their lives and touch their souls.

Graduates enter the rabbinate with the vision and ability to energize others religiously, spiritually, and intellectually and to model the ideals of traditional Judaism in the contemporary world.

The future of Jewish life requires nothing less.



Ziegler Students

THE ZIEGLER RABBI

- Masters the Masorah synthetically and technically
- Connects with laypeople and is skilled in outreach
- Distills the tradition in ways useful to people's lives
- Is motivated by God and shares that faith
- Loves Jews as well as Judaism
- Pursues a socially conscious rabbinate
- Elicits the theological underpinnings of sacred texts
- Teaches and observes mitzvot passionately

THE SCHECHTER INSTITUTE IN JERUSALEM

The Schechter Institute of Jewish Studies embodies the best of Conservative Judaism through Jewish education programs reaching tens of thousands of children and adults in Israel and the former Soviet Union.

The Schechter campus is home to the following educational enterprises:



Schechter students studying

Schechter Rabbinical Seminary in Jerusalem is the international rabbinical school of Conservative Judaism, serving Israel, Europe, and the Americas. Its 81 ordained rabbis are building Masorti congregations, teaching in TALI schools, and contributing their talents to other educational and communal institutions. Schechter's newest project, *Mishlei*, is a two-tier program whose first two-year stage combines Bet Midrash learning with a Schechter MA degree. The second two-year stage culminates in full ordination. Other groundbreaking projects include the first formal chaplaincy program in Israel; a two-year course in pastoral care and crisis intervention; and the establishment of *Batei Midrash*, "learning communities" to engage nonobservant Israelis searching for Jewish meaning. Overseas rabbinical students from The Jewish Theological Seminary (New York), the Seminario Rabínico Latinoamericano (Argentina), and institutions in Europe study at Schechter each year, making it the meeting ground for future Conservative leaders worldwide.

The Schechter Institute of Jewish Studies Graduate School conducts what is now the largest MA program in Jewish Studies in Israel, offering 14 interdisciplinary study tracks. With a current enrollment of over 600 Israeli educators and with 1,000 graduates since 1992, Schechter's influence is felt in schools and community centers from Eilat to Kiryat Shmoneh. **Schechter's Applied Research Institutes** bring the best of Conservative scholarship into Israeli society through the Institute of Applied Halakhah, the Center for Women in Jewish Law, and the Center for Judaism and the Arts.

TALI Education Fund sponsors a nationwide network of Israeli secular public schools that now comprises 10 percent of all public state schools. More than 38,000 children and their parents in nearly 200 schools and preschools throughout Israel are strengthening their Jewish backgrounds and identities through TALI. The TALI Education Fund, recognized by Israel's Ministry of Education, trains TALI teachers, publishes textbooks, supervises TALI rabbis, and promotes expansion of the TALI school network.

Midreshet Yerushalayim is an education network established in 1990 to bring Russian-speaking Jews in Eastern Europe and Israel closer to their Jewish roots and religion. Today it has enlarged its mandate to provide Jewish education to the general Israeli public as well, through Batei Midrash from Karmiel to Eilat. In Ukraine, Midreshet Yerushalayim runs TALI Jewish Day Schools in Chernowitz and Kharkov, Camp Ramah

for teens and young families, Education and Culture Centers in Kiev and Donetsk, and teacher training and leadership programs.

New Campuses in Jerusalem and Tel Aviv are being built in response to the growing demand for Schechter educational programs: the new **Schechter Campus in Jerusalem**, designed by Israel Prize laureate Ada Karmi, and the **Neve Schechter in Neve Zedek**, a restored nineteenth-century Templar building which will bring pluralistic Jewish studies into the heart of Tel Aviv. Both campuses are scheduled to open in the fall of 2011.

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Schechter rabbinical students

SEMINARIO RABINICO LATINOAMERICANO

Founded in 1962 by Rabbi Marshall T. Meyer (ז"ל), the Seminario Rabínico Latinoamericano is the academic, cultural, and religious center of the Conservative Jewish Movement (Masorti) in Argentina and Latin America. The main goal of the Seminario is to train and ordain rabbis with the aim of spreading and perpetuating Judaism in Latin American communities.

Since its creation, eighty-five rabbis—including eight women—have graduated. They currently work at different congregations in Argentina, Uruguay, Chile, Peru, Brazil, Colombia, Puerto Rico, Venezuela, Mexico, Paraguay, Bolivia, Aruba, the Dominican Republic, San Salvador, and the United States.



Activities of the Seminario Rabínico Latinoamericano

- The Seminario Rabínico Latinoamericano is the only (non-Orthodox) institution in Latin America that offers the following programs:
 1. Rabbinical Training Institute: This institute trains rabbis to serve all Latin America.
 2. Primary School Morim Training Institute: This institute trains *morim* (teachers) to serve primary schools in all Latin America.
 3. High School and Tertiary Morim Training Institute: This institute trains morim to serve high schools and tertiaries in all Latin America.
 4. Gananot (kindergarten morim) Training Institute: This institute trains kindergarten morim to serve primary schools in all Latin America.
 5. Hazzanim (cantors) and Music Teacher Training Institute: This institute trains hazzanim and music teachers to serve all Latin America.
 6. Tertiary Institute of Judaic Studies: This institute serves all those who want to study Judaism academically without dedicating to Jewish education.
 7. Sofrim Training Institute: This institute trains *sofrim* (scribes) who write Torah scrolls, mezuzot, and tefillin for all Latin America.
 8. Mohalim (circumcisers) Training Institute: This institute trains *mohalim* to serve in all brit milah (circumcision) ceremonies throughout Latin American communities.
- **Department of Jewish Introduction:** This department offers daily classes to people from other creeds who wish to convert to Judaism. Upon completion of their studies, the students are examined by a rabbinical court.
- **Department of Distance Education:** This department serves all the communities and educational institutions in Latin America that cannot send their members to Buenos Aires to study.
- **Department of Educational and Institutional Guidance:** This department seeks to serve the specific requests and needs of communities and educational institutions throughout Latin America.
- **Department of Placement:** This department works to assure the placement of our graduates. The department also regulates the contractual rules of the institutions that host professionals graduated from the Seminario Rabínico Latinoamericano.

