TORAH FUND CAMPAIGN GUIDE

2019-2020

מה יפה ירושתנו

WOMEN'S LEAGUE FOR CONSERVATIVE JUDAISM

Table of Contents

Messages from Our Leadership 1-3
Leaders and Committee Chairs 4
The Pacific Southwest Region Office
    Our Location and Hours of Operation 5
Sample Torah Fund Speeches and Solicitation Letters
    Torah Fund General Campaign Sample Speech 7
    Torah Fund General Campaign Sample Solicitation Letter 8
    Torah Fund Legacy Society Sample Speech 9
    Torah Fund Legacy Society Sample Solicitation Letter 10
    Creating New Spaces Sample Speech 11
    Creating New Spaces Sample Solicitation Letter 12
Sisterhood Torah Fund Chair Timeline of Tasks 13-21
How-To's
    Requesting a Student Speaker from JTS or Ziegler 23
    Transmittals Using EXCEL 24
    How to Give to Torah Fund 25
Message from Your Torah Fund Region Vice President ..... back cover

From Our President

Choosing the Theme *Chesed*

Some years, choosing a Torah Fund theme becomes obvious for the Torah Fund Cabinet – the theme just fits the times. Two years ago, adding the number 100 to the pin, was a perfect way to acknowledge Women's League's one hundredth birthday. Where does one go after celebrating 100 years? In 2018-2019, Atid (Future), became our forward-looking theme.

In a reflective moment, thinking about the times we live in, and holding true to the values that we cherish, ***Chesed*** (Kindness) became the obvious choice for the new Jewish year 5780 (2019-2020). Kindness is truly what the world needs now.

It is our hope, as we spread our message of the importance of supporting our Torah Fund campaign, that we all began a serious dialogue about how to create a kinder world.

Margie Miller
International President
Women's League for Conservative Judaism

From Our International Torah Fund Chair

Our theme for the 2019-2020 Torah Fund Campaign is "Chesed" – kindness.

Our Torah Fund General Campaign gets underway on July 1, 2019. We look forward to the continued support of all of our sisterhoods. If you have any questions or concerns, we ask you to please contact your Region Torah Fund Vice President, myself, or the Torah Fund office. All of us will be most willing to assist in any way possible.

We are delighted to announce the kick-off on **two new Torah Fund initiatives** which we will be introducing in this campaign year. Each one embraces our "Chesed" theme.

The first is our new Special Project entitled "**Creating New Spaces**". This project will help to support:

- The Jewish Theological Seminary (JTS) Crossroads Campaign. We will be building a study space at the new Undergraduate Residence Hall, to be known as the "Women's League Study Space"; and
- A special course of training at the Ziegler School of Rabbinic Studies concerning issues of gender bias and harassment, to be named "Women's League Institute on Gender Bias and Harassment".

Creating New Spaces will be launched in July 2019 with a goal of a total of $200,000 (equaling $100,000 for each seminary). The Special Project will continue until we attain this goal.

The second undertaking will be launched in **September 2019**. It will re-energize our planned-giving endeavor, which will now be known as the "**Torah Fund Legacy Society**". This Society offers our members the opportunity to give an after-lifetime gift to Torah Fund. This will ensure that our work continues to meet the needs of future generations.

What better way to embrace our new theme "Chesed"? Both of these initiatives reflect goodwill, respectfulness, and kindness.

Please join me as we move into the 2019-2020 Torah Fund Campaign, continuing to support our institutions and students for generations to come.

Randy Schwartz
International Torah Fund Chair
Women's League for Conservative Judaism

From Our Executive Director

One Campaign, Three Ways to Participate

This year we are blessed to have a vigorous Torah Fund campaign with three exciting parts!

The Torah Fund General Campaign mission is to raise money for scholarships and programming at all five degree-granting seminaries of the Conservative/Masorti movement:
JTS, Ziegler, Schechter, Seminario, and Frankel.
Most of the materials in this Tool Kit pertain to this General Campaign.
This campaign has annual goals for each sisterhood, and you – the sisterhood chairs – make this campaign happen! Thank you for your energy and devotion!

