



Klal Yisroel Making History

July 24

אין גדולה כתורה
ואין תומכיה בישראל

Critical times demand critical action

In recent months, actions taken by the Israeli Supreme Court have shaken the yeshiva world in Eretz Yisroel.

Targeting over 1,500 yeshivos and kollelim, these funding cuts are threatening the collapse of the Olam HaTorah as we know it. To date, a staggering 54,000 bochorim and avreichim are affected by these new laws, forcing our gedolim to take action.

Within days, our leaders joined with askanim and philanthropists from around the world, forming Keren Olam HaTorah, the largest-ever emergency fundraising initiative the Torah world has ever known.

והעולם אינו עומד על קיומו, אלא בתורה

Dear Friend,

Thank you for heeding the call of our gedolim and stepping up to help save the Olam HaYeshivos.

Facing a staggering deficit of \$107 million for the upcoming year, the Olam HaTorah in Eretz Yisroel is on the brink of a catastrophe.

In an unprecedented move, six of the leading Gedolei HaTorah embarked on a three-day trip beseeching the tayeres Yidden in America for help.

They pledged a remarkable \$84M.

Yet, we are still \$23M short and that is why we are asking for your help.

By becoming an ambassador and gathering funds, you can help the yeshivos survive.

Let's join together to ensure the survival of Limud Torah in Eretz Yisroel.

קודשא בריך היא אורייתא וישראל חר הוא

ONE NATION. ONE MISSION.

Thank you for partnering with Keren Olam HaTorah.

This guide was created to help you fundraise effectively. Please take the time to read through it before you embark on your mission.

1. YOUR PASSION IS KEY

Your friends, relatives, and acquaintances will be donating to Keren Olam HaTorah because of YOU. They feel your passion, see your dedication, and believe in your devotion for the cause. They want to see you succeed.

2. EVERYONE YOU KNOW CAN HELP

Every single one of your family members, friends, acquaintances, neighbors, coworkers, and former classmates is a potential donor. Don't dismiss anyone because you haven't spoken to them in a while. This cause affects every single Yid.

3. MAKE IT PERSONAL

Use the marketing materials we prepared – emails, text messages, and scripts – and add your own personal touch. Making it personal can make all the difference between “I'll think about it” to “I want to join now.”

Campaign Date: July 24

You will receive your personal fundraising link on Thursday, July 18.

Please utilize the pre-campaign week to reach out to your contacts. Encourage them to donate before the event goes live and watch your numbers steadily increase.

Here are some more tips to help you make the most of your fundraising:

AIM HIGH: Take on a realistic, but substantial, campaign goal.

REACH OUT: Don't be shy, reach out to anyone who might make a donation.

RESOURCES: Use the campaign materials provided and personalize them.

PHONE CALL: Nothing beats a personal phone call. Written messages can easily be ignored, but a phone call will likely result in a donation.

BUMP IT UP: Don't let your donor get off with his first offer. Try to get him to increase his donation or commit to monthly installments.

STAY COOL: Remember, fundraising isn't for the faint of heart. Regardless of how people respond, remain calm and respectful.

אשרי איש שלא ישכחך ובן אדם 'תאמץ בך

July 24

**United
we raise**



KerenOlamHaTorah.org