



# Fundraising for Holocaust Survivor Care

11/7/2016



The Jewish Federations<sup>®</sup>  
OF NORTH AMERICA

Center for Advancing  
Holocaust Survivor Care

# Agenda

**SUCCESS** →

- Elements of Success (Max Kleinman)
- Donor Research (Beverly Woznica)
- Events and Case Study (Anat Barber)
- Questions and Discussion

# Make the Case

- Second chance
- Urgent need
  - Over 125,000 Survivors
    - 25% at or below poverty level
- Many needs are universal



**SUCCESS** ➔

# Know How To Sell

- Understand Survivor services
- Link to federal grant
- Efforts coordinated with Claims Conference
- Demonstrate success
  - Provide national and local service statistics
  - Demonstrate tangible evidence
- Find a Tag line
  - "Remembering the Holocaust also means Remembering the Survivors"

# Securing Champions

- Recruit leaders who "own" the issue
- Make fundraising and marketing a priority
- Develop partnership with the Federation



**SUCCESS** ➔

# Fundraising Approaches

- Recruit a core of solicitors
- Identify high capacity prospects
  - Federation donors
  - Holocaust education donors
  - Local and national donors
- Team up with Federations
- Solicit major gift to serve as a match
- Apply for foundations that target elderly and social services
- Let donors meet Survivors
- Work with state and local governments

# Media

- Utilize human interest stories
- Highlight grants received
- Contact press about victories
- Develop video or use one developed nationally
- Use social media



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# Resources from JFNA

- Premade media (brochures and videos)
- National reports and service statistics
- Communal advocacy for funding and policies
- Training of solicitors
- Seasoned fundraisers for high capacity donors
- Sharing of best practices
- National media assistance



# Keys to Research: Internet

- Guidestar
- Right Funders
- Relationship mapping
- Leverage lawyers
- Business websites



# Maximizing Your Search

- Target specific sections of business websites
  - Use the search function
- Master the art of search engines
  - “and,” “(-poker),” etc.
  - Search two names
  - Add detail

# Building a Research Profile

- Personal interests
- Giving history
- History of philanthropy
- Family background
- Connections & associations



**SUCCESS** →

Allowing donors to identify themselves

- Community-wide events
- Social Media
- Volunteerism

# Working with a team & brand

- Create friends and allies
- Small engagement opportunities
- Use what is out there





# Questions?



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# References

- [Background Information on Donor Research](#)
- [JFNA Survivor Fundraising Video](#)
- [JFNA Survivor Fundraising Brochure](#)
- [JFNA Holocaust Survivor Initiative Overview](#)
- San Diego Fundraising Materials ([1](#)) ([2](#))