

Scholarship Special Project Handbook

Scholarships . . . Securing our Future



כל ישראל ערבים זה לזה

“All Jews are responsible for one another.”



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TORAH FUND CAMPAIGN WOMEN'S LEAGUE FOR CONSERVATIVE JUDAISM

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Scholarship Special Project Handbook

INTRODUCTION

This handbook is intended to provide the tools for a successful campaign. We are all working together to create a Scholarship Fund of two-million dollars over the next four years to enable The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabinico Latinoamericano in Argentina to attract students who will become rabbis, cantors, educators and lay leaders, thus insuring the continuity of Conservative Judaism.

The handbook will include:

1. Policy
2. Plus giving explained
3. Model presentations
 - a. Our Challenge
 - b. We Are as Zebulon and Issachar
 - c. What Would It Be Like?
 - d. Plus Giving and You
 - e. Why Scholarship?
 - f. A Reynolds RAP
 - g. A Little Can Add Up to a Lot (pitch)
 - h. Why Torah Fund? (pitch)
 - i. *Hallel* (pitch)
4. Bulletin spots
5. Thank you letter
6. Donor recognition
7. Recognition Certificates (available as a Word file from the Torah Fund office or on the Torah Fund website so they can be personalized by each sisterhood or branch)
 - a. Friend
 - b. In honor of
 - c. In memory of

Brochure and pledge card (available in quantities from the Torah Fund office) In addition, information on the four institutions benefiting from the campaign may be found in the Torah Fund Guide and the Torah Fund website at www.jtsa.edu/development/torahfund.

Every member of a sisterhood has the privilege of personally making it possible for a student to become a leader working for the continuity of Conservative Judaism by becoming a partner in this project.

So that you may easily adapt the materials in this handbook, they are available via email by contacting Carolyn Baron, Torah Fund Director at cabaron@jtsa.edu. As always, the Torah Fund Office and members of the International Torah Fund Cabinet are available to assist you in any way they can.

For more information or assistance, please contact:

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POLICY

Because Women's League is dedicated to the continuity of Conservative Judaism, the Torah Fund Special Scholarship Project, **Scholarships: Securing Our Future**, is dedicated to that purpose. Our goal is to raise two-million dollars in scholarship funding over the next four years to benefit students at The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabinico Latinoamericano in Argentina.

1. The Torah Fund Campaign will be presented as two separate projects:
 - a. The **Basic Campaign**: raises two million six hundred and twenty-five dollars annually, and is our ongoing primary commitment.
 - b. The **Scholarship Special Project**: will raise an additional two-million dollars (half a million dollars each year over four years for the Scholarship Fund).
2. It is important that every sisterhood member be given the opportunity to participate in this important project. Therefore, there will be two categories of giving:
 - a. **Major Gifts**: ten-thousand dollars and over, payable over four years
 - b. **Friends**: annual plus-giving over and above any basic Torah Fund gift
3. How it works
 - a. Excepting the category of **Major Gifts**, everyone will be asked to make a basic pledge.
 - b. Members will also be asked to make an additional **Plus-Giving** pledge for that year to the **Scholarship Project**.
 - c. Everyone making a **Plus-Giving** contribution of any amount over the original gift will be recognized as a **Friend** of the project.
 - d. **Plus-Giving** is a one year-at-a-time contribution, not a four- year pledge. (Only major gifts of ten-thousand dollars and more are four- year pledges.)
4. Special Recognition:
 - a. **Friends**: The total of an individual's basic pledge to Torah Fund may be combined with her **Plus-Giving** pledge to the **Scholarship Project** to determine the level of recognition (i.e. a **Benefactor** at \$180 decides to pledge an additional \$120 to go to the **Scholarship Project**. She becomes a **Guardian** and is entitled to the Guardian Pin.)
 - b. Individuals pledging in the (**major gift categories**) (ten-thousand dollars plus over four years) will receive the Torah Fund pin with a faux emerald recognizing their generous participation in the **Scholarship Project**.
5. The sisterhood goal will be set by the Branch Vice President and the sisterhood Torah Fund Chair. It will be determined by the money raised in the basic campaign. This will assure the sisterhood that the amount raised in the **Plus-Giving** campaign will not impact their goal for the succeeding year.

