

SUPER SUNDAY CALLER'S GUIDE

1 REVIEW THE INFORMATION ON THE PORTAL

- Identify the **person you are calling** and note the **amount** and **year** of the donor's last contribution.

2 START THE CONVERSATION

- **Ask to speak** with the person on the screen.
- **Introduce yourself** as a Jewish Federation volunteer.
- Let them know that today is Super Sunday and you are calling to **raise funds to strengthen Jewish life and help people in need.**

EXAMPLE:

"Hello, is _____ available?"

"My name is _____, and I'm a volunteer with the Jewish Federation of Greater Pittsburgh. How are you?"

"Today is Super Sunday, our annual community-wide phone-a-thon. I am helping to strengthen Jewish life and help people in need by raising money through Jewish Federation."

YOUR IMPACT IN ISRAEL:

- **\$7.4 M. raised** by PGH community.
- **\$776 M. committed** to the JFNA system.
- **Over 280,000 hot meals** served to individuals in at-risk communities.
- **22 tons of medical supplies** and **humanitarian aid** used for emergency medical care.
- **Over 90,000 evacuees** received educational and emotional support.

We need your help to respond to Israel's greatest crisis in a generation. Together, we'll strengthen Jewish life, support those in need and build a safer, more inclusive world.

3 MAKE THE ASK

TO PAST DONORS

- **Thank them** for their past generosity.
- Remind them of their **last pledge.**
- **Ask for the "ask amount"** on the screen.

TO POTENTIAL DONORS

- Explain that one contribution through the Jewish Federation has **tremendous impact.**
- **Ask for the amount** stated on the screen.
- If the person says "no," see "**Handling Objections.**"

IF THE PERSON STILL DOES NOT WANT TO MAKE A PLEDGE

- If they still refuse after you have addressed their concerns, **thank the person** for their time and request **future support:** "I hope you will consider giving in the future."
- **Record "Decline"** in the Donor Response section of The Portal.

IF NO ONE ANSWERS

- Hang up and **mark "No Answer"** in The Portal.

4 RECORD THE PLEDGE

- Thank the donor for contributing to the Community Campaign.
- Confirm contact information, mailing and email addresses.
- If there is missing information, request it and note it in the notes section of The Portal.

PLEASE DO NOT TAKE CREDIT CARDS OVER THE PHONE.

If a donor insists on paying by credit card:

- **Please tell them that Federation's Donor Services Associate will call them back. This is for the donors' security.**
- **Confirm the call back number.**
- **Make a note in the notes section of The Portal and alert a Federation staff member.**

Handling Objections:

PLEDGE SAME AS LAST YEAR:

The needs of the community are always evolving. Federation uses your donation to adapt to meet those ever-changing needs so that each person in our community and around the world can live with dignity.

HAVE TO DISCUSS WITH SPOUSE/ SEND A PLEDGE CARD:

Did you know that your payment is not due until the end of 2024? However, in order for Federation to plan allocations, knowing your commitment now allows our planners to make critical funding decisions for our community even sooner. That's why we're asking you to make your pledge today although you can pay it off throughout 2024.

ALREADY MADE MY GIFT:

Thank you. The Jewish Federation's fiscal year runs from July 1 through June 30. Super Sunday is raising money for the 2024 annual campaign, which lasts from 2023-2024. If you are sure that you made a pledge for this Campaign year, can you tell me your pledge amount so I can make sure it's recorded correctly? Your payment would not be due until December 31, 2024.

I RECEIVED SOMETHING IN THE MAIL:

Great! If you are planning to send in your donation that's wonderful, but if you tell me the amount now we will be able to quickly apply your payment when we receive it.

ALREADY GIVE TO OTHER, NON-JEWISH CAUSES:

It's great that you understand the importance of giving back. But as Jews, we must take care of one another. One donation to the Jewish Federation will take care of the entire Jewish community in so many ways.

PREFER TO GIVE MY TIME:

Thank you! We appreciate volunteers. However, your donation has the power to strengthen Jewish life, support those in need, and build a safer and more inclusive world.

Alt: However, your donation has the power to connect people to Jewish life, take care of community members experiencing hardship and lead and support efforts that advance a more just, secure, and inclusive society.

Where the Money Goes:

COMMUNITY DAY SCHOOL

Preschool—grade 8, for students from all Jewish backgrounds.

THE EDWARD & ROSE BERMAN HILLEL JEWISH UNIVERSITY CENTER

Providing social, educational, cultural and religious programs for more than 3,000 Jewish college students across Pittsburgh's universities.

HILLEL ACADEMY

Preschool—grade 12, affiliated with Orthodox movement.

JEWISH ASSOCIATION ON AGING AND THE NEW RIVERVIEW

Providing residential and outreach services for Pittsburgh's Jewish seniors.

JEWISH COMMUNITY CENTER OF GREATER PITTSBURGH

Offering social, cultural and religious programs for all age groups and segments of the Jewish community in Squirrel Hill & South Hills locations.

JEWISH FAMILY AND COMMUNITY SERVICES

Social, psychological and employment services provider for the Greater Pittsburgh area, not limited to the Jewish community.

THE BRANCH (FORMERLY JRS)

Supports individuals in the Greater Pittsburgh area with psychiatric, intellectual, or developmental disabilities, helping them to live, learn, work, and socialize as valued members of the community.

YESHIVA SCHOOLS

Preschool—grade 12, affiliated with Chabad Lubavitch of Western PA.

PLUS

International Partner Agencies:

Jewish Agency for Israel (JAFI)

American Jewish Joint Distribution Committee

WORLD ORT

Supported Agencies: Classrooms Without Borders

THE PERSON ON THE PHONE EXPRESSES THAT THEY NEED HELP OR ASSISTANCE:

Please confirm their contact information and ask if it would be OK for a Federation staff member to be in touch to share helpful referral options or suggest that they check out JFundsPgh.org which describes 5 different programs in our community for financial assistance.