



December Dollars

A Guide for the 2012-2013 Regional/Council Mazkirim and Gizborim

Why ISF?

After BBYO gained independence from B'nai B'rith in 2001, we, the teen movement, devoted the International Service Fund entirely to our Order's efforts beyond North America. This fund, more commonly known as ISF, has been the driving force of our globalization efforts for the past ten years. It is because of ISF that we can have teens from over 15 countries at International Convention. It is because of ISF that we can have teens travel across oceans to CLTC, ILTC, Kallah, and ILSI.

But ISF is more than a scholarship fund.

ISF is an investment in Jewish communities across the world, an investment in the future of Global Jewry. Through the experiences that ISF provides for teens, they become inspired and equipped to build Jewish youth programming in their home communities.

It is because of ISF that Neta from Serbia is building the country's first BBYO chapter, Tamid B'yachad BBYO. It is because of ISF that Besos from Albania planned the first Passover Seder his country had seen in recent history. It is because of ISF that teens from BBYO UK/Ireland were inspired at IC to bring Stand UP back to their home region.

All of your regions have set ISF pledges for the year. But at our current trajectory, with the growing excitement that globalization has within our movement, if we want more kids from around the world at IC, more kids from more countries this summer, we need just that: **more**.

So that's why we're calling upon **you**, the true movers and shakers of the Order, the kids who know how to **communicate**, the kids who know how to **fundraise**, to not just make ISF happen. But make it happen BIG. Make it happen NOW.

What now?

December is a prime month to push ISF forward because not only can the money we raise affect IC, it is also when many of us have regional conventions.

In the coming weeks, Nick, Michaela, and the Global Fundraising Committee will be working with each of your regions individually to develop some form of fundraiser for ISF. Our hope is that through these added fundraisers, you can gain either make a dent in your pledge for the year **or** be on the fast-track to exceed your initial pledge.

Every day counts for planning. So start now!

Convention Fundraising

Convention fundraisers are easy because you don't have to promote kids coming to a separate event. They're already there! Below is a list of potential convention-oriented fundraisers that you can incorporate into your convention this month.

Idea 1: Shuk

- Selling spirit wear at conventions is going to happen anyway so...
- Encourage every chapter to donate a percentage of their profits to ISF
- Create a special item where all proceeds will go to ISF

Idea 2: Dance-a-thon

- Collect money at dance
- Keep energy high and update totals throughout the night (thermometer, etc.)

Idea 3: Penny Wars

- Challenge each chapter to bring as much loose change to convention as possible (in addition to, if they want, dollar bills!)
- Whichever chapter raises the most money can get meals first, etc.

Idea 4: Tuck-ins, etc.

- Have regional board charge for members to be tucked-in
- Or: Hear a bedtime story
- Or: Get milk and cookies, etc.

Idea 5: Upgrades

- Raffle or auction off an upgraded room
- Will work provided the convention is in a hotel



Idea 6: Sell stuff

- At the convention sell fun items to play with at convention
- Set up a snack shop and sell food and drink during chofesh
- Sell entries into a large game of assassin

Idea 7: Selling the Regional Board

- Regional board members are auctioned off to chapters
- They will have to be a servant during meal times
- Either feeding chapter members, refilling drinks, clearing up etc.

Idea 8: Dare Devils

- Huge ceremony where everyone brings money and you can dare people to do things (all appropriate)
- People will decide for how much money they will do a dare

Idea 9: Haircuts for ISF

- Hairdressers will come to conventions
- Participants donate money per inch of hair cut off
- E.g. 2 girls cut off 8 inches therefore everyone pays \$16

Idea 10: Staffle Raffle

- Have a raffle event which is to be ran at Convention but publicised beforehand
- Prizes are staff members who will cook either meals or cookies for those who win the raffle
- If the winner doesn't want the prize, it will be individuals auctioned off
- The raffle can also include old, vintage BBYO merchandise

Idea 11: Regional Board LOVE Pie

- Set up a shuk
- One of the stools will have the regional board members
- People can pay a certain amount towards ISF and in return pie a regional board member in the face

Other Fundraising

In case you don't have a regional convention this month: no fear. You can still incorporate fundraiser into a different regional event, or hold a fundraiser that stands alone. For ideas on this, please refer to the "Biggest List of BBYO-Friendly Fundraisers Ever"



Things to Remember

- **Promotion is everything.** If you're fundraising at convention and kids didn't bring cash, you're not going to raise very much. Make a Facebook event, include reminders in all communication about the convention or event. Make a promo video. Get kids **excited** for whatever you're selling!
- **Sell the "why."** You guys know why ISF is important. Does your region? Kids are more likely to donate and participate when they know where the money is going.

A Super Short Bit on Pitching ISF

DO: Explain how it allows a more global IC and summer program experience and is an investment in Jewish communities worldwide, correct people's misconceptions, share personal stories (Neta and Besos above, etc.)

DON'T: Use words like "charity" or "scholarship," assume kids know what ISF is, force the concept on others

- **Get your staff, regional board, and steering committee on board!** You need to run the idea by them in enough time before the convention for it to be a success. Communication is key, so make sure they understand your plan of action so they can help you promote and execute the fundraiser.
- **Plan it, and plan it well.** You won't raise money unless you are thoughtful about promotion and execution. Can you acquire all necessary supplies? Do you know the timing of the fundraiser? If applicable, use a **Fundraising Planning Form**.
- **Let us know if you need help!** We're here every step along the way and want each and every fundraiser you do to be a success.
- **Keep us updated.** Not just us, but your entire counterpart network, because they can benefit from your ideas and experience. Afterwards, let us know how much you raise.



After December

Although this big push is happening now, don't lose momentum once 2013 rings in! We understand that scholarship and Stand UP fundraising are also priorities, but if you can **allocate a percentage of the money you're raising throughout the year to ISF**, you're in good shape. **Fundraise often**, because the more money you make overall for the year, the more of it that can go to ISF. **Don't forget about your pledges!** We need to follow-through with those so that both IC and Summer can be well-represented.

Are you ready?

We're excited to work with you this term. As always, let us know if you need anything.

Fraternaly and respectfully submitted for our global movement, the impact of fundraising on Global Jewry, #mgoskmovement and #TeamMazkirim,

We remain,

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Your 68th International Mazkirah

Your 88th Grand Aleph Mazkir

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