6. Each sisterhood will be asked to set a separate goal every year for the **Plus-Giving** campaign. Should the total raised in the **Plus-Giving** campaign reach the amount of a **Major Gift** category at the end of four years, the sisterhood will be entitled to special recognition as a giver in the category reached.
7. A Scholarship campaign handbook will be provided to assist sisterhoods and branches in their campaigns.

Every member of every sisterhood has the privilege of personally making it possible for a student to become a leader for the continuity of Conservative Judaism by becoming a partner in this project.

**Scholarships create opportunities.
Opportunities create visions.
Your support creates reality today
and visions for tomorrow.**

PLUS-GIVING EXPLAINED

This **Scholarship Special Project** has two dimensions. The first is major gifts ranging from ten-thousand to one-hundred thousand dollars payable over four years. The second involves ALL donors to the Torah Fund Campaign, at whatever level, adding to their commitment by pledging an additional annual amount to go to the Scholarship Project. In this way, everyone will be able to feel part of this crucial support for the students at JTS, Ziegler, Schechter, and the Seminario.

The recipients of these scholarships will be determined by each institution and these monies will be used to facilitate the education of more rabbis, cantors, and Jewish educators. All of us who belong to Conservative synagogues know the value of our rabbis, cantors, and Jewish educators and know that if they were not there that our spiritual life would be emptier. We must help educate those who will bring this same inspiration to our children and our children's children.

Plus Giving in some cases will increase the participation level of the individual donor. This means that for example, if a donor was contributing \$150 and chooses to plus-give an additional \$30, she will achieve a **Benefactor** level, if she was at \$250 and chooses to plus-give \$50 additional, she will become a **Guardian**, etc. If a donor contributes less than \$180 and chooses to give an additional + gift of any amount thereby raising her total gift, she will be considered a friend of the Scholarship project. The sisterhood will have a goal for the general campaign established by the Branch Torah Fund Chair and the Sisterhood Torah Fund Chair and the plus-giving amount will be listed as an additional amount and will not impact on future goals. However, it should be pointed out that when the project is finished, it is hoped that the plus-givers will stay at their new giving levels.

We are delighted to offer our Torah Fund donors the opportunity to participate in this initiative at ever level they are able, and to be recognized for their participation.

OUR CHALLENGE

(may be adapted for use as a speech, article, or solicitation letter)

We are embarked on a challenge — raising two-million dollars over four years to fund student scholarships. Together, we have traveled a road filled with many dreams and have been a part of fulfilling these dreams. Our campaigns throughout the years have not only built buildings, and given financial support, but, more importantly, they have helped create, in a larger sense, a home for our Jewish students. This, in turn, has helped us further the continuity of Conservative Judaism.

We know every year presents its own challenges, challenges that need to be met if we are to continue producing committed, knowledgeable, Conservative Jewish women and men. Through the years The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabinico Latinoamericano in Argentina have produced not only rabbis and cantors, but also educators, and Jewishly educated lay women and men who will take these values into their chosen professions.

By being a vital part of the Movement's financial support, we feel like we belong to each institution's family, and these are very special families. Our families need us. Now is the time to recommit ourselves to this very special partnership.

It is up to us to make it possible for women and men to pursue these leadership roles in the Conservative Jewish community by providing needed scholarships. For some, this training will come at the beginning of a professional career, while for others it will take place at the beginning of a second career. We need to attract the best people who can help us in the formidable task of ensuring the continuity of Conservative Judaism.

Parshat Tzav translates, Fire shall be kept burning on the altar continually. This biblical fire, the Rabbis tell us, is to be a reminder that our observances of mitzvot are meant to be an everyday observance since Judaism is an uninterrupted responsibility. Together, let's keep those fires burning and make these scholarships possible.

WE ARE AS ZEBULON AND ISSACHAR

(may be adapted for use as a speech, article, or solicitation letter)

A business executive was once asked by an ambitious young man, "How can I make my life a success?" The answer offered was terse and simple, "When you start a thing, finish it."

