

SUPER SUNDAY CALLER'S GUIDE

INTRODUCTION

SMILE. CALLERS CAN HEAR IT IN YOUR VOICE.

Hi, is this ___?

This is _____.

I'm a volunteer from the Champaign-Urbana Jewish Federation. How are you?

Pause. Wait for response.

Today is Super Sunday, our annual community-wide phone-a-thon.

Super Sunday is part of our year-long effort to help raise funds for our Jewish community through our Annual Campaign.

We are at the end of our campaign and just need to raise another \$_____. Every gift helps.

ASK

TO PAST DONORS

Thank you for your past generosity. You previously made a gift of \$ _____. Would you consider increasing your gift to \$_____? That's a 10% increase. This year, we have an exciting matching gift opportunity. So your gift will be matched dollar for dollar, doubling the impact!

IF NO TO INCREASE: Would you consider giving the amount you gave last year?

TO POTENTIAL DONORS

Would you consider contributing to our campaign this year? This year, we have an exciting matching gift opportunity. So your gift will be matched dollar for dollar, doubling the impact!

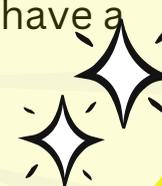
GRATITUDE

IF YES: Thank you for your generous commitment of \$____. While I have you on the phone, may I confirm your email address and mailing address?

How would you like to give your gift today? Are you interested in making this a monthly or annual gift?

IF NO: See if you can find out why. Address any misconceptions they may have. Write down their reasons so the office can do outreach.

IF ABSOLUTE & FINAL NO: Thank you for your time. I hope you have a good rest of your day.



By making these calls you are helping people fulfill a mitzvah and accomplish something they care about doing.

Federation Programs

Human Services
Chevrah Kadisha
PJ Library
Committee Against Antisemitism
CHAI Seniors
Holocaust Education Center Camp
Scholarships
Community Events

Community Beneficiaries

Sinai Temple
Illini Hillel
Illini Chabad

Overseas Beneficiaries

Aviv for Holocaust Survivors
Bina / New Israel Fund
Birthright Israel
Friends of the IDF
Hand in Hand
Jaffa Institute
No2 Violence
Save a Child's Heart
Yad Sarah

Earmarks

- Minimum contribution must be \$50
- Can earmark up to 75% of their annual gift
- Can only earmark to a program we already give allocations to (see list to left)

This Year We Have...

- Delivered over 750 PJLibrary Jewish children's books to families
- Provided Holocaust Education Professional Development to Unit 4 Teachers
- Trained two dozen pre-service teachers on Holocaust education through the UIUC School of Education

After the Call

- Write a thank you card. Address the envelope, seal it, put a stamp on it.
- Update the spreadsheet with any corrected contact info, their pledge, and any other information provided

CUJF Mission

The Champaign-Urbana Jewish Federation provides and supports local Jewish programs and activities; provides help to local community Jews in need; supports humanitarian causes locally, in Israel and in other places on behalf of the local Jewish community; and educates about Jewish issues and against antisemitism.

Payment Forms Accepted

Checks can be mailed to:
Champaign-Urbana Jewish Federation
503 E John St
Champaign, IL 61820

Online donations: cujf.org/donate
(yes, you can enter their credit card info in for them online)

PayPal: @cujewishfederation