- **Department of Adult Education:** This department generates cultural and educational programming for adults. It is divided into two areas:
 1. Adult School: Weekly program that lasts two years (four four-month periods), offering eight intensive courses (Israeli Current Affairs, Kabbalah, Jewish Festivities, Ethical Dilemmas from a Jewish Perspective, Cycles of Jewish Life, Jewish History, Jewish Philosophy, and Bible) taught by specialists.
 2. Conferences and Cultural Activities: The Seminario Rabínico Latinoamericano periodically offers top-level conferences and cultural activities.
- **Department of Youth Education:** This department generates cultural and educational activities for young people. It is divided into three areas:
 1. School of Madrichim: Weekly *madrichim* course for all the congregations in Buenos Aires.
 2. School of Youth Coordinators and Directors: Weekly course for youth coordinators and directors for all the congregations in Buenos Aires.
 3. Summer, Winter, and Holiday Camps: The Seminario Rabínico Latinoamericano organizes, coordinates, and supervises summer, winter, and holiday camps for communities in Latin America.
- **Research and Publication Department:** This department researches and publishes articles and academic books in Judaic studies and Jewish education. The Seminario Rabínico Latinoamericano has a quarterly academic publication called *Majshavot* (thoughts), as well as an editorial department that publishes academic books in Judaic studies and Jewish education in Spanish.
- **Rabbinical Assistance Department:** This department helps people who need companionship and spiritual assistance. Rabbis and rabbinical students visit jails and hospitals in Buenos Aires weekly.
- **Department of Ecumenical Relations:** This department generates activities with members of other creeds and cultures.
- **Family Department:** This department offers different services that families need, e.g., weddings, divorces, burials, etc.

The Library

The Seminario's library is considered the most complete and up-to-date in Jewish studies throughout Latin America. Thanks to the generous support of the Seminario's benefactors and friends, it has approximately 60,000 volumes in Hebrew, English, Spanish, German, Yiddish, French, and Italian, enabling it to become the most important library for Jewish studies on the continent. The library is the starting point for the development of Conservative rabbinical leadership in Latin America.

As a result of the ongoing development of interfaith relationships, many priests, seminarians, and teachers from Catholic and Protestant schools and universities all over Argentina come to the library as well, in order to get information about religious, theological, and philosophical studies.

FOR SYNAGOGUE AND SISTERHOOD BULLETINS

Use the following spots in your sisterhood and synagogue bulletins to publicize the achievements of the Conservative Movement. We should let women know the successes that their donations are helping to achieve.

ARTICLES, SPEECHES, AND OTHER WRITINGS BY JTS CHANCELLOR ARNOLD EISEN AVAILABLE ONLINE

JTS Chancellor Arnold M. Eisen, one of the world's foremost experts on American Judaism, is an important leader and thinker of the Conservative Movement, accomplished scholar, and a prolific writer. He frequently contributes articles to publications such as *The Jewish Week* that can be read online. This year, he began writing regularly for *The Huffington Post*, with columns as varied as "The Whimsy, Confusion, and Hope of Purim" and "Why a Jewish Seminary Must Find Common Ground With Islam."

These articles and more can be found at "[Selected Speeches and Writings](#)," which links to many of the chancellor's writings, including Torah commentaries and transcripts of lectures and speeches from 2006 to the present. Visit www.jtsa.edu/chancellor, Chancellor Eisen's official webpage, to find additional articles, speeches, streaming audio of panel discussions in which he has taken part, and more. Chancellor Eisen's experience, knowledge, and wisdom are easy for us all to access—and appreciate.

JTS 117TH COMMENCEMENT AND HONORARY DOCTORAL DEGREES

The Jewish Theological Seminary conducted its 117th Commencement—as well as a Tekes Hasmakhah, a ceremony of rabbinical ordination and cantorial investiture—on May 19, 2011, with 124 students graduating from its five schools: Albert A. List College of Jewish Studies, H. L. Miller Cantorial School and College of Jewish Music, The Graduate School, The Rabbinical School, and William Davidson Graduate School of Jewish Education.

JTS presented honorary doctoral degrees to four luminaries who are stalwart friends of JTS and the Jewish world: Mr. Mitch Albom, Dr. Mary Boys, Dr. Deborah Lipstadt, and Dr. John Ruskay.

Journalist and author Mitch Albom's books have sold over 28 million copies and have been published in 42 languages. They include *Tuesdays with Morrie*, which spent four years on the *New York Times* best-seller list and remains the publishing industry's best-selling memoir to date; *The Five People You Meet in Heaven*, which became the most successful hardcover first novel in the United States written for adults; and *Have a Little Faith*, a work that is in part about the JTS-ordained rabbi of Albom's childhood and was selected by Oprah.com as 2009's best nonfiction book.

Dr. Mary C. Boys—prized educator, author of five books and numerous journal articles, lecturer, and expert in religious pedagogy and Jewish-Christian relations—is the Skinner and McAlpin Professor of Practical Theology at Union Theological Seminary and has also served as a professor at Boston College and a distinguished adjunct faculty member at JTS and Teachers College, Columbia University. Dr. Boys is codirector of the Religious Particularism and Pluralism project and a member of the boards of the Tanenbaum Center for Interreligious Understanding and the National Catholic Center for Holocaust Education.

Dr. Deborah E. Lipstadt, the Dorot Professor of Modern Jewish and Holocaust Studies at Emory University in Atlanta, is a renowned author and foremost expert on Holocaust denial, modern

anti-Semitism, and the Eichmann trial. Her book *Denying the Holocaust: The Growing Assault on Truth And Memory*, the first full-length study of its subject, is universally acclaimed and has been published around the world. Dr. Lipstadt's wisdom and expertise has been called upon by Presidents Clinton and George W. Bush, as well as members of Congress and the State Department, in a variety of official and advisory capacities in the United States and overseas.

Dr. John S. Ruskay, who is in his fourth decade of professional leadership of the North American Jewish community, has been executive vice president and CEO of UJA-Federation of New York, the largest community-based philanthropy in the world, since 1999. Dr. Ruskay began his career of social action and service in the civil rights movement during his undergraduate days, working alongside Dr. Martin Luther King Jr. in Montgomery, Alabama, and has held senior positions at a variety of Jewish institutions, including that of vice chancellor for Public Affairs at JTS.

