

2012 – 2013 Temple Beth Am/Pressman Academy Jeremiah Campaign
“Shira Hadasha – A New Song”

To: TBA/Pressman Campaign Ambassadors

From: Bob Braun, VP Resource Development
Dvora Colker, Pam Levine & Mark Samuel, Jeremiah Co-Chairs

Our 2012-2013 Annual Campaign has launched and we are happy to report that as of today, we have already raised \$50,000 towards our **\$1,050,000** goal. Jeremiah Level gifts comprise 90% of this goal. As part of our campaign, we recognize extraordinary individuals who have helped TBA/JPA fulfill its vision. This year we are delighted to present the *Etz Chaim* award to Sherri and Mike Cohn at the Pressman Gala and next spring, honor the Ziering family with a celebratory concert for leading us into the future and helping us to create our “New Song.”

Recently, all families rated at Jeremiah Levels received a “pre-solicitation” packet letting them know that an Ambassador will be contacting them soon. We thank you for agreeing to be an **Ambassador** for this year’s campaign and encourage you to move forward quickly with the goal of completing your solicitations by the beginning of August.

We understand the challenges of asking for a contribution and want to make it as comfortable as possible. Please find the following information to assist you in this important effort.

- A master sheet of your assignments
- An individual sheet with giving history, contact information and notes for each person you will be asking to make a gift
- Campaign Overview and Fact Sheet
- Jeremiah Brochure which includes Giving Levels and Benefits
- “The Art of the Ask” PowerPoint

When you complete a solicitation, we ask that you send the donor a short personal, hand-written thank you note, and email the results to Seth Rosenzweig at srosenzweig@tbala.org. Seth will be responsible for tracking all gifts, and will also ensure that the donors are formally acknowledged and that billing is handled according to the donor’s request.

If you have questions after reviewing the enclosed information or need help in any way, please know that we are just a phone call away. Please save either Wednesday, July 11 at 7:00pm or Wednesday, July 18th at 8:00am for an Ambassador Training Session.

**Thank you for your leadership and commitment to our
community and good luck!**

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