



PARTNERS IN TORAH'S AMBASSADOR HANDBOOK

THE POWER OF TWO

causematch.com/partnersintorah2





Dear Friend,

Thank you for signing up to become an Ambassador!

Your generosity of time and effort will go a long, long way. By stepping up as an ambassador you are spearheading this charge. You are leading by example. You are the true hero of this campaign.

Thank you for volunteering and demonstrating leadership!

As an Ambassador, you are responsible for

- a) Committing to a personal fundraising goal and
- b) Sharing our campaign with friends and family, far and wide.

This folder contains everything you need for each stage of the campaign: from populating a list of potential donors... to templates you can use to ask for money... to logging donor details.

These campaigns work. But they work only because of leaders like you! You will inspire people to give. And more importantly, you will inspire them to try out 1-1 Jewish learning for themselves.

Thank you in advance for stepping up and hearing the call when needed. Your continued support does not go unnoticed!

Warmly,

Your friends @ Partners in Torah



In this handbook, you will find the following documents. This should give you everything you need to explain the campaign to your family and friends and collect donations for your team.

- **What Is This Campaign All About?**
- Succeeding with Team Fundraising
- 3 Steps for Success
- Methods to Donate
- Technical Q&A for Ambassadors
- Memory Jogger
- Donation Call Script
- Donation WhatsApps/SMS Examples



WHAT IS THIS CAMPAIGN ALL ABOUT?

Partners in Torah THE POWER OF TWO

If you believe in ensuring our Jewish future, read on.

If you believe all Jews deserve to be proud of their heritage, read on.

If you believe that every Jew has a right to a Jewish education, read on.

Please donate to Partners in Torah today. Your gift will go directly to giving people the space to ask questions and reconnect with their heritage through the Power Of Two.

When you donate, you equip another Jew to study one-on-one with a carefully-chosen partner. Partners will decide together how, what, and when they will learn together. No judgment. No commitment. No cost.

Picture it. Because of you, a lawyer in a small, rural town will find a mentor and connect each week with the Torah portion.

Because of you, a mother will spend 30 minutes each week on a spiritual exploration, diving into topics like love, prayer, and mindfulness.

Because of you, a young adult will discover his Jewish pride, developing an authentic friendship with a study partner, someone who will become his lifeline to Judaism.... all thanks to your generosity.

No matter one's age, no matter one's background. As long as someone has a pinhole of curiosity, a picture of a great-grandparent, or a simple impulse to click on a Partners in Torah ad online, all are welcome here. And it's completely free.



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Take, for example, Quenton, an Anglican minister and a chaplain in the Canadian Armed Forces. Just before his grandmother passed away, she told him that her mom was Jewish. Quenton was intrigued, but his life continued as usual. A year later, on the date his grandmother passed away, an ad from Partners in Torah popped up, inviting him to learn more about Judaism – at no cost! He felt his grandmother was talking to him. "Pick up the phone and call Partners in Torah!" And he did.

Quenton was matched with Eli from Brooklyn, a match they both believe was made in Heaven. Aside from the growth in Jewish knowledge and practice (Quenton made his first Seder at his base through Eli's guidance), the bond between the two is unimaginable. They are best friends and speak to one another several times a week.

But there are so many more people like Quenton out there. So many more minds to inspire. So many more flickers of curiosity to flame.

That's why your gift is so important.

When you donate, you shape the Jewish future... two people at a time.

Your gift translates directly into increased marketing efforts, which means thousands more people engaged.

Your gift ensures that participants are matched with the best study partner as soon as they sign up.

Your gift empowers a caring, professional Relationship Manager team who will provide ongoing support and guidance to each partnership.

Partners in Torah is the door to the Jewish future. You hold the key.

On Chanukah, Jews around the world will commemorate the Maccabees who fought for their heritage and tradition. Please continue their legacy and ensure that the light of Judaism burns brightly for generations to come.

Please open your heart and donate today. We don't have a moment to lose.



SUCCEEDING WITH TEAM FUNDRAISING

What is Team Fundraising?

Team Fundraising allows individuals to champion a cause. Ambassadors (like you!) can raise money from friends and family for organizations that are near and dear to their hearts. They can create their own personal fundraising pages that track how much they've raised, the names of those who have donated, and personal messages of support and encouragement.

By taking on a team to raise funds for Partners in Torah, not only will you help support the organization - you'll be spreading the word about the good work they do as well.

Why Team Fundraising?

Simply put: Because it works.
People give to people, not to organizations.

When you create a Team, you MULTIPLY THE PARTNERS IN TORAH'S REACH. By sharing your Partners in Torah story with your personal network, you'll be providing SOCIAL PROOF that Partners in Torah is worthy of an investment.

New contacts are more likely to contribute to Partners in Torah because you introduced them.

Team fundraising is simply smart philanthropy!

3 STEPS FOR SUCCESS



Commit to raising a personal fundraising goal!



Attend the rally event (on Zoom) on Sunday, December 18th @ 12 PM EST



Start fundraising and meet your goal!