BOOK TALKS AT JTS—WOMEN OF WISDOM, COURAGE, AND LEARNING

Each academic year, The Library of The Jewish Theological Seminary presents discussions with authors and editors of books that reflect on the Jewish experience—religious, cultural, historical, academic, or otherwise—in a meaningful and enlightening way. In 2010–2011, the Book Talks roster was dominated by women discussing hope, feminism (and feminist Talmudic commentary), and education.

Bestselling author and pioneering rabbi [Naomi Levy](#)—a member of the first class of women admitted to The Rabbinical School of JTS—kicked off the series on November 18, 2010, with a discussion of her new book, [Hope Will Find You](#), which recounts the spiritual journey that she began when her young daughter was diagnosed with a fatal illness. With humor and honesty, Rabbi Levy shared her experience and the wisdom she gained. Founder and leader of Nashuva, the Jewish spiritual outreach movement, Rabbi Levy has also been named to “Top 50” lists of American rabbis by both *Newsweek* and *The Forward*.

The second talk in the series, held on December 6, was a discussion of *A Jewish Feminine Mystique? Jewish Women in Postwar America* by two of its editors, Shira Kohn, assistant dean of The Graduate School, and Rachel Kranson, who earned her master's at JTS. Their volume, which was a finalist for a 2010 [National Jewish Book Award](#), examines how Jewish women in the time famously chronicled in Betty Friedan's *The Feminine Mystique* sought opportunities and created images that defied the stereotypes and prescriptive ideology of the day. Pointing out that Ms. Friedan's book did not acknowledge the fact that, during those years, many American Jewish women—already politically and socially active on the local, national, and international stage—refused to retreat from public life, the editors, discussing average women as well as prominent figures, explored the wide canvas upon which American Jewish women made their mark after the Second World War.

On January 31, 2011, Professor Carol Ingall, the Dr. Bernard Heller Professor of Jewish Education at JTS, spoke about the new book she edited, *The Women Who Reconstructed American Jewish Education, 1910–1965*, which tells the story of the often unheralded women

who introduced American Jews to Hebraism and Zionism and laid the foundation for contemporary experiential Jewish education.

Next, on April 10, acclaimed essayist Adina Hoffman and the MacArthur Foundation Award-winning poet and translator Peter Cole, authors of [*Sacred Trash: The Lost and Found World of the Cairo Geniza*](#), discussed the story of the recovery from a Cairo *genizah* (a repository for sacred texts) of the most vital cache of Hebrew manuscripts ever discovered—a story of buried scholarly treasure that sheds profound light on 900 years of Jewish life.

In addition to The Library, other JTS programs welcomed women authors and scholars. On December 16, 2010, the program in [*Jewish Gender and Women's Studies*](#) cosponsored a talk by Dr. Tal Ilan (Freie Universität Berlin), editor of the series *A Feminist Commentary to the Babylonian Talmud*—a landmark undertaking and the first project of its kind, in which scholars of rabbinic Judaism engage all the texts they see as relevant to the issue of women and gender. In her talk, Dr. Ilan discussed the volume *A Feminist Commentary to Masekhet Ta'anit*, of which she is the author.

And on February 17, 2011, renowned author Judith Shulevitz delivered the Henry N. Rapaport Memorial Lecture, in which she discussed her recent book, *The Sabbath World: Glimpses of a Different Order of Time*, winner of the American Library Association's 2011 Sophie Brody Medal for Jewish Literature, a finalist for the National Jewish Book Award, and named by the *New York Times* as among the 100 most notable books of 2010. Ms. Shulevitz, a cultural critic and magazine editor who helped to start both *Slate* and *Lingua Franca*, reflected on the Jewish and Christian day of rest, from its origins in the ancient world to its complicated observance in the modern one. After her talk, she was joined in dialogue by Rabbi Shai Held, cofounder, rosh yeshiva, and chair in Jewish Thought at Mechon Hadar.

NEWS FROM THE LIBRARY OF THE JEWISH THEOLOGICAL SEMINARY

- The Jewish Museum in Manhattan featured **The Art of Matrimony: Thirty Splendid Marriage Contracts from The Jewish Theological Seminary Library**, a special exhibition of *ketubbot* on display from March 11 to June 26, 2011. The show comprised 30 *ketubbot* from The Library's unsurpassed collection, which consists of more than 600 documents and is one of the world's most extensive, with superb examples of virtually every extant type.

For over two millennia, the *ketubbah* has been an integral part of Jewish marriages. Those shown in the exhibition date from the 12th to the 21st centuries, originate in the Jewish communities of many countries—including Egypt, Iraq, Iran, Yemen, Afghanistan, India, Italy, the Netherlands, and the United States—and reflect the great diversity and range of Jewish settlement throughout history, each absorbing the visual language of the surrounding culture. As testimonies to the sacredness of marriage, works of art, and repositories of Jewish history, these magnificent treasures offer insights and delights in equal measure.

- A monumental 14th-century German Bible from the collection of The Library of The Jewish Theological Seminary went on display at the Metropolitan Museum of Art on Thursday, April 14, 2011. Known as the Micrographic Bible, it will alternate with other significant loans in the museum's medieval gallery until April 2014. The Bible, circa 1300, is a splendid example of the Jewish art of micrography, first practiced in Egypt and Israel in the 10th century CE, in which scribes employed minute Hebrew script to create elaborate ornamentation.



JTS students in The Library

SCHOOL NEWS—FACTS AND STORIES FROM THE 2010–2011 YEAR AT JTS

Albert A. List College of Jewish Studies

- The Albert A. List College of Jewish Studies and Muhlenberg College in Allentown, Pennsylvania, have entered into a partnership that will provide semester-long study opportunities for Muhlenberg students at JTS, where they will be able to choose from an array of Jewish Studies classes taught by some of the world's leading faculty and reap all the benefits of a dynamic urban setting by exploring New York City.



