

Birthright Israel Foundation

2021 Campaign Plan

Goals

1. Launch a reduced campaign to keep our infrastructure in place during the pandemic and until the program can resume in full
2. Focus on cash collections -- Have enough working capital to resume trips when possible
3. Examine potential merger opportunities with Onward Israel
4. Steward donors through pandemic to build ongoing support and loyalty
5. Solicit donors to ensure the permanency of Birthright Israel but consider preservation of relationship as more important than gift

Strategies and timeline

1. Adjust campaign timeline because of pandemic:
 - a. January-June focus on stewardship
 - b. July-December focus on fundraising and cash collections
2. Fundraisers to continue regular touchpoints to donors and prospects in portfolio
3. Plan and implement virtual and in person annual fundraising events
4. Shape messaging about ongoing impact and importance of Birthright Israel
5. Devise direct marketing campaign with stewardship and then solicitation components
6. Engage leadership and give program updates regularly
7. Engage foundation allies around challenges and changes in program due to pandemic
8. Rescheduled Gala in honor of one of our founders
9. Initiate a legacy giving program
10. Solicit regular donors at year end toward program resumption
11. Educate donors about increased costs and alternative pivot programs