The Torah Fund Legacy Society is the new name for the planned-giving component of the General Campaign. It launches in September 2019. It has some exciting new features:
Our office will send a Legacy charm to every donor who sends in a written Declaration of Intent.
No payment is required now, nor do you need to say how much you have set aside for Torah Fund in your estate.
Edna Schrank chairs this initiative, with Cory Schneider serving as vice-chair.
You will find new materials about the 'Torah Fund Legacy Society' in your Tool Kit, including the Declaration of Intent.

Creating New Spaces is our newest special project, which benefits JTS and Ziegler. It launches in July 2019.
It supports the new Crossroads Campaign at JTS, dedicating a Women's League Study Space in the new JTS Undergraduate Residence Hall; and it supports endowing the new Women's League Institute on Gender Bias and Harassment at Ziegler.
Our goal for this campaign is $200,000.
Carol Simon chairs this Special Project.
You will find new materials about 'Creating New Spaces' in your Tool Kit.

Rabbi Lilly Kaufman
Executive Director, Torah Fund

Torah Fund Leadership 2019-2020

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Our Location and Hours of Operation

Our PSW Region Office address is:

PSW-WLCJ
C/O American Jewish University
15600 Mulholland Drive
Bel Air, CA 90077

The Torah Fund office is open **Tuesday and Thursday** from 10:00 AM to 1:00 PM.

Phone number: **(310) 476-5359**
Fax number: **(323) 850-0784**
Email: **wlpsw@aju.edu**

Region Website: **www.wlcjregion.org/pacsw**

Torah Fund Webpage: **www.wlcjregion.org/pacsw/torah-fund**

Sample Speeches and Solicitation Letters
2019-2020 Campaign

Torah Fund General Campaign Sample Speech 7
Torah Fund General Campaign Sample Solicitation Letter 8

Torah Fund Legacy Society Sample Speech 9
Torah Fund Legacy Society Sample Solicitation Letter 10

Creating New Spaces Sample Speech 11
Creating New Spaces Sample Solicitation Letter 12

Torah Fund General Campaign
Sample Speech with Theme of Chesed

Good morning/afternoon/evening,

Thank you for joining us at our annual Torah Fund event! We are so pleased to honor _____ today. Mazel tov, _____, and to your family.

We are very proud of our sisterhood's participation in the Torah Fund campaign of Women's League for Conservative Judaism. Congregation/Temple _____ sisterhood has a _____-year history of support for this campaign.

Torah Fund is the dedicated philanthropy of Women's League for Conservative Judaism. Begun in 1942, it has operated continuously as a successful community-based campaign, run by sisterhoods across the U.S. and Canada.

You may be wondering, 'What is the mission of Torah Fund?'
Torah Fund provides financial support to the five degree-granting seminaries of the Conservative/Masorti movement, all over the world:

The Jewish Theological Seminary in New York
The Ziegler School of Rabbinic Studies at American Jewish University in Los Angeles
Schechter Institutes for Jewish Studies in Jerusalem
Seminario Rabinico Latinoamericano in Buenos Aires, Argentina
and Zacharias Frankel College in Potsdam, Germany.

The money we raise provides for scholarships and programming at all 5 of these schools.

Thanks to the generosity of our Torah Fund donors these schools educate the rabbis, cantors, educators, scholars, and lay leaders who provide vision and leadership, comfort and counseling, music and inspiration for the Jewish world. They innovate programs in Jewish communities worldwide, and preserve Jewish tradition, comprised of learning, worship, and acts of kindness.

Ending A
Our Torah Fund theme this year focuses on acts of kindness, featuring the word "Chesed" on the Torah Fund pin. What a wonderful word to wear, all this year! Perhaps those we meet will be a little kinder, after they comment on this lovely pin, and ask us to tell them what the word means, and we answer, "it means acts of kindness, done without thought of reward". Thank you for supporting Torah Fund, and for making the world a little kinder!