Students relaxing

The terrific students attracted to Muhlenberg's fine liberal arts institution and excellent Jewish Studies program will find multiple avenues for enrichment through their experiences with JTS faculty and students in the classroom, our residence hall, and our community. JTS will benefit immeasurably from their presence.

- At the end of 2010, Dr. Jack Wertheimer, the Joseph and Martha Mendelson Professor of American Jewish History at JTS, and a team of researchers completed a report entitled "Generation of Change: How Leaders in Their Twenties and Thirties Are Reshaping American Jewish Life," and described the results to a fascinated audience of List College students. The study, initiated under the auspices of the AVI CHAI Foundation, found that the Jewish women and men between the ages of 22 and 40 who serve as leaders of Jewish programs, initiatives, and organizations have contributed to the enrichment of Jewish life for their age peers "far beyond their proportions in the American Jewish populace," said Dr. Wertheimer. The research showed that these American Jews in their twenties and thirties who play leadership roles among their peers are reenergizing established organizations or starting new ones to appeal to niche subpopulations of their peers. The report also found these leaders were not monolithic in their outlook, representing a range of opinions on such topics as the severity of threats posed by anti-Semitism and intermarriage, as well as the value of advocacy for Israel.

The Graduate School

- Newly appointed Associate Provost Dr. Stephen Garfinkel laid the foundation for [The Graduate School's new consortium](#) with the Cardinal Bea Centre for Judaic Studies of the Pontifical Gregorian University in Rome, where [Dr. Robert Harris](#) spent the spring 2011 semester as the first visiting JTS professor under the new partnership and gave a lecture, "Great Biblical Murder Stories," in April. Cardinal Bea Centre Director [Father Thomas Casey, SJ](#), also visited JTS and delivered a lecture, "*Teshuvah* As a Common Element in the Lives of Jewish and Christian Thinkers of the 20th Century," on September 16, 2010.
- In November 2010, JTS received generous grant support from the Wabash Center for Teaching and Learning In Theology and Religion and from UJA-Federation of New York. The Wabash Center continued its support of The Graduate School's program that provides PhD students with mentorship and professionalized training for teaching appointments, while UJA-Federation is funding internships for students in Clinical Pastoral Education at UJA-Federation agencies next summer.

The Rabbinical School

- When President Obama signed the Don't Ask Don't Tell Repeal Act into law on December 22, 2010, in a packed auditorium at the Interior Department, JTS alumnus Rabbi Arnold E. Resnicoff (RS '76) was there to give the invocation.

Before his study and ordination at The Rabbinical School, Rabbi Resnicoff served as a line officer in the Mekong Delta during the Vietnam War and with naval intelligence in Europe. After becoming a rabbi, he served as a chaplain with the United States Navy for many years. Rabbi Resnicoff was part of a small group of Vietnam veterans that worked to create the Vietnam Veterans Memorial in Washington DC, and he delivered the closing prayer at its dedication.

The prayer given by Rabbi Resnicoff reads, in part:

" . . . Today we honor all brave men and women,
Including those who served so long without the honor they deserved.
Oh Lord our God, and God of generations past,
Help us move forward,
Toward a nation a little more united, more indivisible,
A union a bit more perfect, founded on a great deal more respect.
Let us pray that if the day has not yet dawned
When we can see the face of God in others
Then we see; at least, a face as human as our own . . . "

- Four students in The Rabbinical School have been named as recipients of the Schusterman Rabbinical Fellowship, in a program that brings future leaders of the Conservative and Reform movements together for two years of formal study. Inaugurated in August 2008 and funded by

the Charles and Lynn Schusterman Family Foundation, the Schusterman Rabbinical Fellowship Program is designed to create a cadre of Reform and Conservative rabbis who share a broad and dynamic vision of communal leadership for American Jewry. The JTS students awarded fellowships are Dahlia Bernstein, Joshua Dorsch, Ravid Tilles, and Eric Woodward.



JTS students with Chancellor Eisen

William Davidson Graduate School of Jewish Education

- The Jewish Theological Seminary, in recognition of its leadership in Jewish education, received nearly \$15 million in grants from the Jim Joseph Foundation in academic year 2009–2010. The grant benefits the William Davidson Graduate School of Jewish Education, providing academic fellowships and support for two new master's tracks. Additionally, it will help support new student internships, faculty, and personnel, and a new Israel program (see below). The grant is part of \$45 million that the foundation has awarded to the three leading training institutions for Jewish educators in North America—JTS, Hebrew Union College-Jewish Institute of Religion, and Yeshiva University—for the purpose of significantly increasing the number and quality of trained and credentialed Jewish educators.
- As part of this generous grant from the Jim Joseph Foundation, in January 2012 The Davidson School will inaugurate Keshet Hadash (New Connection), a new and innovative Semester-in-Israel program in the field of Israel Education. Keshet Hadash will offer an opportunity for 10 students to spend 5 months in Israel and take part in a 12-credit curriculum that includes traditional and experiential *ulpan*s (classes for the intensive study of Hebrew); *mifgash* (encounters) with Israeli teachers and citizens; volunteer opportunities; day trips; and courses on Zionism and Israel in contemporary education. Completion of the landmark program will result in a certificate in Israel Education, making The Davidson School the first academic institution in the country to offer a certificate program in this field.
- In 2010, thanks to the generosity of the Botwinick-Wolfensohn Foundation, JTS established the Benjamin Botwinick Award and Fellowship Program to continue and honor the vision of interdenominational understanding and commitment within Judaism that was central to the life of Benjamin Botwinick (ז"ל) (1906–2000). The first award was presented on November 18, 2010, to Michael Brooks, executive director of the University of Michigan Hillel and a successful businessman and philanthropist. The first two Botwinick Fellows are Ariel Scheer and Jacob Komisar, both students at the William Davidson Graduate School of Jewish Education who are doing research in the field of Jewish pluralism. They will be mentored by Mr. Brooks, who was selected in recognition of his leadership and commitment to furthering interdenominational understanding and cooperation within Judaism.

H. L. Miller Cantorial School and College of Jewish Music

- [Cantor Nancy Abramson](#) has been appointed director of the H. L. Miller Cantorial School. Her appointment signals a major reimagining of the school's curriculum and purpose as recommended by a recent task force, whose report noted that imaginative and innovative use of music is a powerful means of leading Jews toward a path of Jewish commitment and crucial to the reinvigoration of the American synagogue.