This is the story of Women's League and Torah Fund. When we start something, we finish it. However, for us there is really no finish, just various stages of completion. Our successful projects are many: the Mathilde Schechter Residence Hall, the Moadon at Goldsmith Hall, dormitories at the University of Judaism, the Sculpture Garden at the Schechter Institute in Israel, bookshelves in The Library of The Jewish Theological Seminary, the completion of the quadrangle, financial aid, the Women's League Seminary Synagogue, and the Education Pavilion. On each of these, we have left our particular imprimatur, as we develop personal relationships with the students who frequent them. Sometimes, it is hard to determine who benefits most from these projects — the students who use them, or the women who make them possible. Each endeavor has added a special dimension to our lives.

We have moved on to still another very important project in keeping with our goal of ensuring the continuity of Conservative Judaism: the training of future rabbis, cantors, educators, and lay leaders. It is imperative that those who wish to serve have the ability to study at The Jewish Theological Seminary, the Ziegler School of Rabbinic Studies, the Schechter Institute of Jewish Studies in Israel, or the Seminario Rabinico Latinoamericano in Argentina — with the knowledge that tuition support is available. The word for this tuition help is scholarships.

Our **Special Scholarship Project** will help secure our future, giving our students all the honors, rights, and privileges of studying Judaism to enable them to take their places as leaders in the Jewish community. Your participation will ease their way in seeking opportunities to transmit what they have learned to the Jewish people in America, Israel, and around the world.

A midrash tells the story from Rashi about the two brothers, Issachar and Zebulon. It notes that although Zebulon was the younger, his name was first in Jacob's blessing. Zebulon became a successful businessman, and with his wealth, he supported his brother Issachar so that Issachar could devote himself to the study of Torah.

Today, at our seminaries, young scholars who are committed Jews, are free to follow in the footsteps of Issachar, thanks to the Zebulons of our time.

We have been called upon and are ready to play the following roles as Jewish women. Like Issachar, we are ready to support Torah through individual study, and like Zebulon, we join the ranks of devoted sisterhood women who have made our Torah Fund contribution an annual commitment, each according to her own ability. If there are to be future generations of Jews, each of us must assume the responsibility of investing in this future, and encouraging others to do the same.

Opportunities for giving exist in various categories are available for every member of Sisterhood. I invite you to join with me to make this scholarship campaign a success. In the words of Dr. Solomon Schechter, of blessed memory, "It is a real work of heaven for which I invite your attention and participation, a work on which, in my humble opinion, depends on the continuance and the survival traditional Judaism."

Written by:
Phyllis Haas, Co-chair, Scholarship Special Project

WHAT WOULD IT BE LIKE?

(can be adapted for use as a speech, article, or solicitation letter)

Have you ever wondered, as you sat in your synagogue pew, what it would be like if your rabbi had never become a rabbi? What would it be like not to be exposed to his or her teaching and wisdom; not to experience the rabbi's understanding of the meaning of Judaism; not to have the opportunity to learn the meaning of Conservative Judaism? How meaningful would services be without the cantor as *Shli'ah* or *Shli'hot Tzibbur*? What would it be like to have the enhancement of our tefillot diminished by the cantor's absence?

In the past, we were very fortunate to have Jewish professionals who were able to earn their degrees and become part of our communities. We must now plan for the future. It is conceivable that without scholarship help qualified people will end up choosing other careers. In this period of change, we need all the brilliant and sensitive people we can get to assume the role of leaders of Conservative Judaism. Scholarships can help relieve students from long hours of outside work, allowing them to increase their time devoted to Jewish study, and their concentration on how to transmit what they have learned to the Jewish community.

By participating in this **Special Project**, you will be part of creating the Jewish world of the future. Let us remember the adage, "As my father and mother planted for me, so I must plant for my children."

Written by:
Evelyn Seelig, Co-Chair, Scholarship Special Project

PLUS GIVING AND YOU

You, together with the other 90,000 or so members of some 700 Sisterhoods, are very important people. You have the ability to train Rabbis, Cantors, Educational Directors, Teachers, Youth Leaders and Judaically educated lay people to fill all the positions presently waiting throughout the United States, and even other parts of the world. And what will it take? Just an additional contribution to the present Scholarship Campaign of Torah Fund.

Just think, if everyone made an additional contribution of \$15.00 over and above the original pledge, the campaign would realize \$1,350,000 million dollars. So that may be unrealistic, but the opportunity to accomplish the goal of \$2,500,00 is there. It cannot rest only on the shoulders of the major contributors; it depends on all of us to do our part. If you are at the level of Chai (\$18.00), an additional \$10.00 will bring you to \$28.00, Koach (strength). If you are already at the level of Koach, an additional \$26.00 will bring you to triple Chai (\$54.00). And, so it will go, until each person reaches to the next level.

