



SUPER SUNDAY

Volunteer Script

Smile! *(The donor can hear it in your voice and it makes a difference.)*

Begin

Hi! May I speak with Mr./Mrs./Ms./Dr. _____? My name is _____ and I'm a volunteer calling on behalf of the Greater Miami Jewish Federation. Today is Super Sunday, our largest fundraising day of the year. While the pandemic is keeping us apart — we're all calling from home today — I hope my call makes you feel connected to our community and reminds you that we are always here for you.

For PAST Contributors

Thank you for your past generous donation to our Federation. In response to the COVID-19 crisis, we are focusing on three critical issues: food insecurity, economic insecurity and institutional insecurity.

- We're distributing kosher food to about 1,200 people every two weeks.
- We are providing approximately \$1.2 million in financial assistance to people facing financial hardship since the onset of the pandemic.
- We've committed \$7.5 million to keep critical agencies like JCCs, JCS and Jewish day schools open to serve the community.

The needs have dramatically increased. Thankfully, we're finding that those in our community who can help are responding. Our donors have increased their gifts, on average, by 20%. Would you consider a gift of \$_____?
(See suggested amount on pledge card.)

For NEW Contributors

Mr./Mrs./Ms./Dr. _____, thousands of people in Miami, in Israel and around the world are facing many new and unimaginable challenges due to COVID-19.

We are responding to the crisis by focusing on three critical issues: food insecurity, economic insecurity and institutional insecurity.

Every other week, we are helping 1,200 people put food on their table through our free kosher food distributions. *(Use other Federation Facts as needed.)*

We really need your support. Will you please consider helping us with a donation of \$36 — double *Chai* — and make a difference?

If "Yes"

Mr./Mrs./Ms./Dr. _____, that's wonderful. Thank you for your generous donation of \$_____ *(Confirm amount.)* If you'd like to pay right away, please visit JewishMiami.org.

Confirm Contact Information *(Cross-reference information provided.)*

Close the "Yes" Call

Thank you again for your support. I hope you will join us online at The Main Event on Tuesday, March 23. You can find out more at JewishMiami.org.

If "No"

(Try to find out why and see the Super Responses section below.)

If unable to give/need help

(Please be sensitive to the situation. See the first response below.)

Close the "No" Call

Mr./Mrs./Ms./Dr. _____, thank you for taking the time to speak with me. I hope you will join us online at The Main Event on Tuesday, March 23. You can find out more at JewishMiami.org. Have a great day and stay safe.

SUPER RESPONSES TO DONOR CONCERNS

I can't afford to give/I lost my job during the pandemic

I understand. Please know we are here to help. You can call the Jewish community's 24-hour helpline at **305.576.6550**. It's totally confidential and someone there will be able to address your specific needs.

I'll give what I gave last year

Thank you. Every dollar makes a difference. But please remember that the needs this year are greater than ever before. Many people who were once able to help now need help. We're responding to an eight-fold increase in requests for financial assistance and have already given out more than \$1 million in grants and loans. Any increase in your support will help us help others.

I can't pay now/Please call me later this year

I understand. The pledge you make today doesn't need to be paid until the end of the year. But your pledge today helps us accurately plan our allocations for the future.

I give to other charities

I'm glad to hear that! Individual charities are focused on critical individual needs. Federation is the collective voice of our entire community, and it's likely that the charity you support also benefits from Federation. Please join in our collective communal response.

I already gave/sent in my pledge by mail

Thank you and I'll make sure that our records are corrected. May I confirm the amount that you gave? (*Confirm contact information.*)

Federation Facts to Share

- There has been a seven-fold increase in individual requests to Federation for financial assistance.
- The Kosher Food Bank has seen a 24% rise in families needing to use its services compared to the same period prior to the pandemic.
- Federation is funding a 53% increase in hardship scholarships for Jewish day school students.
- Your donation helps fund more than 160 social-service, humanitarian and educational programs in Miami, in Israel and in more than 70 other countries worldwide.
- Federation is an efficient and effective organization. A full 90 cents of every dollar goes directly to programs and services, making a big impact on those in need.
- Federation has received a four-star rating, the highest possible, from Charity Navigator, America's largest independent evaluator of charities.