Cantor Abramson, who received cantorial education at JTS, is senior vice president of the Cantors Assembly, the first woman to hold any office in that organization. Under Cantor Abramson's visionary leadership, the H. L. Miller Cantorial School will expand its purview and develop not only to train cantors for the future, but also to undertake more comprehensive instruction in the arts and practices of music and worship.

- Cantorial student Magda Fishman sang at Jazz at Lincoln Center on October 17, 2010, as one of the featured performers at the America-Israel Cultural Foundation's 71st anniversary gala.

THE ZIEGLER SCHOOL OF RABBINIC STUDIES

The Torah gives life to all who serve in its light (Ketubbot 111b).

A RABBINICAL SCHOOL FOR THE HEART, MIND, AND SOUL: THE ZIEGLER SCHOOL AT A GLANCE

- The Ziegler School is an innovative seminary, renewing the passion of Conservative Judaism through the dance of Torah, mitzvot, and freedom.
- Academic rigor, personal growth, and spiritual depth are balanced with collective learning and one-on-one mentoring.
- Ziegler rabbis lead congregations, day schools, religious school programs, chaplaincies, hospices, and advanced learning programs throughout North America and Israel.
- The Ziegler School significantly impacts the Jewish landscape in four primary areas:
 - Training passionate, motivational, and knowledgeable rabbis.
 - Using cutting-edge technology to share its inspiring Torah with the entire Jewish world through its "Walking With" series (www.walkingwith.org), its online classes (www.zieglerpodcasts.com), and its popular High Holy Day DVD series "Choose Life" (<http://www.ajula.edu/ziegler>).
 - Participating in the ongoing training and development of Rabbinical Assembly rabbis already serving in the field. This year the Ziegler School, in conjunction with the Rabbinical Assembly and AJU's Graduate School of Nonprofit Management, launched the highly successful Rabbinic Management Institute. The program is designed to give rabbis the opportunity to engage in deep, applied educational and professional

development in nonprofit management, focusing on issues crucial to the daily work of rabbis in the 21st century, such as marketing and public relations, fund development, nonprofit law, budget and finance, strategic planning, and negotiation and conflict resolution.

- World-class faculty that publishes widely in academic and popular journals, while also serving as community scholars-in-residence around the world on topics that have immediate impact on Jewish life

Rabbi Bradley Shavit Artson DHL
Abner and Roslyn Goldstine Dean's
Chair and Vice President, American
Jewish University

Rabbi Elliot Dorff
Rector, American Jewish University

Rabbi Cheryl Peretz
Associate Dean

Rabbi Aaron Alexander
Associate Dean

Reb Mimi Feigelson
Mashpiah Rehanit



Rabbi Aaron Alexander and Rabbi Brad Shavit Artson



Ziegler students studying

APPENDIX A: SPEECHES AND REPORTS

A solicitation letter can easily be personalized. To personalize it, if you are using Word, please use the Mail Merge option. Think about what parts of the letter you want personalized and then create an Excel spreadsheet in which each column contains one of the personalized pieces. The heading for the column will appear in the letter as you write it, and then, when the merge is complete, you will have a fully personalized letter. For instance, a letter to be sent to a Special Gifts donor from last year would be personalized with: (1) Full Name, (2) Address, (3) First Name, (4) Special Gift Name, (5) Amount Given Last Year, (6) Amount Requested This Year, and (7) Amount Requested for Plus Giving. For this letter, your Excel spreadsheet should have seven columns. Below are examples of letters, bulletin articles, talks, *divrei Torah*, and other materials you can adapt to your own campaign.

CAROL GOPMAN

CENTRAL GREAT LAKES

Each of you makes a difference:

- ❖ **YOU** have dedicated the egalitarian Women's League Seminary Synagogue and Educational Pavilion.
- ❖ **YOU** have provided scholarships supporting student rabbis, cantors, and educators at all four schools for Conservative Judaism—from New York to California, from Israel to Argentina.
- ❖ **YOU** have built residence halls and created sculpture gardens.
- ❖ **YOU** have added 500 library shelves at The Library of The Jewish Theological Seminary.
- ❖ **YOU** have created a gathering place for students in the JTS quadrangle.

For over 68 years, through Torah Fund, members of the Women's League for Conservative Judaism have provided the place, the resources, and the spiritual setting. Today, we are focusing on the men and the women—our future clergy and leaders.

Your financial support of the 2012/5772 Torah Fund Campaign, *Hiddur Mitzvah*, will provide scholarships for students at The Jewish Theological Seminary, the Ziegler School of Rabbinic Studies, the Schechter Institute, and Seminario Rabínico Latinoamericano.

YOU ensure the future of Conservative Judaism.

ARTICLE OR TALK

DEBBI GOLDICH, MID ATLANTIC

This year's Torah Fund theme, *Hiddur Mitzvah*, speaks specifically to us as Jewish women. *Hiddur Mitzvah* means to embellish and beautify our Jewish world. The concept is attributed to a verse in the Song of the Sea (Exodus 15:2), which has long been believed to have been written and sung by Miriam. Miriam, our first woman leader, recognized her role as such. But, perhaps more importantly, she recognized that we are a people that glorify our connection with God by appreciating all of the beauty in the world that God has created and given to us.

As women and keepers of our homes, we beautify our Shabbat table with challah covers, Miriam's cup, and tablecloths. We hang pictures and Jewish symbols such as the *hamsa* throughout our homes. We hang color-matched mezuzot on our doorposts. We polish our Shabbat candlesticks to keep them shining. On the High Holidays and Pesah, we bring out family heirloom pieces that belonged to our grandmothers and great-grandmothers to

beautify our tables. We know that using beauty to connect us to our ancestors and to honor our fathers and mothers is another way to keep us holy.

Hiddur Mitzvah provides all of us the opportunity to perform a mitzvah in our homes. By supporting the Torah Fund at the Benefactor level and wearing your *Hiddur Mitzvah* Torah Fund Pin, you also adorn yourself with beauty by performing the mitzvah of giving tzedakah. Money raised by Torah Fund supports our institutions of higher learning in the Conservative Movement through scholarships and projects.