We are all together in this "work of heaven" to create a strong and vibrant educated Jewish community for the next generation and it will depend on each of us stepping up to the plate. Become a close "friend" of the scholarship campaign. Be that person who will make this campaign successful and treat yourself to the pleasure of giving so many young people the opportunity to become the Jewish leadership of the future.

Why Scholarship?

We—you and I—as members of a Sisterhood and International Women's League for Conservative Judaism have been given the unique opportunity to join with tens of thousands of women united with one mission – the perpetuation of Conservative/Movement Judaism. By emphasizing love of family, education, mitzvot, community involvement, and the land of Israel, we are engaged in—as Albert Einstein aptly described—the big business of "transferring the wealth of tradition from one generation to another."

The requirements? We need vibrant synagogues with active congregations, outstanding schools at every educational level, filled Ramah Camps, sensational USY groups, inspirational Israel trips, busy campus Hillels, and outreach programs that incorporate all the cycles of Jewish life. And for them all, we need superbly trained professional staffs to provide spiritual guidance and leadership.

To help meet this demand, to ensure a Jewish future for our children and grandchildren, Women's League has embarked on a very special, exciting Torah Fund Scholarship Project of Plus-Giving. This new scholarship project is directed specifically to help students fund their educations at the Jewish Theological Seminary in New York, the Ziegler School of Rabbinic Studies in Los Angeles, The Schechter Institute of Jewish Studies in Jerusalem, and the Seminario Rabinnico in Buenos Aires—and our goal is at least \$2,000,000 over four years.

With the support of every Sisterhood member, we can—we will—and we must be successful.

Do you know what it takes to be a Rabbi? These students are extraordinary. They study and learn Rabbinic text with scholars, and are challenged each day with understanding the responsibilities and over-expanding roles of the Conservative Rabbinate. They must grow intellectually and spiritually, and, as a critical part of their education, take a year to study in Israel—where they are not permitted to work. Many times, students who go to Israel must leave their families to cope without them.

Almost all rabbinical students need to earn money and gain experience, so they serve as interns in our synagogues, as teachers, chaplains, and summer camp counselors. They work for hospice, hospital, and outreach programs, and for federations—and some have even traveled to Poland, Siberia, and Russia to lead congregations who thirst for Jewish contact and knowledge.

But then, stop to consider that many of the rabbinical students are in second careers, and they are struggling with money problems, keeping their families together, and finding time to be spouses and parents, while worrying about the next exams.

It is not an easy path of five to six years they have chosen, but they have chosen it with firm commitment. For us there can be no greater investment than in supporting them and their institutions of learning. When the Rabbinical tallit is draped on their shoulders,

these outstanding men and women become our Rabbis ---role models and teachers for our children and grandchildren. We need them all, and they will truly secure the future of Conservative Judaism.

Please contribute what you can to the Plus-Giving Campaign. With your scholarship gift added to your regular contribution, you may even reach a new level of giving, and a new jewel for your Torah Fund pin. Use a Torah Fund Tzedakah box to complete your pledge to the students, and be surprised how quickly it can be filled.

Those of us who have contributed to the Torah Fund Campaign over the years have reason to be proud. A gift to Torah Fund in any amount connects the giver to JTS, Ziegler, the Schechter Institute and the Seminario Rabinnico. These important Conservative institutions depend on Torah Fund as a constant in their budgets, and you can be sure that your gift and mine, combined with gifts from women throughout North America, make a significant difference.

May you be blessed for all you do—and for all you will do. Together we will meet the goals set out for us—and truly make that difference in our world.

Written by: Lela Jacoby, Liaison, West of the Rockies

A REYNOLDS RAP

HONORING TORAH FUND AND THE SCHOLARSHIP SPECIAL PROJECT

(Use multiple voices. Follow with a solicitation pitch.)