Ending B
Our Torah Fund theme this year focuses on acts of kindness, featuring the word "Chesed" on the Torah Fund pin. I was inspired to read about Chesed in this year's **Women's League Calendar Diary**, which contains 5 brief texts about kindness. We read in [name of source]_____ the following words, [choose your favorite Chesed quote]_____. I hope these words inspire you as they inspired me. Thank you for supporting Torah Fund, and for making the world a little kinder!

Torah Fund General Campaign
Sample Solicitation Letter with Theme of Chesed

L'Shanah Tovah,

The past Jewish year has been a hard one, in which we have witnessed some of the worst incidents of Anti-Semitism in the history of the United States. When we seek to renew our year, we must take steps to protect ourselves, but we hope not to become hardened in the process.

I know that I have become more aware of simple acts of kindness, whether shown by one Jewish person to another, or shared with people of other faith traditions. For this reason, this year's Torah Fund pin theme of 'Chesed' (kindness) is a very welcome one.

Our beautiful new Torah Fund pin is circular. It features the word Chesed in Hebrew next to a small heart, and three, increasingly large circles in gold-plate. This design can be understood to symbolize the heart of kindness, which Jews enact in ever-widening realms of generosity: from family, to community, to the larger world; or from North America, to Israel, to the world; or from sisterhood, to region, to the larger world of Women's League for Conservative Judaism. As we read in Psalm 89, may we build a world of kindness.

How can you help build a world of kindness in our day?

You can help to provide financial support to the five degree-granting seminaries of the Conservative/Masorti movement, all over the world through the Torah Fund campaign:

The Jewish Theological Seminary in New York
The Ziegler School of Rabbinic Studies at American Jewish University in Los Angeles
Schechter Institutes for Jewish Studies in Jerusalem
Seminario Rabinico Latinoamericano in Buenos Aires, Argentina
and Zacharias Frankel College in Potsdam, Germany.

These schools educate the rabbis, cantors, educators, scholars, and lay leaders who provide vision and leadership, comfort and counseling, music and inspiration to the Jewish world. They innovate programs in Jewish communities worldwide. And they preserve Jewish tradition, comprised of learning, worship, and acts of kindness, made real in the world.

Won't you please help us do this important work? Please give what can: every gift is valued!

Wishing you L'Shanah Tovah,

Torah Fund Legacy Society
Sample Speech

Dear friends,

Those of you who know me know that I am passionate about Torah Fund. The **Torah Fund Campaign of Women's League for Conservtive Judaism** has been my way of expressing my love for Judaism for _____ years now. Why do I do it? I have never had the chance to say why, and I am grateful for the opportunity to do so today.

My family has benefited from the work and caring of Rabbi _____ and Cantor _____, who studied at _____, which is one of the five seminaries supported by Torah Fund. But did you know that our Education Director is also a graduate of _____, as is our synagogue Board chair _____? My children have attended Camp Ramah, and their counselors and camp director, who know how to get through to our kids, all are alumni of _____.

The alumni of the five seminaries which are supported by Torah Fund -- JTS in New York, Ziegler in Los Angeles, Schechter in Jerusalem, the Seminario in Buenos Aires, and Frankel in Germany – these alumni have a positive impact around the world every single day, leading our synagogues, schools and summer camps, as we all know. Less well-known is that alumni of these seminaries provide much-needed leadership, expertise and caring across the broader Jewish community. As lay leaders and as Jewish professionals in communal social service agencies, nursing homes, hospitals; at JCRCs, Federations, Hillels on college campus, doing Israel advocacy and much more; their impact is wide and deep, and so must our support be.

I do not worry about the future, despite all the stresses that we routinely encounter in the news today. I believe that our children will continue to fund synagogues and day schools, Hebrew Schools and summer camps, university Hillels, and social service agencies; and that they will take on leadership roles within the Jewish community. But my kids will continue to need my help to do this, even after I am gone.

I have provided for my children and grandchildren in my estate plan, and I have carved out an amount to give to Torah Fund in perpetuity. I have chosen to do this using my will; others have done it through different financial investments or instruments. I am not here to give you tax, legal, or financial advice. I am here to encourage you to think through your ethical will: your impact on the future, the legacy you will leave to the Jewish world, and the message that this one action will send to your children about the importance of giving back in a Jewish way.

