

Creating a Plan

We know that the decision to join the Sunday Learning Group may create a financial strain on you. We are here to support you and help you! The following questions should help guide you in creating a financial plan for Achvat Amim:

- How much of the program fee (1800-5400 NIS sliding scale) can I contribute?
- How much (if any) can my family contribute?
- How much do I want to receive in letter writing?
- How much do I want to crowdsource from my networks?
- Am I able to pay my program fee now and be reimbursed as I write letters and crowdfund? If I am not able to pay the full program fee now, what is a payment plan that would work for me? (Please email Julie@AchvatAmim.org to discuss setting up a payment plan).

On the next page of this document you will find resources on letter-writing and crowdfunding. After looking at those, answer the following questions:

Letter-writing

- Where can I letter-write to? (i.e. JCC's, progressive synagogues, your home synagogue, if there was a Hillel at your college, religious organizations or institutions, your youth movement)
- How much do I want to ask for?
- What is my timeline for letter writing?
- What language/angle do I want to use with different audiences?

Crowdfunding

- Who do I want to email my crowdfund to?
- What Facebook groups do I want to post in?
- Am I able to or wanting to do something if someone donates, or donates a certain amount? (i.e. send them a postcard, an original song, give them access to a blog, etc).

Letter/email writing is essential!

Write to congregations, Hillels, and other Jewish/Israel related organizations as well as activist groups, and friends and family. It can be a big help to write a good letter/email that includes who you are and some nice things you have done, what you plan to do, why you are in Israel, positive change on the personal, communal and global fronts, and what your need is (material support/funding). This is not weird.

Organizations often get individual requests like this and if you are impressive in your letter, ask for a face to face zoom meeting with the Executive Director/Rabbi/Whatever... You will find that some are very receptive and will be interested in supporting your journey. The same is true of some social change organizations that have nothing to do with Jewish/Israel issues and friends and family.

A letter ought to include:

- Who you are
- What the Achvat Amim Sunday Learning Group is (feel free to pull language off the website!)
- Why you are awesome and why the fellowship is awesome and why you are participating in the fellowship
- Why the person you are writing to will be enriched by your participation in this fellowship. For example, your cousin cares about your personal growth and wants you to learn skills and experience the world. A community leader wants you to take part in good work in the world. An organization may want you to spend significant time abroad learning about the reality 'out there', etc.
- The support you are looking for. Example: 'Please support me by sponsoring one of my months of transformative learning. Contributing \$150 to the cost of the fellowship will allow me to engage in over 20 hours of learning, community engagement, and growth.' or ' Please help me by giving me \$200 towards my participation in the fellowship'
- You'd like to set up a meeting to talk about it over zoom if they want... Otherwise, they can feel free to send you money!

Crowdfunding

Crowdfunding is about raising money through small donations from your family, friends, networks, and communities. Here is a basic outline of what to include when setting up your campaign:

- Who you are
- What the Achvat Amim Sunday Learning Group is (feel free to pull language off the website!)
- Why you are awesome and why the fellowship is awesome and why you are participating in the fellowship
- How your work and/or your communities will be enriched by your participation in Achvat Amim.

After you publish your crowdfunding campaign, send it to Julie (Julie@AchvatAmim.org) so Achvat Amim can promote it on our networks!

And always remember...

We are here to support you!