Using beauty to connect us with God is a blessing itself. Take this opportunity to use beauty in your life to bring you fulfillment by performing the mitzvah of giving tzedakah as well as beautifying and adorning your home and self.

TORAH FUND GUARDIAN LEVEL CAMPAIGN 2012
A NEW YEAR, A NEW CHALLENGE

BRENDA LEVINE
INTRA-CONTINENTAL

As the newly appointed Torah Fund Guardian pin chair, I want to challenge each sisterhood to increase their number of pins at the Guardian level. How can this be accomplished? Each sisterhood has members that have generously given at the Benefactor level for a number of years. It's now time to personally speak with these members and express the importance of increasing their contribution to the next level. Members must feel needed. A personal conversation will make them feel that someone cares about their concern for the future of Conservative Judaism as well as the need for funds. An explanation of the importance of increasing their contribution to the next level is needed in order to help ensure the education of our future rabbis, cantors, and educators of Conservative Judaism.

Hiddur Mitzvah, this year's Torah Fund theme, resonates with many Jewish women, particularly those who have been involved in artistic activities. Whether they used their embroidery skills to decorate the woven curtains for the Ark or Torah mantles in 17th-century Italy and Prague or were crafters in 20th-century women's groups, women continue to be committed to this most ancient of Jewish values.

The pomegranate imagery of this year's Torah Fund Pin has a multilayered meaning. In addition to being beautiful, pomegranates (*rimmonim*) are one of the bountiful fruits of Israel. *Rimmonim* is also the term used for the silver adornments (finials) on the *atzei chaim* (Torah rollers) of the *Sefer Torah* (Torah scroll)—just a little something extra that has adorned our land, our Torah, our rituals, and our mitzvot for centuries, and added meaning to our daily lives.

Giving Tzedakah is a mitzvah, and by giving to Torah Fund you are fulfilling your mitzvot while you help provide funds for the continuation of our heritage. By increasing your Torah Fund pledge to the next level, you not only will be helping your sisterhood to reach its assigned goal, but you will be fulfilling the mitzvah of tzedakah.

As your members wear the beautiful pomegranate pin with a pearl, they will join the close to 1,100 women who chose to donate at this level last year—and hopefully there will be many more in 2012. May each of you who proudly choose to wear the Torah Fund Guardian Pin do so in remembrance of the artistic women of the past and present who have helped keep our

Judaism alive. With your increase in donation from the Benefactor level (\$180–\$299) to Guardian level (\$300–\$599), you too will help to perpetuate Conservative Judaism.

May each sisterhood meet the challenge of gaining more Guardian level participants and help fulfill the goals of the Torah Fund Campaign for 2012.

SCHOLARSHIP LETTER**ANNA TRACTENBERG AND BEA REYNOLDS**
MID ATLANTIC PACIFIC SOUTHWEST

How fortunate we are once again to participate in the mitzvah of insuring the future of Jewish life through the Conservative/Masorti Movement. Torah Fund is now in its 68th year of supporting rabbinical and cantorial, and undergraduate and graduate students at The Jewish Theological Seminary. After its first half-century, JTS branched out to create the University of Judaism in Los Angeles, the Schechter Institute in Jerusalem, and the Seminario Rabínico Latinamericano in Buenos Aires. During the past 16 years, the Ziegler School of Rabbinic Studies emerged within the walls of the University of Judaism, which recently merged with the Brandeis-Bardin Campus to become the American Jewish University. These are our schools of higher Jewish learning, where men and women seek their calling and come to study.

We know that all education comes with a price tag, and studying in these special schools is certainly no exception. For all these many years, the women of our Women's Leagues and sisterhoods have taken on the solemn vow to help raise the necessary funds that have built residence halls, created gardens, and dedicated a magnificent synagogue, library, and education pavilion.

For the past five years, our "Plus Giving-Special Project" has concentrated our efforts on human beings rather than brick and stone. We want to continue focusing on the needs of the men and women who come to study at The Jewish Theological Seminary—at the Albert A. List College of Jewish Studies, the H. L. Miller Cantorial School and College of Jewish Music, and the William Davidson Graduate School of Jewish Education. In California we have the American Jewish University and the Ziegler Rabbinical School. At Tiferet Bet Israel, we know the value of these institutions, as the Rabbis Kalev are graduates of Ziegler, and Cantor Shamash is a graduate of JTS. We are also blessed to have children from this congregation who were educated in and have graduated from these fine institutions. We also support the Schechter Institute in Israel and Seminario Rabínico Latinamericano in Buenos Aires.

In New York, Torah Fund scholarship funds are spread throughout the various schools of JTS, while in Los Angeles they are used specifically for the Ziegler rabbinical students' third year of study in Israel. Our support is absolutely vital and always very much appreciated by each future rabbi, cantor, and educator.

Scholarship gifts, which we refer to as "Plus Giving," are always encouraged and appreciated in any amount! This means that any amount above your personal Torah Fund pledge is encouraged. Every gift counts in the life of a Jewish student and this is how we carry on our tradition. State of Israel bonds are also welcome by the Torah Fund Campaign. Purchasing an Israel bond and donating it to the Torah Fund Campaign is a double mitzvah.

As a community, we are currently planning a scholarship event. Look for exciting details to follow.

Another opportunity to help our students is called Planned Giving. Everyone at every financial level can participate. You can decide to begin at any designated time and at any financial level. You can plan your gift for the future in many ways. You can establish a policy, small or large; designate a specific amount or percentage in your will; establish any one of a variety of trusts; or make a bequest. In doing so, you can put aside a set amount, receive lifetime income, have a tax benefit, and help Torah Fund continue its outstanding work at the same time. There are many more doors open to us with tax advantages, personal advantages, and future advantages. It is what is known as a win-win situation.

Invest in our future, woman to woman, renewing the bonds that hold us together, from generation to generation. You can contact _____ to help you get started. Her email is _____. You can also contact Carolyn Baron at the Torah Fund office at (212) 678-8876.