You have no doubt noticed this delicate charm, which hangs from my Torah Fund pin. It signifies that I have made a written Declaration of Intent to the **Torah Fund Legacy Society**. It says nothing at all about the amount of my gift or the percentage of my estate which I have chosen to give. Gifts in any amount are welcome. What it does assert is that I have made a commitment to the extended Jewish future beyond my lifetime through Torah Fund. Please join me as a member of the **Torah Fund Legacy Society**! Together we will make a positive difference for many years to come.

Brochures on your table contain specifics, and I am happy to have a private conversation with you at a time and place that works for you. Or you are welcome to be in direct touch with the Torah Fund office for further information.

Thank you for giving your attention to this new opportunity to make our Jewish future so bright!

Torah Fund Legacy Society
Sample Solicitation Letter

Dear friends,

We are presented with a golden opportunity to extend our values beyond our lifetimes through Torah Fund.

Like you, my family and I have benefited for several generations from the loving care, spiritual direction, and wise counsel of the clergy of our congregation, from its educators and lay leaders; from our community's summer camp directors, counselors and educators; and our intellects have been broadened and deepened by the honest and penetrating scholarship of the finest minds of the Conservative/Masorti Movement. So many of these lay and professional leaders learned their craft at one of the five degree-granting seminaries of our movement, worldwide. It is our privilege to support this important work, in perpetuity.

You may have noticed that my Torah Fund pin has an extra little charm attached to it this year. It signifies my membership in this new Legacy Society, and my commitment to remember Torah Fund in my estate plan. It does not indicate any minimum financial commitment. This not about how much I will give, only that I will give.

Won't you please join me in this vote of confidence in our Jewish future?

Enclosed is a brochure, frequently asked questions, and other informational material, including a Declaration of Intent and suggested language to show to your attorney. Please note that Torah Fund and I may not offer you legal, tax or financial advice: please consult your financial, legal or tax professionals.

When the Torah Fund office receives your Declaration of Intent, they will mail a charm to you. I know you will wear it with pride, as I do!

I look forward to welcoming you into our new Society.

L'Shanah tovah!

Sincerely,

Creating New Spaces
Sample Speech

Good morning/afternoon/evening,

As supporters of the **Torah Fund Campaign of Women's League for Conservative Judaism**, you already know the importance of our annual support of the five degree-granting seminaries of the Conservative/Masorti movement. You also know that periodically we make an extra effort, which we call a 'Special Project' to undertake an especially worthy priority for one or more of these schools. This can take the form of a 'bricks-and-mortar' construction project, or a compelling educational program, or, as in our newest Special Project, both!

Creating New Spaces is the newest Special Project of Torah Fund. Its goal is to support a building project at the Jewish Theological Seminary in New York, and a new professional-skills program at the Ziegler School of Rabbinic Studies in Los Angeles.

At JTS, where the campus is undergoing a major renovation, designed by world-renowned architects Tod Williams and Billie Tsien, we will help the Seminary **create a new physical space** in the new Undergraduate Residence Hall, now located on the JTS campus. This brand-new 5-story building will have a study space on each floor, and we are very proud that the **Women's League Study Space** will be one of them. Dedicating a study space is a wonderful way to perpetuate Women's League's long-standing involvement in the building and rebuilding of the Seminary campus. Torah Fund was instrumental in retrofitting Mathilde Schechter and Goldsmith Halls as dormitories, and the proceeds of the sale of those buildings have contributed a substantial portion of the funding of the new campus construction. Our investment in the past has multiplied and has become an investment in the future.

At Ziegler, Rabbi Cheryl Peretz initiated a timely new program in 2018-2019 in response to students' needs: a professional-skills program designed to address issues of gender-based harassment and bias. Now this program needs to be endowed so that it can be sustained as long as it is needed. To be named the **Women's League Gender Bias and Harassment Institute**, it will help students recognize instances of bias and harassment whenever they encounter them. They will learn how to handle them, whether in the workplace, synagogue, school, summer camp, or wherever their rabbinic work takes them. This program **creates a new emotional space** for students while they are in school, and long after they have been ordained.

