

SUPER SUNDAY

Volunteer Script

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

Begin

Hi! I'm a volunteer calling on behalf of the Greater Miami Jewish Federation. Today is Super Sunday, our largest fundraising day of the year.

For PAST Contributors

Thank you for your past generous donation to our Federation's Annual Campaign. We are focusing on three critical issues: historic inflation, an alarming rise in antisemitic incidents and the ongoing war in Ukraine.

- We are continuing with our monthly **Free Kosher Food Distribution Drive-Thrus**. To date, we have organized **more than 40**, helping **58,000 people** put food on their table.
- With the alarming rise in antisemitism emerging nationwide, our Office of Community Security works with **160 Miami-Dade organizations** to better secure our institutions and our Jewish way of life.
- Our overseas partners have **provided aid to 500,000 people** affected by the war in Ukraine and helped more than **65,000 Russians and Ukrainians make aliyah** to Israel.

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

Thousands of people in Miami, in Israel and around the world are facing many new and unimaginable challenges.

- With the alarming rise in antisemitism emerging nationwide, our Office of Community Security works with **160 Miami-Dade organizations** to better secure our institutions and our Jewish way of life.
- **1 in 5 people** in our Jewish community relies on Federation for financial assistance or access to Jewish life. We need **YOUR** help to help them.
- We are continuing with our monthly **Free Kosher Food Distribution Drive-Thrus**. To date, we have organized **more than 40**, helping **58,000 people** put food on their table. *(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"

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.

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

Thank you for taking the time to speak with me. Have a great day and stay safe.

SUPER RESPONSES TO DONOR CONCERNS

I can't afford to give.

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, and the cost of goods and services have dramatically increased. Many people who were once able to help now need help. In fact, 1 in 5 people in our Jewish community relies on Federation for financial help or access to Jewish life. 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 Jewish community, and it's likely that the charity you support also benefits from Federation's Annual Campaign. 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

- 1 in 5 people in our Jewish community relies on Federation for financial assistance or access to Jewish life. We need YOUR help to help them.
- Federation's Annual Campaign distributed \$3.3 million to care for those most vulnerable in our local Jewish community.
- More than \$3.5 million was allocated for Jewish education initiatives serving adults and children in the Miami Jewish community, in addition to more than \$2.2 million in grants, scholarships and teacher benefits to 10 Jewish day schools and nine congregational schools.
- 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. More than 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.