

Evergreen JFREJ Fundraising/Membership mini Toolkit

Useful Links: jfrej.org/donate, jfrej.org/member

Do you know a few people who should be JFREJ members and you want to ask them to join JFREJ? Are you having a birthday, wedding, or other life event that you'd like to ask your people to give to JFREJ in honor of? You're in the right place! This mini toolkit will get you started on asking your friends, family, and neighbors to join and donate to JFREJ.

Brief FAQ

- **Do I have to be Jewish or live in NYC to Join JFREJ?** **No - 1 in 4 of our members live outside of NY State. And we have active members who aren't Jewish.**
- **What's the difference between being a member and donating to JFREJ?** **We don't distinguish between members and donors at JFREJ. If someone gives any amount greater than \$3 per year, they're considered a member!**
- **What are JFREJ's Membership Dues?** **Suggested dues are \$5 per month or \$36 per year, and they're sliding scale, so they start at \$3 per year. In order to keep our membership dues accessible, we ask that folks give at a level that is meaningful for them.**

Asking your People:

1. Take a few minutes to **think of a list** of people you know who share your values from the different areas of your life (school, family, friends, neighbors, synagogue, etc.). Write their names down.
2. Make a **short and sweet, personalized ask** to each of them. Include why you thought of them in particular, what's meaningful about being a JFREJ member for you, and ask for a specific amount. The default suggested ask is \$5/month, but you know them best, so ask for more or less. Make your ask in person, over the phone, via text or DM, however you usually communicate with the person.
3. If they say YES, send them the link to join jfrej.org/donate or jfrej.org/member (they go to the same place). Or create your own personalized fundraising page here!
4. **Follow up!** If someone doesn't reply right away or they say they'll think about it, remember to follow up in a couple days. People will be grateful for the reminder.

This is how you do a FB fundraiser

Some helpful things to keep in mind:

- It's okay to get NOs. Don't make that decision for someone though. You're providing them with an opportunity to live into their values, let them make the decision.
- It's your job to ask, and their job to say Yes or No.
- If you only get YESes, you're not asking enough.
- The taboo against talking about money that many of us were taught helps keep the current unequal status quo. These conversations help break down the taboo!

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Sample Asks:

Example 1. Hey Sarah, I hope you're doing well. I loved seeing you at Rielle's birthday party a few weeks ago. It was really cathartic complaining together about the current state of our city politics. Eric Adams really is a Batman villain! I mentioned it then, but one thing that helps me not succumb to despair in these times is being a member of Jews For Racial & Economic Justice/JFREJ. It is really meaningful to me to be part of a longstanding org that works on housing and justice for migrants as well as universal healthcare and investing our city's dollars in the social good and not more policing. I'd love to invite you to make your political home here at JFREJ as well! JFREJ is a membership-based org, would you consider joining at \$10/month during our membership drive this week?

Example 2. Hi Alex, it's been a while! It was nice to see you at the Jews For Ceasefire action in Grand Army Plaza a few months ago now. I've been grateful to take action for a ceasefire in the streets with fellow members of Jews For Racial & Economic Justice (JFREJ) these past many months, and I'm wondering if you'd be interested in joining JFREJ too? Joining JFREJ has allowed me to show up with my neighbors in a sustained way for Palestinian liberation and to affirm the humanity of all people. Dues start at \$3 per year, and I wonder if you'd be interested in joining me as a member at \$5/month during our membership drive this week. What do you think?

Example 3. Hello Jordan, I've been thinking of you and our college organizing days together. As antisemitism is instrumentalized against college students across the US I'm feeling really grateful for the analysis of an organization I'm a member of, Jews For Racial & Economic Justice. Even though most of their organizing is based in NY, I'm a member from Atlanta/Denver/etc. because their analysis is so sharp. I've sent this [recent Op-Ed](#) to some family members who've expressed confusion about the protests. I have been especially grateful for my JFREJ community and am feeling much less alone knowing that JFREJ is organizing and leading. I'm a member at \$15 per month, and I'm wondering if you'd be interested in joining me?

Reach out to Development Manager, Sara Goldberg, sara@jfrej.org, to let her know, so she can answer any questions you may have and offer support!