As participants in this grassroots fund-raising campaign called Torah Fund, which is driven by women who are committed to the Jewish future, we are empowered through this new Special Project to create **caring new physical spaces and caring new emotional spaces** for our future Jewish leaders. We know the importance of ***refu'at hanefesh urefu'at haguf*** (emotional healing, and physical healing), and we now have a wonderful opportunity to show how much we care about the well-being of our students.

The financial goal needed to create these new spaces is $200,000, to be split equally between the two schools. This special campaign has no defined end-point: it will conclude when we reach this goal. It would be wonderful to reach it in time for the next Women's League Convention, in July 2020, in Chicago.

Donors to **Creating New Spaces** will be recognized throughout the year at the local and Region level, and at WLCJ Convention in July 2020. I encourage you to take one of our new brochures, and I would be happy to speak with you about an individual or a group gift to this beautiful new Special Project. Thank you!

Creating New Spaces
Sample Solicitation Letter

Dear friends,

As supporters of the **Torah Fund Campaign of Women's League for Conservative Judaism**, you already know the importance of our annual support of the five degree-granting seminaries of the Conservative/Masorti movement. You also know that periodically we make an extra effort, which we call a 'Special Project' to undertake an especially worthy priority for one or more of these schools. This can take the form of a 'bricks-and-mortar' construction project, or a compelling educational program, or, as in our newest Special Project, both!

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Donors to **Creating New Spaces** will be recognized throughout the year at the local and Region level, and at WLCJ Convention in July 2020. I would be happy to speak with you about an individual or a group gift to this beautiful new Special Project.

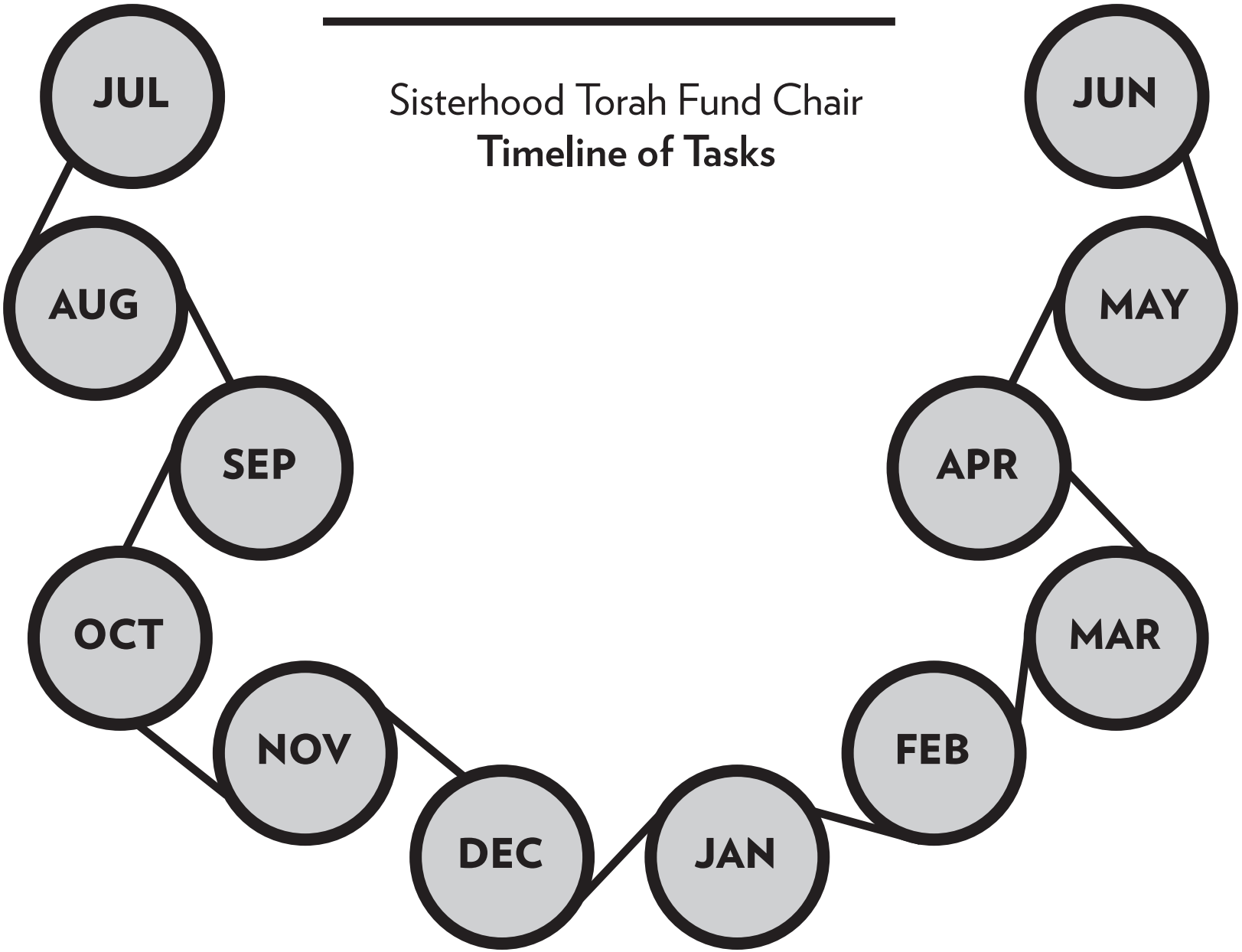
Won't you pledge your support to this Special Project using the enclosed pledge card?

