

# 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. It allowed us to respond immediately to the horrors of October 7, while we continue our life-saving work here at home. As we move forward, we have three key priorities: Continuing to support the people of Israel on the long road to recovery; strengthening our Office of Community Security in response to the shocking rise in antisemitism; and being here for Jews in Miami who continue to need our help.

- Federation provided **\$863,000 for medical and trauma relief** in Israel in response to October 7 and continues to support Israelis through their trauma, loss and uncertainty.
- With the alarming rise in antisemitism emerging globally, our Office of Community Security works with **120 Miami-Dade organizations** to better secure our institutions and our Jewish way of life.
- With continuing inflation in the US and around the world, the costs to provide vital services to the vulnerable have risen dramatically. **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.

The needs have significantly 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 \$\_\_\_\_\_?

#### For NEW Contributors

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

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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](http://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!

# 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 want to give my entire gift to the IEF/I gave all my charity to organizations directly assisting in Israel.**

Israel is the heart of the Jewish world and it's critical that we support it. At the same time, we have a generation of Jews here in Miami to educate in Jewish values so they will be there to support Israel in the next generation. Can we please count on your support to keep our own community afloat at the same time we care for Israel?

## **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 \$3.6 million to care for those most vulnerable in our local Jewish community.
- Federation provides vital funding to 22 Jewish day schools and congregational schools, along with a 28 early childhood education programs, serving more than 8,800 children.
- Your donation helps fund more than 170 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 91 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.