

**August 28, 2024**

**Executive Committee Meeting**

- |             |   |                                     |
|-------------|---|-------------------------------------|
| <b>I.</b>   | <b>Welcome &amp; “Big Picture”</b>                          | <b>Scott Notowich</b>               |
| <b>II.</b>  | <b>Why I Give to Federation/2025 Campaign Plans</b>         | <b>Molly Lane and Lisa Menuskin</b> |
| <b>III.</b> | <b>Program Priorities</b>                                   |                                     |
|             | a. Young Adult Strategy                                     | <b>Jana Ballin</b>                  |
|             | b. Leadership Development                                   | <b>Jaclyn Marshall</b>              |
|             | c. Israel and Overseas                                      | <b>Jill Shanker</b>                 |
|             | d. Community Relations                                      | <b>Bluma Zuckerbrot-Finkelstein</b> |
|             | e. Needs Assessment   | <b>Sheri Lipman</b>                 |
| <b>IV.</b>  | <b>CEO’s Discussion Points</b>                              | <b>Laura Linder</b>                 |
|             | a. Open Positions Update                                    |                                     |
|             | b. Hillel Campaign  |                                     |
| <b>V.</b>   | <b>Chair’s Discussion Points</b>                            | <b>Scott Notowich</b>               |
|             | a. General Assembly   |                                     |
|             | b. Campaign Solicitation – 2025 gifts and card distribution |                                     |
| <b>VI.</b>  | <b>Adjournment</b>  | <b>Scott Notowich</b>               |

**MJF Calendar:**

- |                        |           |   |
|------------------------|-----------|---|
| September 8, 2024      | 2:30 p.m. | Morris S. Fogelman Jewish Student Center Ribbon Cutting |
| September 17, 2024     | 7:30 p.m. | Memphis Jewish Federation Board Meeting                 |
| September 18, 2024     | 7:45 a.m. | My Passion for Israel: Bruce Pearl                      |
| October 7, 2024        | 6:30 p.m. | Community-wide Commemoration                            |
| October 15, 2024       | 4:30 p.m. | Lion of Judah Kick-off                                  |
| November 3-4, 2024     |           | Leadership Sunday and Monday                            |
| November 11 – 13, 2024 |           | JFNA General Assembly – Washington DC                   |
| January 12 – 14, 2025  |           | International Lion of Judah Conference Atlanta          |

**Jewish Foundation of Memphis Programs of Interest**

- |                    |            |                                   |
|--------------------|------------|-----------------------------------|
| September 24, 2024 | 11:45 a.m. | Values Based investing with JLENS |
| December 11, 2024  |            | Vodka Latke @ the Dixon           |

# Federation 2025 Annual Campaign Priorities

Memphis Jewish Federation's Annual Community Campaign raises critical dollars for current needs in our local and global Jewish community. Your gift ensures that **together we are** building and sustaining Jewish lives now and for generations to come.

## TOGETHER WE ARE...

### KEEPING OUR COMMUNITY SAFE

- Enhancing community security
- Strengthening outreach and coalition building with local and state law enforcement

### ADDRESSING THE RISE IN ANTISEMITISM

- Offering more dollars to local organizations for antisemitism education
- Expanding the reach of the Community Relations Council
- Bringing innovative educational programs and presentations to the community

### CARING FOR OUR LOCAL AND GLOBAL COMMUNITY AT EVERY AGE AND STAGE

- Supporting critical senior services
- Continuing to fund global community partners in response to emergent needs
- Providing funding and services for families in need

### BUILDING TOMORROW'S LEADERS

- Investing in emerging leaders
- Cultivating the next generation of donors
- Strengthening Jewish teen engagement
- Ensuring every child receives a quality Jewish education

### INSPIRING JEWISH JOY

- Awarding resources for young family programming
- Investing in young adult engagement
- Ensuring every Memphis child can attend a Jewish overnight camp

# ANNUAL CAMPAIGN KEY DATES 2024

## August 2024

### Goals:

- Campaign cabinet structure finalized
- Major donor letter finalized
- Campaign kick off meetings with chairs and Federation lay leaders completed
- Campaign priorities meetings with key lay leaders completed

- **Weds, Aug 28**
  - Fed exec comm solicited

## September 2024

### Goals:

- Solicitor, Fed board members and agency chairs closed
- Solicitors have scheduled meetings with assigned donors who give \$5K or more
- All Bruce Pearl increases closed
- JCP staff closed
- Solicitor assignments and packets finalized

- **Weds, Sept 4-Fri, Sept 6**
  - Major donor letter received
- **Sun, Sept 8**
  - Hillel ribbon cutting
- **Weds, Sept 18**
  - Bruce Pearl breakfast
- **Tues, Sept 24-Fri, Sept 27**
  - Solicitor trainings
  - Campaign collateral complete

## October 2024

### Goals:

- All assigned cards distributed
- Agency board lists distributed to agency campaign leaders
- 60% of donors giving \$5K or more closed
- 30% of donors giving \$5K or more contacted

- **Thurs, Oct 4 + Fri, Oct 5**
  - Rosh Hashanah
- **Mon, Oct 7**
  - Israel Commemoration Event
- **Fri, Oct 11 + Sat, Oct 12**
  - Kol Nidre + Yom Kippur
- **Tues, Oct 15**
  - LOJ Fall Event
- **Weds, Oct 16-Fri, Oct 18**
  - Billing received
- **Thurs, Oct 17 + Fri, Oct 18**
  - Sukkot
- **Thurs, Oct 24 + Fri, Oct 25**
  - Shemini Atzeret + Simchat Torah
- **Tues, Oct 29**
  - Campaign open house

## November 2024

### Goals:

- All agency board members closed
- All non-assigned donors contacted at Leadership Sun + Mon
- All committee members solicited
- Non-donors for Israel contacted
- 75% of all assigned cards closed
- Close 325 cards at Leadership Sunday + Monday

- **Sun, Nov 3 + Mon, Nov 4**
  - Leadership Sunday and Monday
- **Mon, Nov 4**
  - Weekly campaign message in e-news + social media

## December 2024

### Goals:

- All donors giving \$500 or more contacted at least 2 times
- All previous donors contacted at least once
- Close 100 cards by end of Dec

### Jan 2025 Goal

- All assigned cards closed

- **Date TBD**
  - Billing
- **Mon, Dec 2**
  - Solicitor challenge: close 100 donors by end of mo.
- **Weds, Dec 25 - Tues, Dec 31**
  - Hanukkah

## Agency Presentations

Baron Hirsch Congregation | **Weds, Sept 18 @ 6 pm**

Beth Sholom Synagogue | **Weds, Sept 18 @ 7:30 pm**

Bornblum Jewish Community School | **Mon, Sept 16 @ 7 pm**

Margolin Hebrew Academy | **Thurs, Sept 26 @ 8:30 pm**

Memphis Jewish Community Center | **Thurs, Oct 10 @ 5:30 pm**

Memphis Jewish Home + Rehab | **Mon, Oct 28 @ 7 pm**

Plough Towers | **Tues, Sept 24 @ 7 pm**

Temple Israel | proposed: **Tues, Sept 17 @ 7pm**

Young Israel of Memphis | date TBD