

PRE-DEDICATION CAMPAIGN

for

Beth Israel Center

Final Draft
August 27, 1963

THEME

Beth Israel -- For Congregation and Community

In all approaches, whether by telephone or letter, it will be emphasized that the congregation of Beth Israel is grateful for the help of so many organizations and churches of other faiths, that the facilities of the new building will be made available to the community. And although the present facilities are limited by size, future construction will provide the necessary room for community-wide activities. The present facilities will nevertheless provide room for a non-sectarian kindergarten, and special classes as well as cultural events of interest to the community.

OBJECTIVES

1. To raise \$10,000 to \$15,000.
2. To publicize the goals and ambitions of Beth Israel Center and provide the motive for contributions not only for this campaign but for future fund raising and for the good of the congregation.

ACTIVITIES

1. Mailing to Jewish leaders outside the congregation.
Mailing to include letter signed by Judge Samuel Weiss,
Beth Israel Brochure, Jewish Holiday pocket calendar or
other syndicated pocket piece, imprinted "Beth Israel
Congregation".
2. Follow-up telephone calls to the Jewish leaders.
3. Personal visits to key people wherever possible.
4. Letter to Pittsburgh community leaders such as Willard
Rockwell, H. J. Heinz, Richard Mellon, etc.
5. Follow-up phone calls to people in charge of the chari-
table funds created by these men.
6. Personal visits wherever time permits.
7. TV and Radio interviews for Beth Israel leaders.
8. Newspaper articles.

COST: an estimated \$750 to \$1,000 in raising \$10,000 to \$15,000.

However, if results fall short of the goal, total charges will be kept below 8% of funds raised from sale of advertisements and contributions outside the congregation. This sum includes, but will not be exceeded by publicity at the \$10 hourly rate, which is a reduced rate for non-profit organizations. In brief, the congregation "can't lose" because no bill will be sent by this agency until funds are raised.

REPORT: Weekly progress reports will be sent to the campaign committee.