METHODS TO DONATE

Payment Methods

Credit card, checks, bank transfer and cash.

Payments are acceptable in USD, CAD, ILS, GBP, and EUR.

*Donations are tax-deductible in the USA and as well as in Canada (through Ne'eman Foundation.)

Donations can be made:

- Online via the CauseMatch website during the campaign (Credit/Debit card, PayPal, or The Donor's Fund)
- Offline before or during the campaign (call 1-800-STUDY-4-2)

Online via CauseMatch Website

This has the benefit that donations are received immediately and no further follow up is required. Try and encourage this payment method if possible.

Online payment method

1. Donor is directed onto CauseMatch site via your personal page link (which will be sent to you via email.)
2. Donors make their donation by entering card details on the checkout page.
3. If it's simpler, you can enter card details on donor's behalf.
4. The donor will have the option of paying monthly (card only.)
5. A receipt will be automatically issued via email to the donor (if donated in USD or CAD, it is a tax receipt. If ILS, GBP, or EUR the receipt will be attached or come separately soon thereafter.)

The official page is:

causematch.com/partnersintorah2



TECHNICAL Q&A

Q: I want to change my goal/the name shown on my team page.

How do I do that?

A: Unfortunately, ambassadors do not have the ability to edit their team pages directly. If you'd like to make a change, you can reach out to your Team Leader (if you've been assigned one,) or email teamsupport@partnersintorah.org. They will then either make the edits themselves (if they have credentials to access the backend) or reach out to the CauseMatch Technical Support Team to have the changes made on your behalf.

Q: How do I add/change a profile photo or blurb on my team page?

A: Like the goal/team page name, you need dashboard access to change or add a profile picture or slogan/blurb. You can reach out to your Team Leader , or to teamsupport@partnersintorah.org to make these edits.

Q: Can I get notifications when a donor donates to my team page?

A: Yes! When a donor donates to your ambassador page, you should automatically receive a notification. If you are not receiving these notifications (or would like them to stop) please reach out to your team leader or teamsupport@partnersintorah.org

Q: How do I share a link on Whatsapp?

A: Either write the url (example: causematch.com/team-michael) or copy and paste it into a message! Wait until the Featured Image shows up (usually after 2 seconds). Tip: Use Whatsapp Web to copy and paste whole message templates from your Ambassador Handbook. You can access Whatsapp web by visiting web.whatsapp.com and following the instructions on your screen.

Q: What is the image that shows up when I share the link? Can I personalize that?

A: The organization provides a Featured Image for the campaign. If it is not showing when you share or it has a problem (such as it is in the wrong language), please contact your Team Leader. This will be the same image for everyone.

Q: A donor's credit card info didn't go through. What should I do?

A: First, check your internet connection and refresh the page. Next, if you are on the phone with them, ask them to verify the card number, cvv, and expiration date. If it doesn't go through again, provide the email address associated with the attempted donation to your Team Leader. The Technical Support Team (TCS) will then look into the error.



TECHNICAL Q&A (CON'T)

Q: What is an abandoned donation notification? What am I supposed to do if my Team Leader sends me one?

A: Congrats! If your Team Leader sends you information from an abandoned donation that means you had a friend or family member try to donate to your page! Your friend automatically gets a notification from CauseMatch letting them know that they did not finish their donation. But after a few hours, if they do not return, you'll get a notification to ensure you follow up! Call or message them to say you saw that they started to make a donation, and help them complete their transaction.

Q: Can I get an easier/shorter link to my ambassador page?

A: Unfortunately, all links are automatically generated and cannot be changed. If you forget your personal link at any point, contact your Team Leader and they'll send it to you.

Q: I am in a different location! Can I raise money in my local currency? Can my ambassador goal be in my local currency?

A: Fortunately, as long as a credit card is allowed to be charged internationally, anyone can donate! However, the money will be converted for the transaction in the currency the donor selects on the checkout page (it will also show up on the campaign page in that currency). Regarding the goal on your ambassador page- you can only select a goal in the currencies that the organization is processing.

Example: If you are Australian and raising money for a Canadian nonprofit that is processing money in CAD, USD and GBP, then your ambassador page goal can only be in CAD, USD or GBP. However, you can still ask your friends in Australia to donate! When they select a currency to donate and submit their credit card information, their credit card will be charged in AUD and then converted for the organization to the selected currency. This converted amount is what will show up on the campaign page.



MEMORY JOGGER

It is always very powerful when you call friends, family, colleagues, etc. because they have a personal relationship with you and will want to donate because they know YOU. Use our memory jogger to get the wheels churning.

We find that the most successful fundraisers are those who aren't afraid to ask their friends and family for support—they will want to help because Partners in Torah matters to you!