DEVAR TORAH**JOYCE BERLIN WEINGARTEN—CENTRAL GREAT LAKES**

The theme of the 5772 Torah Fund Campaign is *Hiddur Mitzvah*—making a mitzvah aesthetically beautiful. This concept of enhancement derives from a midrash on a verse from the Song of the Sea: “This is my God and I will glorify Him” (Exodus 15:2). This concept of making mitzvot more attractive and precious allows us to appreciate and enjoy them all the more. It may even inspire us to perform more mitzvot in our daily lives. It is an age-old idea that is timeless.

In general, most Jewish homes have one—if not many—pieces of Judaica that exemplify *Hiddur Mitzvah*: Shabbat candlesticks, challah covers, kiddush cups, mezuzot, to name a few. Some people love to needlepoint their own tallit bags or other pieces of Jewish artwork and creating their own articles of *Hiddur Mitzvah* makes them feel very accomplished.

I have recently been studying the Book of Genesis in a Melton Graduate class. In Parashat Vayera, Abraham, sitting at the entrance of his tent in the heat of the day, is approached by three male visitors. He welcomes them and hastens to make them comfortable, telling Sarah to make cakes with “choice” flour. He then finds a “tender and choice” calf to prepare. By welcoming his guests and wanting to make everything for them the best and nicest it can be, Abraham is modeling *Hiddur Mitzvah*. Do we not do the same when we invite guests to our Shabbat table and use beautiful tableware, prepare a special Shabbat menu, and present our food in an attractive manner? Doing so, we thus enhance our Shabbat observance.

The first time I entered the Women’s League Seminary Synagogue at The Jewish Theological Seminary, I was not only struck by its beauty and feeling of welcome, but felt a strong sense of belonging to something very important. I was proud of every dollar I had contributed to the Women’s League Torah Fund Campaign. This magnificent sanctuary, funded *exclusively* by our campaign, enhances prayer and community every day. It is a stunning example of the value of *Hiddur Mitzvah*.

As our Torah Fund campaign ensures Conservative/Masorti Jewish education throughout the world by supporting our rabbis, cantors, educators, administrators, social workers, scholars, and lay leaders, we help to create opportunities for the performance of *Hiddur Mitzvah*. It is through continuous support for our institutions of higher learning that we help perpetuate

Conservative/Masorti Judaism worldwide, its beliefs, its values, and its practices. We could say *dayenu* to the blessing of being able to perform a mitzvah—how much more when it is adorned and beautified?

DEVAR TORAH

RABBI HELENE AINBINDER, BQLI REGION

The Torah Fund theme for 5772 is *Hiddur Mitzvah*. The verse that relates to this is the parashah from Exodus 35:30–35, 36:1–3, which speaks about Bezalel and Oholiab the artists. First the Lord called Bezalel by name to oversee the beautification of the Sanctuary. The Lord then “filled him with the spirit of God, in wisdom, in understanding, and in knowledge, and in all manner of workmanship” (Exod. 35: 31). He then chose another artist, Oholiab, and gave him the same gifts in order for them to work together as leaders of the community. These two individuals are from two different tribes. Bezalel is from the leading tribe of Dan that belongs to Judah, and Oholiab is from one of the smaller tribes. When one works for the Jewish community, that person should be judged by his abilities and his true heart.

Scholars and sages have pondered over whether art in Judaic endeavors does not go against the second commandment. If they agreed that art was perverse, then they would have to condemn poetry, psalms, and other literary works by the Jewish people. Hence art in many mediums is used to enhance our rituals and our daily lives. Also, art sometimes needs a lot of people to work together. Each person has unique abilities to help complete the task at hand. As women of the Women’s League for the Conservative Judaism and Torah Fund, we have a palette full of colors and a canvas to paint. We have the *ruah* (spirit), understanding, and knowledge given to us by a variety of sisterhood leaders on how to raise awareness and money for our *Hiddur Mitzvah* campaign. Whether you are from a large or a small sisterhood or region, together we will *Hiddur Mitzvah* and be able to raise the funds needed to perpetuate Conservative Judaism, which will ensure our legacy for future generations.

APPENDIX B: SOLICITATION PUT-OFFS AND RESPONSES

We often assume that when someone puts us off that they are just trying to politely tell us no. But this can be a false assumption. Women appreciate the attitude that what we are doing is important and worth taking some time to discuss.

Put-off A

My husband gives to JTS or Ziegler or Schechter.

Response A

Each of us makes her own decisions, choices, and commitments every day—when we shop, when we vote, and when we determine our priorities. We’re asking you to consider making us a priority for you as an individual, just as your husband does for himself.

Put-off B

I give to other Jewish causes. I can’t do one more thing.

Response B

That’s great. It shows you are a concerned Jew. All of us give to other charities. But for Conservative Judaism to continue to flourish it depends on a very small segment of the Jewish population, and every one of us counts enormously toward its success. JTS, Ziegler, and Schechter need our support more than ever.

Put-off C

I have given before. Why must I give more?

Response C

Each year, the cost of living rises so that maintaining the same gift is in fact a loss for JTS, Ziegler, and Schechter. Costs rise, salaries increase, and we need your help just to keep up.

Put-off D

Things are tough this year. I don’t have the resources to give.

Response D

I certainly would not pressure you on how to spend your money, but if you could see your way clear to giving just a small amount it would go so far in helping support our cause. (Give a dollar amount.)



Students in JTS quadrangle

Put-off E

How can you ask me for so much money?

Response E

I do not want to insult you by asking for too much or, for that matter, by asking for too little. I am simply suggesting a number for us to discuss because this project is so vital and important. (Talk about what the money will do.)

Put-off F

There are fewer tax incentives now.

Response F

I know how careful we all are about how we spend our money, but I think it is important that we look at a gift to Torah Fund as an investment in our future and our children's futures. The education of rabbis, cantors, Jewish scholars, and teachers depends on us. We are a few people supporting a very important educational cause.

Put-off G

What do JTS, Ziegler, and Schechter do for me?

Response G

They provide the curriculum material for Hebrew schools, train teachers, and provide rabbis and cantors. Ramah camps afford a Jewish environment in which our children experience a Conservative Jewish lifestyle. The Library of The Jewish Theological Seminary is considered one of the great comprehensive repositories of Judaica. The Conservative Movement must maintain its vitality and growth.



