

CAMPAIGNER'S GUIDE

2026 ANNUAL CAMPAIGN FOR COMMUNITY NEEDS

**2026 Annual Campaign
for Community Needs**

Together, We Turn... **OYs** *to* **JOYs**

Donate Now 

TABLE OF CONTENTS

| | |
|---|-------------------|
| Hello Campaign Team! | Page 3 |
| What Does it Mean to be a Campaigner? | Page 4 |
| Online Campaign Toolkit and Your Personal Solicitor Profiles | Pages 5-6 |
| How to Talk About the Jewish Federation | Page 7 |
| Why the Jewish Federation? | Page 8 |
| The Case for Giving | Pages 9-10 |
| Handling Objections | Page 11 |
| Resources and Articles | Page 12 |
| Fall Save the Date | Page 13 |

Hello Campaign Team!

*Thank you for saying “Yes!” and for joining our team. This year our theme is: **As one, we pledge to ensure the safety and security of Jewish communities worldwide. As one, we will lead the way to a brighter tomorrow where Jewish life flourishes for generations to come. Join us, and we will rise as one.***

Like you, all of us at the Jewish Federation are ready to look toward new possibilities. This year promises to be super exciting and will give you much to discuss with your prospective donors!

We, along with the Board and professional team, are here to support you as you engage with our community members. Your work is not just appreciated, it's crucial. We are grateful that you are stepping up! We guarantee you will make a significant impact on our Greater Portland Jewish community this year and for years to come.

*Your role is to be a **community ambassador!** Donors engage with the Jewish Federation because they feel valued and respected and want to make a difference in the world when they partner with us to achieve their philanthropic visions.*

WHAT DOES IT MEAN TO BE A CAMPAIGNER?

“It is not what one says, but rather what one does, that makes all the difference in the world.” Pirke Avot 1:17

Description:

The Campaign Team is responsible for securing gifts for our community from donors they are assigned to solicit. You will be making phone calls, scheduling coffee dates, and still might be logging onto Zoom for calls.

What is a Campaigner?

A volunteer, who creates a positive donor experience via face-to-face **meetings, phone meetings, and/or emails**. The Campaigner serves as an ambassador to the community and connects the donor to the Jewish Federation’s **mission, goals, and news** while cultivating a one-on-one relationship. Essentially, the Campaigner serves as the donor’s personal relationship guide to the Jewish Federation.

Is there a deadline for contacting donors?

YES! There is a goal!

- Contact and close donors by **November 17th**.
- Our focus is 100 Days of Giving! We want to close gifts in the first 100 days of the campaign, and the sooner, the better!

Get started now by wishing your donors a Happy New Year!

Officially start your solicitation calls after September 11.

- Refrain from making calls from sundown Friday to sundown Saturday.
- Refrain from calls sundown (Erev) Rosh Hashanah, Sept. 22-24, Kol Nidre, all the Chaggim. A Jewish Calendar Sensitivity Guide can be found [here](#).
- Any calls prior to September 11 should be focused on stewardship and inviting to Cornerstone.
- Any calls between September 16 to Rosh Hashanah should be focused on stewardship and wishing a happy New Year.

Online Campaign Toolkit and Your Personal Solicitor Profiles

Check your Volunteer Solicitor Profile before making calls. Your portal will be current. Your donor profiles will reflect the current open and closed status of your prospects, informing you who needs to be contacted and who needs a thank you card – it's a one-stop-shop!

Review both the Campaigner's Guide and Campaign Toolkit before beginning your solicitations.

Access your online Campaign Toolkit at <https://www.jewishportland.org/campaign-toolkit>

You will receive a URL (link) to YOUR personal Solicitor Portal after the Solicitor Kickoff. Your Solicitor Portal will come from Jakob Rich-Levin at jakob@jewishportland.org.

This year, we are implementing new procedures to ensure compliance with accounting standards and maintain clear, auditable records. The following documentation is required for all pledges of \$500 or more:

Acceptable Written Confirmation

- *Signed pledge form, donor letter, or donor email, or*
- *Email from the solicitor or staff member documenting:*
 - *Date of the conversation*
 - *Amount pledged*
 - *Timing or payment schedule*
 - *Any restrictions or designations*

Required Information in Every Record

- *Donor name and contact information*
- *Amount pledged*
- *Payment schedule or due date(s)*
- *Restrictions or designations, if any*
- *Date of pledge and solicitor's name recording pledge*

As we seek new ways to engage with our donors to amplify the efforts of our volunteer solicitors, we are utilizing the services of an outside marketing firm for mass-marketing opportunities in September. This will slightly impact your solicitation efforts during this month but also allow time for non-solicitation communications with the prospects in your portal. We ask that between the launch of your portals and Cornerstone, on September 11, you use this time to recruit your prospects who are eligible (\$3,600 gift minimum) to attend. Additionally, between September 16 and Rosh Hashanah, we ask that you focus your efforts on stewardship and welcoming in the New Year.