Todah Rabbah!

Sincerely,

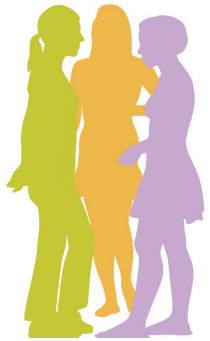
2019-2020 Campaign

Sisterhood Torah Fund Chair
Timeline of Tasks



Sisterhood Torah Fund Chair Timeline: April – May

- Learn about Torah Fund, JTS, Ziegler, Schechter, Seminario, and Frankel by visiting their websites.
- For new chairs: Meet with your outgoing Torah Fund chair. Ask her what worked well and what she would change.
- For new chairs: Volunteer to assist with wrapping up the current campaign. Start to learn who the donors are in your sisterhood.
- On-going chair and New Chair: Attend the Torah Fund workshop at the annual Region Conference.
- Fill out the **Volunteer Data Form**. Email or fax the form to the PSW Region office and email a copy to the Region Torah Fund Vice President.



Sisterhood Torah Fund Chair Timeline: June

- New chairs: Request campaign records from the previous Torah Fund chair. Review them with her, to be sure you understand them. Did we meet goal? Learn why or why not.
- Fill out the **Campaign Materials Order Form**. Email or fax a copy to the PSW Region office and email a copy to the Torah Fund Vice President. Be sure to check how many pins, in which category, and other materials were ordered last year.
- Secure dates on the synagogue calendar for Torah Fund events, September through May.
- Write your bulletin article for the July-August synagogue bulletin.
- Write your first sisterhood board report. Propose a new or different event this year!
- Review your existing database of donors in your sisterhood or create a new database for your own use. Make note of major donors, and of TF Cabinet members in your sisterhood.

Sisterhood Torah Fund Chair Timeline: July

- Read the new Torah Fund campaign materials provided by the Torah Fund office. Call your Region Torah Fund Vice President (or TF Area Director if you have one) to clarify anything you do not understand about the general campaign (or about the Special Project, if any that year.)
- Meet with your Torah Fund team or your sisterhood President, to plan who you can reach out to, to work on upcoming events.
- Finalize all events and get final dates confirmed on the synagogue calendar.
- Ask your sisterhood Treasurer/President how to access sisterhood funds to pay for Torah Fund campaign expenses: greeting cards, event supplies and catering fees or groceries.
- If your sisterhood provides tax receipts to individual donors, ask your sisterhood Treasurer/President or your synagogue administrator or Executive Director how to do this.
- Learn how to use the electronic transmittal form. Contact the TF office for training.
- Write your elevator speech (a quick 2-3 sentence pitch that accurately defines Torah Fund, before you reach the lobby). Practice saying it until it is comfortable.
- Wear the new Torah Fund pin to services. Start a great habit! Do this all year-round.