Metro North Region Event

APPENDIX C: PHONE-A-THON

Hello, may I please speak with (first name)?

Hello, (first name), my name is _____. I am a member of the _____ sisterhood and Women's League.

I would like to thank you for your past participation in the Torah Fund Campaign. As you know, Torah Fund is supported by more than 20,000 women throughout the world. Every year, Torah Fund raises \$2.5 million to support The Jewish Theological Seminary, the Ziegler School of Rabbinic Studies, the Schechter Institute of Jewish Studies, and the Seminario Rabínico Latinoamericano. These institutions educate Conservative/Masorti rabbis, cantors, and educators for our Conservative Jewish community. Can we count on your continued support again this year?

IF YES:

Thank you. (GO TO "CLOSE.")

IF NO:

Ask for the reason she is not participating this year.

Answer the objection (see Appendix B: Put-offs and Responses).

IF YES:

Thank you. (GO TO "CLOSE.")

IF NO:

Thank you for giving me a chance to talk to you about Torah Fund.

CLOSE:

That's great. Immediate fulfillment of your pledge will be helpful now. Will you be using MasterCard, VISA, Discover, or American Express to make your pledge today?

IF YES:

I'll be happy to put your \$180 contribution on your MasterCard, VISA, American Express, or Discover card. **(Confirm the type of credit card.)**

May I please have your name as it appears on the card? **(Confirm spellings.)**

May I please have your account number *and* the expiration date on your card? **(Read back to confirm the account number and the expiration date.)**

(Reconfirm the amount.)

IF NO:

Please send your check to me at _____.

Are you still at _____? **(Confirm address including zip code.)**

Thank you for your ongoing support.

WHEN SPEAKING WITH A POTENTIAL DONOR ON THE PHONE, DON'T READ FROM THE SCRIPT; USE YOUR OWN VOICE, AND ALWAYS SMILE.

Solicitation Handbook is available upon request. Email cabaron@jtsa.edu.



The Garden State Region Event

APPENDIX D: THE PAPERWORK

Whenever you report pledges or report cash, you use a transmittal form. You can either copy the forms in this guide, make your own computer-generated form, or order personalized transmittal forms from the Torah Fund office.

Send your Region vice president a copy of each form every time you send one to the Torah Fund office. Keep a copy for your records.

CASH TRANSMITTAL FORMS

These forms are sent with money for all donations, even partial payments. Provide the name, address, and phone number of all donors. You may use a sisterhood check to cover these payments, or send the donors' individual checks. MasterCard, VISA, Discover, and American Express are also acceptable for payments of pledges or gifts. Just list the information, including expiration date, on a pledge card or transmittal.

PLEDGE TRANSMITTAL FORMS

When a woman makes a pledge of \$180 or more (Benefactor and above), use this form. Record her name, address, and telephone number. Keep records up to date and send in the pledges periodically.

COMPUTER-GENERATED FORMS

Indicate the name of your sisterhood, region, and your name and telephone number on the form. Then record the name, address, and telephone numbers of the donor. You may use any format you are comfortable with. Please leave room for us to indicate the ID number.

RETURN ACKNOWLEDGEMENT CARD

Put this self-addressed, stamped postcard in with your transmittal forms when you mail them to the Torah Fund office. Then the office will return it to you stamped "Received" with a date acknowledging the receipt of your transmittal.

Original donor check for a matching gift must be submitted to the Torah Fund office in order for gift to be matched.

TAX LAWS

Tax laws require that all charitable gifts of \$250 and over be acknowledged with a receipt. We recommend that all individual gifts of \$250 and over be made payable directly to Torah Fund. JTS issues receipts for all Torah Fund gifts when checks are received from individuals.

We cannot issue a receipt for any check received through a sisterhood account. Sisterhoods are obligated to issue their own receipts.

Send all mail to: JTS Torah Fund Campaign 3080 Broadway New York, NY 10027-4649	Pacific Southwest Region only: Pacific Southwest Region Women's League for Conservative Judaism 15600 Mulholland Drive Bel Air, CA 90077	For Canada Region only: Dennis Maister Jewish Theological Society 491 Lawrence Avenue West Toronto, Ontario M5M 1C7 Canada
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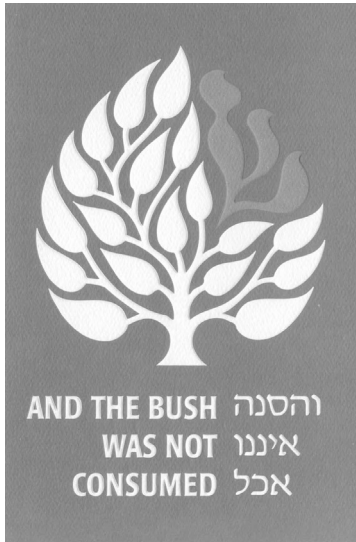
**IT'S NEVER TOO EARLY TO TALK ABOUT IT . . . BUT IT COULD BE TOO LATE.
Have you put Torah Fund in your will?**

Special Gifts Cards

Innovative, beautifully designed cards provide an opportunity to mark life-cycle events.

With a gift of \$18 or more:

With a gift of \$50 or more:



Celebration



Condolence



Celebration



Condolence

Make these special cards a part of your sisterhood's Torah Fund Campaign:

- Inform your sisterhood members of this opportunity for giving.
- Display cards at meetings.
- Complete the special gift return envelope (enclosed).
- Order online at www.jtsa.edu/give.xml and the Torah Fund office will send the card as per your instructions.

Please note:

These gifts will be included in your sisterhood's goal and will be credited to the donor.

These cards are for Plus Giving.

Cards will be sent directly to the named individual by the New York Torah Fund office upon receipt of the special gift envelope with payment.

Torah Fund All-Occasion Cards



CONDOLENCE B



NEW BABY



CONDOLENCE W



CONDOLENCE C



CONDOLENCE T



MILESTONE



FRIENDSHIP



REJOICING



GET WELL A



SPECIAL OCCASION



GET WELL B



MAZAL TOV

Send special greetings to your family and friends . . . and have Torah Fund be an additional beneficiary of your kindness and thoughtfulness.

\$4 minimum contribution per card