There once was a place called JTS
It taught many rabbis who did their best
To spread the word throughout the land
That torah and Talmud needed to expand
They had no money so they turned around
To see where some extra could be found

'Twas 1942 and a war was on
Women's League needed a project to spawn
Mrs. Samuel Spiegel quite orotund
Suggested its name should be Torah Fund —Torah Fund —Torah Fund —Torah Fund

Six dollars and eleven was the expected gift
It spelled out Torah and gave you a lift
The first year's goal was a thousand times ten
Which seemed like a great deal of money then
But the Sisterhood women came to the fore
And year after year they raised some more
raised some more — raised some more — raised some more

In 1958, at convention that fall
They voted to build a residence hall
Named Mathilde Schechter for our founder so grand
It was to be the finest in all the land
We purchased many bricks for ten bucks apiece
To help house our girls — your daughter and your niece

Soon thereafter, the call went out again
A dorm for married students became the new plan
Goldsmith Hall was a great place to live
As long as each one of us continued to give
Continued to give — continued to give — continued to give

Then a project in Israel, another in New York
More and more money over did we fork
Each year was better than the one before
We all did our best to graduate many more
Rabbis, cantors, and teachers for our kids
Library and quadrangle came up for bids

When in Los Angeles all apartments were filled
We scrounged and we pleaded UJ dorms to build
Soon Seminary Synagogue became the great need
Where students of Torah their tradition could heed

The Education Pavilion was to be next
For meetings and lectures, for studying text
You've all been supportive, we are grateful and proud
To sing your praises clearly and loud! Clearly and loud, clearly and loud, clearly and loud

Perhaps you are wondering what the future will hold?
This is the moment — NOW it can be told:
A scholarship project we're ready to start
To benefit JTS and Ziegler — with all our heart!

(Next two lines — customize or omit)

It's Torah Fund's sixty - third year of life
We're here to honor (Joe Schwartz)'s wife

We thank you for what you have done in the past
And ask you to add a little more real fast
Remember scholarship funds are needed a lot
Your chairperson needs to fill the Torah Fund pot

Choose one:

_____ thousand is Sisterhood's (name of branch's) goal this year
With your help, we'll reach it — have no fear!

or

Two million is our goal over four years
With your help we'll reach it, we have no fears!

Insuring Conservative Judaism is our intent
Big or small gifts will be very well spent
So spread the news to one and all
A plus-giving campaign was begun this/last fall
More funds are needed to support our scholars
Please solicit your friends, and double your dollars
For an international goal of at least two million

Kulanu b'yachad — we can raise a zillion!

Created by Bea Reynolds, Liaison, West of the Rockies

Pitch: A LITTLE CAN ADD UP TO A LOT

Start with the following if presenting the *Reynolds Rap* first:

Thank you for that entertaining introduction to our new Torah Fund project. The RAP, created by the talented Bea Reynolds of Pacific Southwest Branch, highlighted our past and our potential. It has shown how we have affected and can continue to affect the future of Conservative Judaism.

Now is the time for each of us to deepen our commitment to the future. Now is the time for each of us to call on our dedication, energy, and resources to support this future. Together we have goals—to raise \$2,625 million dollars this year for Torah Fund and \$2 million dollars over four years for **Scholarships: Securing Our Future**. WE CAN DO IT! Some of you have the resources to give the top gift of \$100,000, and for that, we would be very grateful. (Just think, twenty gifts like that could help us make our scholarship goal. Or one of the other categories listed on the brochure.

Those of us who don't have an 80, 50, 36, 18 or 10,000 to pledge as **plus giving** dollars can still participate in the campaign. Every one of us!

But how?

Let's do some math.

How many days are there in a year? 365

How many Shabbatot are there? Fifty-two

How many *yom tovim* on which handling money is prohibited? Eleven

That leaves 302 days

In four years that would be 1,208 days.

So—now I would like you to think about your financial resources. When you start each day, is there an extra dollar, or two, or five in your wallet that you would not miss? If you put that dollar, or two, or five in the beautiful Torah Fund *Tzedakah* box, at the end of the year, after 302 days of this kind of **plus giving**, you could contribute more than 300, 600, or even 1500 dollars. And, after the four years that this project will run, after 1,200 days of **plus giving**, your gift could equal 1,200 or 2,400 or even 6,000 dollars!

I ask you now, what is the future of Judaism worth to you? Is it worth that extra bit each day? Think, please of how much you could commit over 300 days to that future! How much over 1,200 days.

We have given you pledge cards. I ask you to write down on one of these cards, the figure you will contribute daily. We need you, all of you!