HOW TO TALK ABOUT THE JEWISH FEDERATION

In other words, what is our “big message”?

“We at the Jewish Federation want more Jews to have more opportunities to connect Jewishly!”

By making a single donation to the Federation, donors have the power to positively influence countless Jewish lives worldwide. Your support helps to fortify and uplift the Jewish community in Greater Portland, Israel, and over 70 countries. No other organization has the capacity to reach as many lives and make as significant of an impact as the Federation.

Our focus this evening is the annual campaign. Last year, we raised \$3.7 million, and this year’s stretch goal is \$4.25 million!

This is the reason we offer incentive grants, provide leadership programs, and strive to engage the community both locally and abroad.

What is our mission statement?

Assure the building and strengthening of the Jewish community locally, nationally, overseas, and in Israel, in accordance with Jewish values.

What are our strategic objectives?

- We are the community convener, builder, and planner.
- We are the central Jewish philanthropic organization for the Greater Portland area.
- We are passionate about and connected to the State of Israel and Jewish people worldwide.
- We are committed to connecting the community with their Jewish identity.

WHY THE JEWISH FEDERATION?

- Jewish Federation of Greater Portland (JFGP) leads, develops and sponsors programs, activities, and events bringing our community together to support a vibrant, caring, and enduring Jewish community.
- JFGP promotes a welcoming environment for all individuals to explore the Greater Portland Jewish Community, at all stages of the life cycle.
- JFGP supports social services within Israel, ranging from: an educational youth village serving over 300 students who largely hail from disadvantaged backgrounds; to the Tel Aviv Sexual Assault Crisis Center, which operates a 24/7 hotline that responds to over 10,000 calls annually; and an organization that recruits volunteers to repair damaged medical equipment.
- JFGP offers ***impactful, community-building, and life-saving financial support*** to over 50 agencies and organizations, locally and throughout the world.
- JFGP provides Gather Grants, supporting gatherings of Jewish friends, families, or neighbors by providing financial reimbursements.
- Volunteers, community members, and professionals engage in ***life-changing experiences*** through JFGP-sponsored missions and travel experiences to maintain and develop close relationships with Israel and with other Jews locally, throughout the U.S. and the world.
- JFGP strives to engage young professionals in starting or continuing their Jewish journey after college by creating and supporting diverse programming and a pathway to on-going Jewish connection.
- When local, nationwide, and/or international needs arise in the time of crises, the JFGP can ***galvanize our community to provide emergency financial assistance***.
- JFGP is ***building bridges with interfaith communities and uniting diverse voices*** with shared values.
- JFGP seeks to ***identify and develop leaders*** helping to manage and drive happenings within the Federation and other communal organizations.

THE CASE FOR GIVING

Our Commitment

We continue to stand with the people of Israel and advocate for the return of all hostages. We also hope for a swift and peaceful end to the war.

No Jewish Federation Annual Campaign contributions go to the Israeli government, the Israel Defense Forces, or over the “Green Line.”

Leadership & Advocacy

The Jewish Federation leads locally, nationally, and internationally. We are at the forefront of combating antisemitism and anti-Israel rhetoric. We represent our community’s interests in Salem and Washington, D.C.

- The Jewish Community Relations Council (JCRC) has developed new, and strengthened existing relationships with various communities, elected officials, and other key organizational leaders in an ongoing effort to build community connections. From the Vancouver Baptist Church to Salem for the first-time Jewish lobby day where one of the priorities, the provider tax that supports the Oregon Health Plan (Medicaid), was passed and signed by the governor!

We are prepared for the 2025–2026 school year—from K–12 to college campuses. Our efforts include:

- Parent advocacy groups
- Student leadership training (see ***Student to Student*** in the Annual Report)
- Cross-agency collaborations

Collaboration & Trust

We partner with national agencies to bring opportunities to donors and share best practices, ensuring we remain effective during challenging times.

This trust empowers us to meet the needs of our community and build a flourishing Jewish future—here in Greater Portland and around the world.

We are proud to be trusted partners for our donors, local agencies, and overseas collaborators—delivering impact with integrity and Jewish values.

- Our first Community Shaliach in 35 years! Shiri Grinfeld will be our “emissary” from Israel to provide Israel programming (cultural, educational, and fun) throughout the greater Portland community.

