

Press Release
REAL FUNDRAISING
Contact: Jonathan H. Spinner – 860-674-9528

Farmington, CT – The unexpected call to Real Fundraising’s president, Jonathan H. Spinner, on Saturday morning, July 15 was urgent – could he come into the American Friends of Magen David Adom’s New York national headquarters on Sunday morning, July 16, to work on a special campaign dealing with the rocket assaults on Israel from both north and south?

With rockets hitting both northern and southern Israeli cities and towns and civilian injuries and deaths rising, the Israeli version of the Red Cross and Red Crescent societies was being stretched financially thin, and a cash campaign was needed. Knowing of Real Fundraising’s expertise in constructing major and megagift campaigns, Magen David Adom was asking for some immediate assistance.

The unhesitating answer was “Yes!,” and by 10:30 a.m on a Sunday expected to hit 100 degrees in New York, Dr. Spinner was sitting in an unairconditioned office putting together the cash campaign now known as “Code Red Alert.”

Why “Code Red”? Because while there was a heightened sense of concern in Israel, with over 700 Magen David Adom ambulances and their crews responding to both rocket attack victims as well as the usual run of accidents, illnesses, and injuries, a full emergency had yet to be called. Dr. Spinner remembered the television EMS ambulance response show, and suggested the adoption of a name that clearly implied the high alert status of the campaign without using the word “emergency.”

The results? An immediate comprehension of the situation in Israel -- that a financial response was needed on the part of concerned Americans equal to the extraordinary response being made by the ambulance crews.

AFMDA also asked for guidance on how to structure the major gift portions of proposed campaign, since the only ongoing high-end requests made by the organization were for ambulances, and not for cash for the expensive medical equipment and medicines required in EMS work. By examining the organization’s donor giving history, Dr. Spinner devised a two-level approach that would create a method of high-end response, even as smaller gifts were being received via the agency’s Internet website and over the telephones. The concept was “beta tested” that very day and key long-time donors began to give exceptional responses at levels never seen in the organization’s history.

Other elements of the campaign, including the basic case statement, and materials and scripts for high-end requests for needed cash were produced by Dr. Spinner, and by the end of the day, the full concept of the “Code Red” campaign was ready for presentation to the Magen David Adom leadership.

222222222 Press Release REAL FUNDRAISING

Final elements of the campaign were completed by Dr. Spinner the next morning, and when AFMDA's Executive Vice President went to Israel on a long-scheduled fact-finding trip later in the week, he had a full campaign tool kit ready for presentation to his staff and volunteers across America.

At various "Code Red" cash call meetings held over the course of the week across the country, he was able to convey through his "on-site" live reports from Israel the need for "Code Red" cash, and the response has been extraordinary.

American Friends of Magen David Adom was also able to place "on site" reporting on its website (www.afmda.org) and call for immediate cash support that has proven phenomenal. And more "Code Red" elements are coming to people's homes next week, with a mailing piece requesting assistance to help the hundreds of injured and scores of dead of the wide variety of people that makes up modern Israel.

By the end of September, "Code Red" funds were over \$14 million!

Real Fundraising is proud to have been asked to participate in a humanitarian program to save lives in the midst of war and to have made some small difference in people's understanding and response to a difficult situation.

#