

*Jacques -
Please read - for
Thurs. info meeting*

Gray

PRELIMINARY STUDY OF FUND RAISING POTENTIAL OF BETH ISRAEL CENTER

The following is a summary of a broad outline of fund raising potentials that the Beth Israel Center can avail themselves in the coming months to bolster their normal campaign efforts.

In preparing this report, I have broken down the potential into (3) three main segments, namely:

1. Potential Outside The Community
 2. Personal Assets of the Membership Itself
 3. Functional Fund Raising Involving Both Members and Non-Members
1. (a) The possibilities of securing contributions from outside the community in sums of more than \$100 are very slim. The reason for this is simple; in analyzing the sources of income of the membership, it is easily ascertainable that the economic status of very few of the members approaches that of the individuals from whom aid could be sought.
 - (b) The outside community, at least that segment that gives, has the means to, and has the understanding of community needs, is plagued by every local and national drive already. They will not lend themselves, beyond perhaps a token contribution, for anything substantial, because their allegiance along synagogue lines are already committed.
 2. (a) Personal assets of the membership have not been the guiding line along which the present pledge program is set. Firstly, the concept of a maximum pledge is now dormant; and a minimal is what has been established. There should, therefore, be a reanalysis made of the "ability to pay" of the present membership and a sliding scale established.
 - (b) The dues structure of the Center is too weak. Here, too, consideration of annual income should be taken into consideration for actual membership.
 - (c) Since there is in existence already a Sisterhood and Men's Club structure (the need for which is still problematical in some minds) they should be utilized for fund raising as a chief function. Quotas should be set for them on an annual basis, activities for fund raising assigned to them by the Board, plus supervision, guidance and help, and they then would fulfill a need over and beyond what could easily be done by standing committees.
 - (d) The building contemplated should be broken down into endowment units. This could then be offered to prospective givers both within and without the membership. For example, each class room endowed by an individual or even certain community-wide organizations or the study, the doors, the lobby, the sanctuary, etc.
 - (e) One major fund raising function should be planned annually; never to be participated in with anyone else. It should be an

expensive one - \$50 raffle - \$50 per plate dinner - on that order. The work entailed is just as much as a cheaper one in the long run and the Center sells itself cheap when cheap merchandise is offered.

3. Functional fund raising - the variety of ways to meet the needs of the capital building fund:
 - (a) Periodic cocktail parties, utilizing the best homes of the membership and the personal friends and relatives of the host plus an able programmatic speaker.
 - (b) Honor Roll Placques
 - (c) Yahrsteit Bar - Contributions
 - (d) Weddings - Bar Mitzvahs - Confirmations
 - (e) Mailing lists of affluent members to customers, suppliers, etc.
 - (f) Employers of some of those who are salaried can be sources of donations.

By and large, the contents of this report contain some new items, some old. What is most important is that the ideas need discussion and then action; not by one individual because fund raising is everyone's job at this particular stage. Long range planning as well as short range as needed is what is essential.

Additional sources of income:

1. Sunday morning breakfasts should be sponsored by the Center and sold to members with simchas to celebrate - admission charged and profits accrued to the Center.
2. Holiday services and blessings are come by too easily and without cost.
3. Education programs are non-existent and should be a source of income.

Summary

It will take more than a brochure, speeches, cocktail parties, dinners, etc. to meet the goals set by the committee. In order to succeed, there must exist a sincerely devoted group, completely unselfish, to set an example for the remainder of the congregation and who is prepared to go out and convince others of the importance of the project. In other words, how many volunteers are available to go out and ASK?