- Parents
- Parents-in-law
- Brothers
- Sisters
- Brothers-in-law
- Sisters-in-law
- Grandparents
- Uncles
- Aunts
- Children
- Nephews
- Nieces
- Cousins
- School friends
- Camp friends
- Study partners
- Dorm mates
- Childhood friends
- Neighbors
- Old neighbors
- Family friends
- Parents' friends
- Children's friends
- Babysitters
- Accountant
- Landlord/Manager
- Work contacts
- Clients



CALL SCRIPT

Hi _{{First name}}_?

If this is not the person, ask for the person. If they inquire what this is in regard to, let them know, “A special fundraiser for :Partners in Torah.”

“Hi _{{First name}}_! My name is _{{YOUR NAME}}_ and I’m a volunteer from Partners in Torah. How are you doing today?”

Be sincere. Pause. Smile. Let them reply.

{{INSERT APPROPRIATE RESPONSE}} e.g. “I’m glad to hear that.”

I’m making calls today to raise money for this special organization that gives people the chance to connect with their Jewish heritage through 1-on-1 learning.

We’re now in the middle of a special fundraiser to raise \$600,000 so Partners in Torah can pair 10,000 more Jews with a hand-picked study partner. I have set a personal goal of \$AMOUNT for this cause, because as a participant, I’ve personally benefited from their work.

Would you please consider a donation of {amount}?

[PAUSE]



IF YES

- Great! I can wait while you grab your credit card and then we can get in your donation right now. (DO NOT break the silence)
 - You can enter their information live on the website.
- If they don't want to give you their credit card say, "Perfect, how close are you to a computer?" Let them respond and then ask them to "Please open up your internet browser and I will walk you through the donation process online. (Do not break the silence. Do not get off the phone until the donation is completed).
- If they say "I'll do it later." Respond: "We can have it done in less than 2 minutes. Each donation really helps create momentum for the campaign." If they insist they'll do it later, say, "Great, what's your email so I can send you the link (use causematch.com/partnersintorah2 or your personal team link)?"
 - Also ask them if calling to remind them would be helpful. If so, note the time and report to your call center manager.

If Answer is No:

- "Each donation truly helps. Can you make even a \$5 donation?"
- If they continue to say no, ask "Okay. Can I send you the campaign link so that you can post it on social media and share it with friends and family? People like you promoting the campaign helps motivate the wider community. Sound good? ** At this juncture you might have a window to nudge once more, "You sure you can't make even a \$5 donation?*" Take their email and send them the link (causematch.com/partnersintorah2 or your personal link).

WHATSAPP MESSAGING



It is always very powerful when you call friends, family, colleagues, etc. because they have a personal relationship with you and will want to donate because they know YOU.

WhatsApp Message #1:

Dear {{INSERT NAME}},

I hope you are doing well.

As you may know, I am connected with Partners in Torah.

It's a special organization that gives people the space to ask questions and reconnect with their Jewish heritage.

We're now in the middle of an \$600,000 fundraising campaign so Partners in Torah can pair 10,000 more Jews for 1-on-1 study with a carefully chosen partner.

Together, partners will decide how, what, and when they will learn together. No judgment. No commitment. No cost. All thanks to donor generosity.

I have committed to raising \$AMOUNT for this cause.

Would you be willing to make a donation and leave a message on my personal fundraising page?

The link to donate is [HERE!](#)

With appreciation,
{{YOUR NAME}}



WhatsApp Message #2:

I'm taking part in a special fundraising campaign for Partners in Torah and I'd love for you to join me.

Partners in Torah helps pair Jews to study 1-on-1 with a carefully chosen study partner. This means that they can explore their heritage and ask personal questions they may have about Judaism in a judgment-free relationship - 30 minutes a week.

Right now, Partners in Torah is raising funds so they can pair up their next 10,000 participants. To make that happen, they need marketing dollars (so they can find appropriate mentors and market their service to prospective students.) They also need funds to help ensure participants are well-matched, and to ensure that each partnership has a skilled and caring support team to guide them on their learning journey.

I have personally seen how special this program is, and I know that with the right funds, they could really positively impact the global Jewish community. They really do give Jews anywhere in the world the opportunity to connect with their heritage...

I wouldn't be sending this for just ANY organization, so I'd like to ask if you would be willing to contribute toward my \$AMOUNT goal.

The link to donate is here: Please donate today. Thank you so much!



WhatsApp Message #3:

Hi {{INSERT NAME}},

Have you heard? YOU + Partners in Torah can help shape the Jewish future.

Your gift will go directly to giving people the space to ask questions and reconnect with their heritage through the Power Of Two.

Because of you, a lawyer in a small, rural town will find a mentor and connect each week with the Torah portion.

Because of you, a mother will spend 30 minutes each week on a spiritual exploration, diving into topics like love, prayer, and mindfulness.

Because of you, a young adult will discover his Jewish pride, developing an authentic friendship with a study partner, someone who will become his lifeline to Judaism.... all thanks to your generosity.

Would you please donate toward my personal fundraising goal of AMOUNT by 10pm?

The link to donate is here:

We don't have a moment to lose!

TY!,
{{YOUR NAME}}