



# Conducting The Appeal

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## Distribute Tab Cards

Printed tab cards are available for distribution to congregation members, and our Virtual Tab Card is an excellent digital resource for those who prefer paperless.

## Choose Appeal Giver

The best appeal giver is a person who can speak passionately and personally about Israel—someone whose meaningful experiences with Israel and Israel Bonds will resonate with listeners.

## What Not to Say

Due to securities industry regulations, non-registered individuals and non-employees of Israel Bonds may not mention the denominations, features, or terms of the bonds. Only Israel Bonds registered representatives may discuss rates, terms, and denominations and perform a “Know Your Customer” analysis. Appeal givers are urged to focus on the need, purpose, value, and satisfaction of joining with other members of the synagogue to support Israel through investing in Israel bonds.

## Timing of the Appeal

Appeal success is directly related to the number of seats occupied at the time of the appeal. We recommend finding a time when the largest number of people are present.

## Before/After

Pre-appeal events, bulletin articles, bimah announcements, and post-appeal reminders can boost results. Contact your Israel Bonds representative [here](#) to plan pre-and post-appeal communications that fit your congregation.

**For inquiries contact Rabbi Martin Pasternak at [m.pasternak@israelbonds.com](mailto:m.pasternak@israelbonds.com) or 212.446.5883, or reach out to your local Israel Bonds office [here](#) if additional support is needed.**