

# 2021 Annual Campaign Canvasser Guide



The choices you make today will shape our future.



Building meaningful Jewish journeys where **no one is left behind.**

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## **The Power of the Collective – Building the Jewish Superhighway, TOGETHER.**

In the past two years, with the support of our amazing donors, our community has witnessed the flourishing of the Jewish Superhighway.

Generous donations have allowed Federation to create a bustling, energetic hub of Jewish life where new programs and projects are enabling people of all ages to experience their own personal and meaningful Jewish journey.

**The current climate of uncertainty should not be allowed  
to hurt our communal success.**

*“If a person convinces others to give,  
the reward is even greater than when  
simply giving by oneself.”*

*Talmud, Baba Batra, 9A*

# Campaign 2021 top items to know

**1. Two-line Campaign:** Due to the COVID-19 crisis we are asking donors to renew their pledge to the 2021 Annual Campaign, and to help support the most vulnerable by making a gift to the Emergency Campaign for Community Resilience, if they have not yet done so. Please check the pledge card carefully to see if an Emergency Campaign gift has already been made.

**Emergency Campaign for Community Resilience:** The Jewish Federation of Ottawa launched this campaign in the spring, raising an incredible \$2.4M to protect the community's most essential services and most vulnerable members. Thank those who have already donated and ask those who have not yet given, to consider a one-time gift of a similar amount.

**2. The power of the collective:** Federation's immediate response to this emergency is an example of the critical role it plays in the Jewish community. Federation reached out first to make sure our Jewish agencies were protected. Even before government funding was announced, Federation drew on an emergency treasury to disburse money right away to agencies like Hillel Lodge, Jewish Family Services and Tamir. Explain to donors that when they give to Federation, they are ensuring the entire Jewish community is supported.

**3. Address the COVID-19 CRISIS:** These are unusual times and so much is uncertain, but what is certain is that we must maintain the essentials of our community and that can only happen with the ongoing generosity of our donors, who we ask to help raise the necessary funding to preserve the work achieved on the Jewish Superhighway. We need all those who are able to give and help compensate for those who are no longer in a position to contribute due to the pandemic.

**4. Understand the Jewish Superhighway:** The vision has four primary outcomes:

- Inspired Jewish experiences for all ages
- Enriched Jewish education and learning
- Compassionate care for our most vulnerable
- A safe and secure community

**5. Understand the Emergency Campaign for Community Resilience:**

- Help the vulnerable navigate this crisis safely
- Ensure continued access to participation in Jewish life for community members in financial crisis
- Reimagine the Jewish Superhighway

**6. Face-to-face canvassing:** This remains the best way to ask for a gift and meeting outdoors is particularly effective to accommodate social distancing. This means that you should prioritize canvassing while the weather is still pleasant.

# Four Steps for a more successful canvass

Canvassing is about building relationships. The best relationships and connections are made in person. Here are some easy steps to bring meaning to your canvasses and help maximize results.

## 1. Show your appreciation

- A “thank you” is the best way to start a conversation.
- Be sincere and clear – thank them for meeting with you, thank them for their time and thank them for their gift.
- End with a “thank you” – every donor should feel our gratitude (regardless of the outcome)!

Remember, while it is hard to ask people for money, it is even harder to turn away those in need.

## 2. Find the donor's passion

- Canvassing is about making a connection so that you build a personal relationship with each donor.
- Know how to share your story and passion – look for the right moments and opportunities, and remember it is ultimately about helping the donor find THEIR passion. Try and get the donor to share their story.

## 3. Know before you go

- Make your own gift first – lead by example.
- Do your homework: review the donor's pledge card so you know their history. For example, did they donate to the Emergency Campaign for Community Resilience? Did they take advantage of the Challenge Fund in the last two years?
- Read over this guide, as well as the Case for Community, and become familiar with the Jewish Superhighway.
- Ask an experienced canvasser, team captain or staff member for advice – they are here to help.
- Think through what an appropriate gift might be from the donor and listen carefully to how they are doing.

## 4. Learn to listen ... Listen to learn

- The best canvassers do more listening and less talking.
- Listening lets you find out what the donor is passionate about.
- Use active listening — ask follow-up questions.
- Once you have made an ask, say nothing. Wait for the speaker to reply (even if there is an awkward pause).



# How to handle a donor's concerns

**Expressing a concern is a good thing. It means the donor is thinking about giving.**

Concerns are like questions and require logical, honest and compelling answers. Deliver appropriate information, and remember to never argue or suggest that the donor is wrong.

- Recognize the type of concern.
- Identify and address the actual concern. Consider using the feel, felt, found method:  
*“I am sorry that you feel that way, at times I have also felt that ... and I have found ...”*
- Remember that NO does not always mean NO – it can mean:  
*“I do not KNOW...” or it can mean “yes at a future date”*  
Now more than ever, a donor may simply need more time to get back on solid financial footing before being able to give. We can work with a “maybe later”.
- Remember that it is not personal.
- Use your listening skills: this can be a great indicator of what is really important to the donor.
- Allow the donor to talk, never cut them off.
- React positively: tackle the concern, not the prospective donor. Avoid argumentative language (for example the word “but”).
- Be honest. If you do not have an answer, say so and get back to the donor with the information as soon as possible (this is actually a great opportunity for another conversation!)
- After answering and discussing the concern, restate the suggested amount and wait, then allow the donor to speak.
- If you need support, do not hesitate to contact **Micah Garten** at 613-798-4696 x270 or [mgarten@jewishottawa.com](mailto:mgarten@jewishottawa.com), or **Lindsay Newman** at 613-798-4696 x272 or [lnewman@jewishottawa.com](mailto:lnewman@jewishottawa.com).
- Always make sure the conversation ends on a positive note (regardless of the outcome).