Sisterhood Torah Fund Chair Timeline: August

- Start to call last year's higher-level donors to thank them for their past gift and ask if they will support Torah Fund in the new year.
- Inform the synagogue administrator or Executive Director that you will be placing Torah Fund literature in the synagogue lobby, if she/he must approve all literature that is placed there. Remember to use the new trifold TF brochure.
- Print Torah Fund pin flyers and trifold brochures for placement on tables in the synagogue lobby and gift envelopes, in preparation for Rosh HaShanah.
- Bring tzedakah box, pledge cards, and pins to the first sisterhood board meeting. Bring to every board meeting.
- Call or email your Region Torah Fund Vice President and your Area Director (if any) to say hello and to let them know what events you are planning at your sisterhood, and when. Don't forget to invite them and your clergy!
- Distribute Torah Fund pins prior to Rosh Hashanah for those who have made their pledge.

Sisterhood Torah Fund Chair Timeline: September - November

- Prepare a Torah Fund presentation display for the sisterhood Paid-Up Membership event. Plan to give each woman a tzedakah box. Attend all sisterhood events.
- Finalize plans for a Woman of Achievement event, including assigning responsibilities to volunteers and preparing a schedule of mailings and email notices.
- Write about one of the 5 seminaries that Torah Fund supports in your next bulletin article. Get the information from each seminary's website. You can feature one seminary per month for 5 months.
- Send a reminder to your donors by late November to send in their Torah Fund Donation as December 16, 2019 is the deadline for the receipt of the first Torah Fund check in the PSW Region Office.
- Request a student speaker from JTS or Ziegler for events scheduled for Jan-Feb.

Sisterhood Torah Fund Chair Timeline: December - February

- Process all gifts that arrive in December immediately, for those donors who want their gifts to count as 2019 donations for tax purposes. Deadline for receipt in the Torah Fund office is December 16, 2019.
- Hold an appreciation event or an educational event at your sisterhood; or work with other sisterhoods in your region to host such an event at a different sisterhood each year.
- Prepare Mishloach Manot or Celebrate Vashti or other Purim fund-raiser materials. Write up the event in time for the Purim edition of the synagogue bulletin. Use photos of previous successful events to accompany the article. Order Purim cards from the Torah Fund office.
- Request a student speaker from JTS or Ziegler for events scheduled for March-May.

Sisterhood Torah Fund Chair Timeline: March - April

- Host a Torah Fund table at your synagogue's Purim Carnival, and offer a creative, fun prize.
- Host a Break-the-Bank Brunch where women bring their tzedakah boxes, count the money, donate it, and perhaps add a little more to their gifts.
- Call donors who have paid pledges in full to thank them. Wish them a very happy Passover! (Do not solicit donors the week before Passover or during Passover.)
- Attend Spring conference for your Region. Get new ideas for next year's campaign! Meet people in your Region. Plan events together where possible.

Sisterhood Torah Fund Chair Timeline: May - June

- Send all Torah Fund donations – with transmittals – to arrive by May 14, 2020 for PSW Region, by May 27, 2020 for Canadian sisterhoods, and by June 15, 2020 for all other/Regions. Money received after June 30th is not credited to goal completion for the current campaign year.
- Bring all records up to date and take inventory of Torah Fund supplies, tzedakah boxes, greeting cards, pins.
- Send thank you notes to all volunteers who helped you with the campaign this year.
- If you are not continuing in the role in July, give all materials, notes and files to the incoming Torah Fund chair. Write up and review the successes and challenges with the new chair.
- If you are continuing next year, write up the successes and challenges anyway. Set up a time in July to review your notes with your Region Torah Fund Vice President or Area Director.
- Attend Spring conference for your Region. Get new ideas for next year's campaign! Meet people in your Region. Plan events together where possible.

How-To's
2019-2020 Campaign

Requesting a Student Speaker 23

Transmittals Using EXCEL 24

How to Give to Torah Fund 25

Requesting a Student Speaker from JTS or Ziegler

- IMPORTANT! To request a student speaker, email or call Rabbi Kaufman or Rabbi Artson 3 months prior to the event.