Building a Community of Inclusion

- Gather Grants for neighborhood-based, neighborhood-led programs. The Jewish Federation is providing grants of up to \$120 for people to host others in their home or elsewhere for Jewish programming. In 6-months, the JFGP has given out 100+ grants and connected with over 1400 (!) people.
- Creating connection through Jewish Literacy. Dr. Yosef Rosen is the inaugural Director of Jewish Life and Learning. Yosef is creatively engaging with the entire community through unique experiences and programs that merge modern and ancient elements of society with spiritual and religious Judaism.
- We have a dedicated volunteer centralized volunteer coordinator, Merit Pinker. Merit is committed to coordinating with programs and agencies throughout the greater Portland and Vancouver areas. Merit has already coordinated Good Deeds Month, now is responsible for Dignity Grows, a challah bake for Holocaust survivors and so much more. Hundreds of volunteers are getting involved like never before!

Use the Annual Report and the Jewish Federation of Greater Portland's website for more details.

HANDLING OBJECTIONS

When asking for donations, it's common for the donor to raise an objection to giving. When encountering objections keep this in mind:

- It's not personal. When soliciting, objections come with the territory.
- Listen to the donor; try to identify where their concern is coming from. If you do not know the answer to a question or concern, always feel free to tell the donor you do not know and refer to the Jewish Federation professional team.
- Respond to each concern. It is OK to say you do not know something. Ask the Jewish Federation professional team to assist or call the donor afterwards.
- The Jewish Federation does not provide any campaign funding to the government of Israel, the Israel Defense Forces, nor are any funds allocated over the "Green Line." Our efforts are focused on prioritizing the return of the hostages and seeking an end to the war.
- Do not argue. Just listen and respond honestly.
- Do not rush. Do not assume the donor does not want to give because they object. They may even say "Yes," if you resolve their concerns.
- If the donor indicates that they need additional services i.e., mental health, financial assistance, or connection to another social service agency, please ask if you have their permission to share their request with the Jewish Federation professional team and we will follow-up as appropriate.
- Leave a good impression. Three months from now, the donor will have forgotten most of the conversation. But they will always remember how you made them feel.

Remember all payments are not due until December 31, 2026. The importance of closing gifts now is that we can plan our next year's giving providing accurate information for our allocations committee's planning process.

RESOURCES AND ARTICLES

- [*The power of giving: Why Jewish philanthropy matters more than ever*](#)
by Brian Eglash (Jewish Federation of Greater Pittsburgh)
- [*Crisis response informed by prior experience: Your federation dollars at work*](#)
by Danyelle Neuman
- [*High Impact Fundraising: The Jewish Federations of North America*](#)
by The Fundraising School at Indiana University
- [*Fueling antisemitism, normalizing hate: The dangers of anti-Israel textbooks in education*](#)
by Bob Horenstein
- [*Marc's Remarks — Portlanesque Projects in Israel*](#)
- [*Marc's Remarks — What Did You Mail*](#)
- [*Marc's Remarks — Our Legislative Agenda in Salem*](#)
- [*Marc's Remarks — Continue to Show Up Proudly as Jews*](#)
- [2025 Annual Report](#)
- [Jewish Calendar Sensitivity Guide](#)
- [High Holiday Community Calendar](#)
- [Gather Grants](#)
- [September Cornerstone](#)
- [October IMPACT](#)
- [Donation Page](#)

TWO CAN'T-MISS EVENTS FROM



Impact

October 22, 2025 | Featuring Lindsay Gottlieb

USC Women's Basketball Head Coach -
Champion. Mom. Trailblazer.



Celebrate the power of women.

An evening designed just for women to connect, be inspired,
and make an impact from across our community.

Illuminate

November 15, 2025 | Community Celebration

A Night of Fun and Connection.



Enjoy music, dancing, a live DJ, and delicious food!

Celebrate community, spark new connections, and support a
meaningful cause. Everyone's invited to be part of something special.

Save the dates—details coming soon!

Impact

- 📅 Oct 22, 2025
- 📍 Mittleman Jewish Community Center
- 👤 Lindsay Gottlieb - USC Women's Basketball Coach
- 🍽️ Seated dinner
- 👥 Women's Only Philanthropy Event

A powerful voice for women in sports, USC Coach Lindsay Gottlieb will leave you feeling inspired, empowered, and elevated as a leader. Enjoy great food, meaningful conversation, and the company of women making an impact.

Illuminate

- 📅 Nov 15, 2025
- 📍 The Loft at 8th Ave
- 🍽️ Hors d'oeuvres, Desserts, and Drinks
- 👥 A festive night to celebrate, connect, and give back!

There's nothing more powerful than coming together as a community. Celebrate with dancing, delicious bites, and most importantly showing in support of the Jewish Federation's mission.

Guests will be invited to make their gift to the
2026 Campaign for Community Needs.



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SAVE THE DATES—DETAILS COMING SOON!