*“How wonderful it is that no one need wait a single moment to start to improve the world.”*

*Anne Frank*

**Explain how every gift makes a positive impact, every gift helps.**

# Responding to specific concerns

## What are Federation's fundraising expenses?

"Federation's cost of fundraising is less than 12% of funds raised. We are proud that this percentage is among the lowest for any major non-profit organization in North America. We are able to do this through prudent management and an effective partnership between an efficient professional staff and hundreds of volunteers."

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## I don't approve of the government of Israel and/or its policies.

"We don't support any particular government or political party – we help the people of Israel. Funds go to support social services and humanitarian needs, particularly in the northern periphery of Israel. For example, your gift helps fund programs for youth-at-risk, expanding their educational and career opportunities. None of your charitable dollars go beyond the Green Line and none go to the Israeli government or the IDF."

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## I am unhappy with what one of your funded agencies is doing.

"The Federation funds major beneficiary agencies based on their adherence to our funding formula which mandates that programming serve the Jewish community. Reporting requirements ensure that the Grants and Evaluation Committee review the use and effectiveness of funding. While Federation will share our perspective with agencies, we must respect their independence."

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## I am worried that Federation does not support all denominations of Judaism equally or leans in a particular political direction.

"Federation's mission is to foster an inclusive environment that honours and supports diverse opinions and respectful discourse. We do not support any particular political leaning and our only concern is to help provide a productive environment that reflects the diversity within our community. We recognize that this is growing increasingly complicated and do our best to be supportive of all denominations."

*"The blessing of tzedakah is greater for the person who gives than for the person who receives."*

*Leviticus Rabbah 34:10*



## Responding to specific concerns continued

### I cannot afford to give this year due to COVID-19 concerns.

"If you cannot make the same gift, please do not feel that a smaller gift isn't important. Every gift is valued. And remember, the pledge you make today isn't due until December 31, 2021. You can pay your gift in full at that time, or you can pay installments throughout the year." Don't be afraid to ask if the donor needs help personally if they are struggling. If they do, immediately notify Federation staff and they will liaise with JFS."

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### I gave to the Emergency Campaign and cannot give to the Annual Campaign. Why am I being asked again?

"Firstly, thank you for your support. Your gift to the Emergency Campaign is helping meet critical needs suddenly created by the COVID-19 crisis. However, the regular, annual and operational needs for agencies still need to be met. We are asking those who can, to please renew their Campaign gift."

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### I want to give directly to a specific agency/I give to other causes

"A gift to a specific agency is an important investment. However, COVID-19 showed us the importance of community-led planning and coordination to ensure needs don't go unmet. There is a wide spectrum of programs and services that can only be offered when we give collectively, and there are many organizations that would not survive without the support they receive from Federation's Annual Campaign." (For more information, please see the Case for Making a Gift to Federation)

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"Regardless of the outcome of the conversation, thank donors and then thank them again – they should feel appreciated!"

*Hillel used to say,  
"The more tzedakah,  
the more shalom."  
Pirkay Avot 2:8*

**Thank donors  
and then  
thank them  
again!**

## WHERE THE FUNDING GOES

### A GIFT TO THE ANNUAL CAMPAIGN PROVIDES:

**Inspired Jewish experiences for all ages:** With special programs like Microgrants and Jewish jumpstart; funding for agencies like: AJA 50+, Chabad Student Network, Hillel Ottawa, Jewish Youth Library Preschool, JET classes, Limmud Ottawa, NCSY Lunch Clubs, Or Haneshamah Machaneh Shabbat, Ottawa Torah Centre classes and workshops, Sephardi Association, and the Soloway JCC.

**Enriched Jewish education and learning:** Through our day schools: Torah Day, and the Ottawa Jewish Community School, and the Ottawa Torah Institute/Machon Sarah; and our supplementary Schools: Chabad Hebrew School, Ottawa Modern Jewish School, Ottawa Talmud Torah, Temple Israel Religious School, and Torah High.

**Compassionate care for our most vulnerable:** Through our social service agencies: Hillel Lodge, Jewish Family Services, Tamir, and programs like AJA 50+ Creative Connections, Camp B'nai Brith's scholarships for campers, and JYL's Friendship Circle.

## The differences between the Jewish Federation of Ottawa and the Ottawa Jewish Community Foundation

### The Federation:

- raises funds annually for the community's immediate needs
- distributes funding through an allocations process conducted by the Grants and Evaluations Committee
- plans for the evolving needs of the community
- coordinates community action and represents the views of the community

### The Foundation:

- holds and manages endowed funds
- makes perpetual disbursements to beneficiary agencies of the donor's choice
- assists donors with fulfilling their long-term philanthropic giving
- ensures that the community is supported forever

**Partnership highlight:** This year, the Foundation launched the Harold Grinspoon Foundation's **LIFE & LEGACY** initiative. LIFE & LEGACY is a program that unites local Jewish organizations to work together to secure legacy gifts in support of Jewish Ottawa. Federation is proud to be among the 14 other organizations, which have made a commitment to work together to support the future of the Ottawa Jewish community.



### FOR MORE INFORMATION PLEASE CONTACT

**Micah Garten**, Director of Development at [mgarten@jewishottawa.com](mailto:mgarten@jewishottawa.com) or 613-798-4696 x270  
or **Lindsay Newman**, Interim Annual Campaign Manager at  
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