- The best spokespeople for our seminaries are our students! You will be amazed by:
  - Their life stories and spiritual journeys
  - Their command of Torah and/or their gift of music
  - Their poise and warmth, idealism and energy
  - Their vision for the future of our people

- Your sisterhood or region can invite a student speaker from JTS or Ziegler:
  - For a JTS student, contact **Rabbi Kaufman** at **likaufman@jtsa.edu**
  - For a Ziegler student, contact **Rabbi Artson** at **bartson@aju.edu**

- From Ziegler you can request a rabbinical student. From JTS you can request a rabbinical, cantorial, education, or undergraduate student.
- JTS students receive an honorarium of $100 for a typical talk at a Sunday brunch or a weeknight event, plus all transportation costs. For Ziegler student speaker fees, please contact Rabbi Artson. The honorarium should be paid at the conclusion of the event. If the student is traveling by plane, train or bus, someone from sisterhood should pick her/him up at the station or airport.
- Cantorial students require accompaniment on piano or guitar or other instrument (depending on the type of music they will sing). Students and accompanists should be paid for rehearsal time as well as performance time. The student honorarium is separate from the accompanist budget.
- If you invite a student for Shabbat, plan on providing accommodations at a kosher home within walking distance of the synagogue. Schedule student travel to respect Shabbat and Yom Tov restrictions on travel, in accord with the policies of Conservative Movement.

Transmittals Using EXCEL

Do I Have to Use the New Form?

Q: I am uncomfortable with computers. Do I have to use the electronic form?

A: No. You can continue to use the printed form. You can find it in your Tool Kit or on the link in the PSW Torah Fund web page.

I need help! Who can help me?

Contact the PSW office at (310) 476-5359 to set up an appointment.

Access the Electronic Form

Contact the PSW office at (310) 476-5359 to request an email of the electronic form. Save the form on your computer in a file that you can easily find.

Please visit the PSW region website: www.wlcjregion.org/pacsw/torah-fund

How to give to Torah Fund

If your sisterhood collects individual donations and issues one aggregated check to Torah Fund, each donor's check should be made out to the sisterhood and deposited in the sisterhood checking account. Sisterhood checks should be made out to: **WLCJ Torah Fund** and mailed to the PSW Office.

To donate to 'Creating New Spaces' -- our new special project -- please make your check payable to **WLCJ Torah Fund** and add the word 'Spaces' in the memo line.

For Matching Gift instructions, please check the website of the corporation which is matching your gift and familiarize yourself with the information they require. Then call the Torah Fund office for assistance in completing the form.

You may wish to make your donation on-line at www.jtsa.edu/torah fund for the general Torah Fund campaign, or at **support.jtsa.edu/tfCNS** for the Spaces campaign.

> Dec 16, 2019 is the deadline for the receipt of the first Torah Fund check in the PSW Region office. May 14, 2020 is the PSW Region deadline for the receipt of the final Torah Fund check for the 2019-2020 campaign.

From Your Region Torah Fund Vice President

I am Pacific Southwest Region's Torah Fund Vice President.

Our Region covers Sisterhoods in Southern California, Arizona, Las Vegas, Nevada, Albuquerque, New Mexico and El Paso, Texas.

Our Torah Fund Campaign goal is to raise money to help support five Conservative/Masorti seminaries around the world. It will be a pleasure for me and our Torah Fund Area Directors to work with you this year.

Torah Fund Campaign information will be given to you throughout the year to make sure that you have all necessary supplies and updates to keep you current. You will be reminded about important dates such as Torah Fund Study Day, and deadlines for submissions of Campaign monies, and we will set goals together and discuss successes and challenges.

Please feel free to contact me by phone or email at any time. My phone numbers are 818-667-4373 (Cell), 818-782-1051 (Home), and RSpacciaTFVP@gmail.com (Email)

Working together we can make this year's Torah Fund Campaign a huge success!

Roberta Spaccia
Torah Fund Vice President
Pacific Southwest Region