Over four years and a goal of two million
Kulanu b'yachad—we can raise a zillion!

Written by Cory Schneider, International Chair, Torah Fund

PITCH: WHY TORAH FUND?

I am sure that we all agree that education is the foundation upon which a better society is built. For the Jewish community, Hebrew education and Jewish tradition are ongoing goals, and, as such, require continuous financial support. Since 1947, we have all been partners as members of Women's League in helping to build a better tomorrow for the Jewish community through our support of The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabinico Latinoamericano in Argentina. We, each and every one of us, are helping to produce the lay people and professionals necessary to enrich our tradition, to make it more meaningful, and to further its heritage.

But, you are probably thinking, what does this have to do with me? My child is not going to be a rabbi or go to those institutions. In fact, many of you may not know anyone who will. But, stop and think, each of our lives has been enriched by those institutions — in the form of advice from a rabbi, or just by belonging to a Conservative synagogue, or sending our children to religious schools with teachers trained by JTS graduates, listening to liturgical music written and sung by cantors, or sending our children to Camp Ramah. The list goes on and on. As those who continually benefit, we have the responsibility to support Judaism.

Why Torah Fund? Can these institutions continue to make contributions to Jewish life without our help? And, should they have to? No!

Many things are changing today. Our life-styles are constantly evolving. Our standards of morality are different. The Jewish home is different. But, some things remain constant. And it is the responsibility of each of us as Jewish women to continue to make our influence felt in this world, an influence for good. I say women, because we have become a recognized force on our own. Women today enjoy positions of influence in major industry, government, and community life. We represent the majority of the electorate, and we control over fifty percent of all money spent. So, in this vein, we must also shoulder our portion of the responsibility to support these institutions that are the mainstay of our lives.

This year the need is exceptionally great in order to make it possible for men and women to choose Jewish professions, and to maintain the Jewish education programs that are already in place. No challenge has been too difficult for us, and indeed, this partnership has, in a sense, a sacred quality that has added a special dimension to the lives of our women as well. By sharing in the task of informing our constituency about the need to play an important role in supporting our Movement, we feel part of the family of Jews in the broadest sense. This is a very special family. I am here to tell you that our family needs us. Now is the time to recommit ourselves to this special partnership and join in making our Torah Fund Campaign the most successful yet! Edward Everett Hale said, "I am only one, but I am still one. I cannot do everything, but I still can do something and because I cannot do everything, I will not refuse to do the something I can do." Do it today!

Written by: Phyllis Haas, Co-chair, Scholarship Special Project

HALLEL - Song of Praise

The theme of our 2006-7 Torah Fund pin is very relevant to the Scholarship Special Project.

The Hallel Prayer is recited on all festivals, Rosh Hodesh, Hannukah and Israel Independence Day. The prayer is taken from the Psalms and includes #113 through 118. These are part of those designated as Pilgrimage Psalms that were to be recited when one made annual pilgrimage to the Holy Temple. That we continue to recite them ties us to our ancestors and helps us relive the experience. These Psalms were also called prayers of ascent that were recited as one ascended to Jerusalem and then to the Temple Mount. The Southern exposure of the Temple Mount has been recently reconstructed to be like it would have been in the days of the Temple. The Mikvuot which the pilgrims would have used for purification and then the steps that they would have climbed to reach the gates they would enter can be viewed. And the ancient pilgrims would have recited Psalm 126 *Shir Ha-Ma'ot* - a song of Ascent on their way up the steps. Today those same Psalms can be recited in that very place.

Our contributions to the Scholarship Special Project can help us reenact our commitment to our traditions by insuring the future of Conservative Judaism around the world by supporting Rabbis, Cantors, educators and well-educated laity in the continuity of our precious heritage. Hallel can stand as a beacon of our continuing belief that we can make a difference in the lives of Jews everywhere.

Written by:
Evelyn Seelig, Co-chair, Scholarship Special Project

BULLETIN SPOTS

Did you Know?

Every year, educational institutions of higher learning face

- increased costs
- decreased availability of scholarship monies from private, governmental, and corporate sources?

This year

- The Jewish Theological Seminary
- Ziegler School of Rabbinic Studies
- Schechter Institute of Jewish Studies in Israel ,and
- Seminario Rabinico Latinoamericano in Argentina

must raise additional funding just to maintain the outstanding educational programs for which they are world-renowned?

