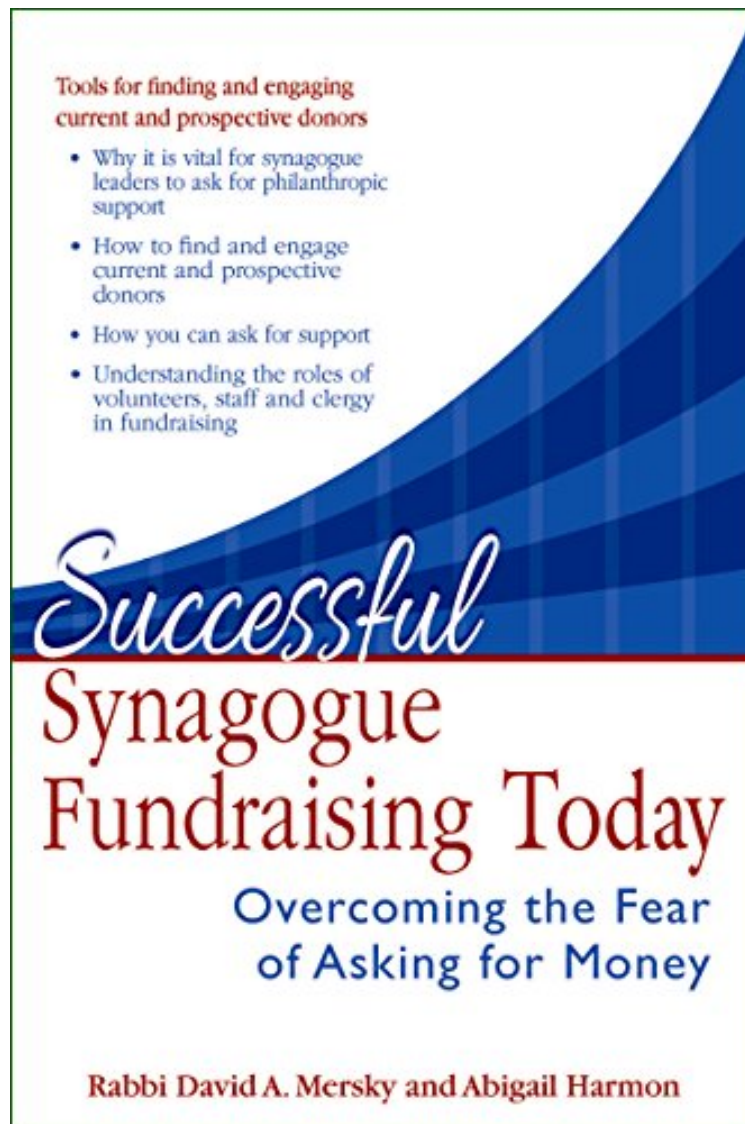


Successful Synagogue Fundraising Today: Overcoming the Fear of Asking for Money

David A., Rabbi Mersky

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David A., Rabbi Mersky : Successful Synagogue Fundraising Today: Overcoming the Fear of Asking for Money before purchasing it in order to gage whether or not it would be worth my time, and all praised Successful Synagogue Fundraising Today: Overcoming the Fear of Asking for Money:

0 of 0 people found the following review helpful. A very good step by step approach to developing a fundraising programBy Israel DrazinRabbis are not trained in rabbinical schools on how to raise money for the maintenance of their congregations. This problem is compounded by the facts that how to raise money is a counter-intuitive endeavor,

rabbis are generally spiritually-minded and not sufficiently focused on the practical needs of their congregations, the rabbis are embarrassed to ask for financial help, and unlike other religions Jewish law forbids dealing with money on the sabbath. This relatively short book helps resolve this problem. The authors take readers step by step in sixteen easy to read chapters and show rabbis and lay leaders of congregations how to fundraise for their synagogues. They tell such things as how to develop a good story that humanizes the congregation, its specialness, and why it is a great investment. The book describes how to find donors, when to call in consultants, what all fundraisers need to know, the role of every member of the congregation, volunteers, who should be in charge, and a wealth of other information.

You can achieve your dreams of financial stability for your congregation. "At almost every institution around the country, there is money left unasked for and, as a result, not given. 'Wait,' you might say. 'We have an annual appeal every year! Every family in our congregation is asked for a donation at High Holiday services. If they haven't given, they just don't want to give to us.' That may be how you perceive the interaction, but do your congregants see it the same way?" from Chapter 1 Successful synagogue fundraising is no easy task, but it is possible for all congregations. Development consultants Rabbi David A. Mersky and Abigail Harmon outline a practical, step-by-step approach to fundraising programs and systems that can help your synagogue achieve growth and sustainability. They show you how to: Create excitement about new models of fundraising Set up a comprehensive development program Find and engage current and prospective donors Choose effective staff, volunteers and consultants Create a culture of asking and giving that everyone feels positive about Bring your community together to support the congregation's mission and vision

"Of immense practical value.... David Mersky's insights into the theory and process of development enabled me, my lay leadership and staff to achieve success beyond our expectations." Rabbi Joshua M. Davidson, senior rabbi, Congregation Emanu-El of the City of New York "A great resource for every synagogue seeking to move from a culture of fundraisers to a culture of philanthropy that ... engages life-long donors. A comprehensive primer." Margo Gold, international president, United Synagogue of Conservative Judaism "A must-read for synagogue boards, clergy and staff." Dr. Ron Wolfson, Fingerhut Professor of Education, American Jewish University; author, Relational Judaism: Using the Power of Relationships to Transform the Jewish Community "Concrete tips and practical guidance from fundraising professionals who really know what they are talking about. This book is all you need to succeed in synagogue fundraising." Rabbi Kerry M. Olitzky, executive director, Big Tent Judaism; coauthor, New Membership and Financial Alternatives for the American Synagogue "Lifts us up from the bottom line to an elevated plane of meaningful relationship for sustained growth." Rabbi Elaine Zecher, Temple Israel, Boston "Takes you through the entire process step by step in an easy-to-read format that provides checklists, charts and many innovative ideas for a successful campaign.... Highly recommend[ed]." Maria Benet, past president, Congregation Kehillath Israel, Brookline, Massachusetts "A sorely-needed pragmatic guide." Rabbi Jonathan Schnitzer, senior rabbi, B'nai Israel Congregation, Rockville, Maryland "Comprehensive.... The perfect guide for any synagogue leadership group seeking to improve its financial health (and the engagement of its congregants) through philanthropy." Frederic L. Bloch, past president, Larchmont Temple, Larchmont, NY; senior vice president of development, New Jewish Home, New York City About the Author Rabbi David A. Mersky, founder and managing director of Mersky, Jaffe Associates, has led planning and fundraising endeavors for more than four decades. A former congregational rabbi, he also served as the national director of resource development for the then Union of American Hebrew Congregations. Abigail Harmon, associate and creative director at Mersky, Jaffe Associates, has been strengthening nonprofits, including synagogues, for more than ten years. Her work has focused upon helping her clients increase funds through capital campaigns as well as annual fund development.