We have the Answer...

Women's League's Torah Fund campaign must raise \$2,000,000 over four years to provide needed scholarship funds.

You can make it happen...

We are asking each Sisterhood member to make an additional contribution over her basic Torah Fund gift to help reach that goal.

**Have you made your gift to Torah Fund this year?
Make that extra special gift!**

**This entire Handbook is available
on the Torah Fund website
Access up-to-date information online:
www/jtsa.edu/about/communications**

RECOGNITION BULLETIN SPOTS

Join with these "FRIENDS" who have made an additional gift to the Special Scholarship Project of the Torah Fund Campaign of the Women's League for Conservative Judaism. The Sisterhood of _____ is delighted to recognize the following:

(Names)

This special project will supply scholarships to the students at The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabinico Latinoamericano in Argentina.

The Sisterhood of _____
Is proud to announce that the following Women are "Friends" of the Scholarship Special Project of the Torah Fund Campaign of the Women's League for Conservative Judaism:

(list names)

By contributing an additional Gift to this special project they are helping to insure the future of Conservative Judaism in their support of The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Schechter Institute of Jewish Studies in Israel, and Seminario Rabinico Latinoamericano in Argentina.

THANK-YOU LETTER

Dear

We are delighted to have received your pledge (or contribution) of \$_____ to support the current Torah Fund Women's League project, **Scholarships: Securing Our Future**.

I know you are proud to be part of this vital venture. Your contribution will benefit students attending The Jewish Theological Seminary in New York, Ziegler School of Rabbinic Studies in Los Angeles, Schechter Institute of Jewish Studies in Jerusalem, and Seminario Rabinico Latinoamericano in Argentina. Scholarship support is more crucial than ever before if we are to secure the future of Conservative Judaism.

By pledging (or donating) to this project, you are enabling our students to work hard, free of the need to spend long hours at outside jobs, enabling them to pursue all opportunities to transmit what they have learned to the Jewish community in North America, Israel, and around the world.

With your commitment, you have joined the dedicated members of Women's League in helping to create possibilities for our young men and women today, as well as helping to create visions for tomorrow for the entire Jewish community.

With appreciation and every good wish.

B'shalom,

Donor Recognition

It is not only crucial that we solicit for contributions to Torah Fund, it is equally important that we acknowledge these contributors publicly. This serves two purposes: recognition of those who support the campaign, and providing an example and encouragement to others who may also wish to participate.

Recognition Techniques

These suggestions should be adapted to your particular campaign. You may want to identify different types of recognition for the various levels of giving. Remember, everyone who gives to the general campaign or the **plus-giving, Scholarship Special Project** should be recognized in some way. Recognition certificates have been designed to acknowledge donations to the **Scholarship Special Project**. Three versions are included in this handbook. You may copy these certificates and personalize them. The best method of obtaining the certificates is: go to the Torah Fund website (www.jtsa.edu/development/torahfund): download the certificates, customize them with the appropriate names, and print them out onto quality paper. You may also obtain them in a Word file by contacting the Torah Fund office.

1. Publish the names of contributors in the sisterhood bulletin and, every few months in the synagogue bulletin.
2. Honor contributors at a special Torah Fund Friday evening service. This can be a way to acknowledge those who have given an additional gift to the **Scholarship Special Project**.
3. Send a personal thank-you note to all contributors. Add a special thank-you for participants in the **Scholarship Special Project**.
4. Create a large scroll to be shown at sisterhood meetings with the names of the Contributors — add new names to the scroll as gifts are received.
5. Post the names of contributors on a Torah Fund poster on the synagogue bulletin board.
6. Present certificates to contributors at a sisterhood meeting, Torah Fund event, special Friday night or Shabbat morning service.
7. Create Recognition Certificates acknowledging gifts to the **Special Scholarship Project** by parents or grandparents in honor of bar/bat mitzvahs or any other special occasion.
8. Certificates are available online at: cabaron@jtsa.edu for instructions on how to personalize.

This entire Handbook is available
on the Torah Fund website
www.jtsa.edu/development/torahfund
and from the Torah Fund office.
All the materials may be customized for each
Individual Branch and Sisterhood!