



Thank you for your interest in ARZA's Congregational Campaign Membership programs! By promoting ARZA membership, you and your congregants are helping ARZA build an inclusive, democratic Israeli society. We designed these membership materials specifically to make it easy for you to promote an annual ARZA membership campaign. However, we know that every congregation is different. So please feel free to adapt any of these materials to reflect your congregation's style and culture.

Visit the [ARZA website](#) for more resources like FAQs, a JPEG of our logo, and information about B'nai Mitzvah memberships.

This is the **Direct Appeal Campaign Membership Kit**. It contains:

- A sample letter to congregants which explains why ARZA membership is important
- A sample ARZA membership form/tear sheet
- A sample stuffer, a four-color insert that you can order from us and include with temple dues statements or with the appeal

Please feel to edit and adapt this letter to fit your needs. We have chosen the Congregational President as the signer, but you should select whichever person is the most appropriate.

Sample Letter to a Member of a Congregation conducting a Direct Membership Campaign for ARZA

Month Day, Year

(Congregant's Full Name)
(Address)
(City), (State) (Zip)

Dear (Congregants' First Name),

ARZA's mission is to help Israel build an inclusive, pluralistic, and democratic society. (Congregation's Name) is proud to join in that effort by urging you to join ARZA as a member.

ARZA is the Israel voice of the Reform Movement in the United States, and seeks to make Israel fundamental to the sacred lives and Jewish identities of Reform Jews. ARZA champions and supports activities that further enhance Israel as a pluralistic, just and democratic Jewish state.

ARZA is the single largest funder of the Israel Movement for Progressive Judaism (IMPJ), which is made up of all of the Reform congregations in Israel, and the Israel Religious Action Center (IRAC), in its struggle for religious rights for Reform Jews and civil rights for all Israelis. Your membership in ARZA helps make this possible.

Please join in this important work. ARZA Membership costs only \$36.00 a year. Of the \$36.00, over a third goes directly to the Israel Religious Action Center and the Israel Movement for Progressive Movement programs in Israel, and the remaining funds support ARZA's work in building support for the Reform Movement in Israel. Students B'nai Mitzvah age or older are eligible to become student members for only \$10 a year. You can join online at www.arza.org, or fill out the attached form and mail it directly to ARZA with your payment. You will receive important news updates, programming ideas, and information on advocacy opportunities with your membership. Please visit www.arza.org for more details of ARZA's important work.

By joining ARZA you are helping build a democratic, inclusive Israeli society! Thank you for your consideration.

Sincerely,

(Congregation's President)



ARZA, the Association of Reform Zionists of America, the Zionist arm and voice of the Reform Movement in the United States, endeavors to make Israel fundamental to the lives and Jewish identity of Reform Jews. As a Zionist organization, ARZA champions activities that further enhance Israel as a pluralistic, just and democratic state.

By Joining ARZA You...

- ☆ Support the Reform Movement in Israel
- ☆ Express your commitment to the Jewish People and Israel, our Jewish Homeland.
- ☆ Strengthen your personal connection to Israel.

- ☆ Advocate and provide significant financial support for the Israel Movement for Progressive Judaism (IMPJ), its member congregations in Israel, and the Israel Religious Action Center (IRAC) in their fight for religious rights for Reform Jews, and civil rights for all Israelis.

Join ARZA online at www.arza.org or complete this form:

Name _____

Address _____

Phone _____ Email _____

Congregation: _____

Annual Membership: \$36 Annual Student Membership: \$10

Additionally, I would like to donate \$ _____ to support ARZA's important work.

MasterCard VISA Name on Card _____

Card # _____ Exp. Date _____ Amount \$ _____

Signature _____

**Please return to: 633 3rd Avenue, New York, NY, 10017 or fax to: 212-650-4289.
To learn more about ARZA visit www.arza.org.**



ARZA ארצה
THE REFORM ISRAEL FUND

BUILD Your Reform
Movement in Israel

SUPPORT Your Reform
Values in Israeli Society

STRENGTHEN Your Personal
Connection to Israel

JOIN ARZA!



Reform Israeli Youth Volunteering

FRONT

WHY JOIN ARZA?

ARZA is the single largest funder of the Israel Movement for Progressive Judaism (IMPJ), which is made up of all of the Reform congregations in Israel, and the Israel Religious Action Center (IRAC). IRAC, like the RAC for the URJ, heads up legal and advocacy efforts for the IMPJ. Your membership in ARZA helps us continue to help IMPJ and IRAC.



Over a third of your membership dues go directly to IMPJ and IRAC programs in Israel, including building congregations, running schools and preschools, working with young people (Noar Telem and Mechina), and protecting the rights of all Israelis. The remaining funds allow ARZA to build support for Israel in the US and provide the resources individuals and congregations need to strengthen their bond with Israel.



ARZA is the Israel voice of the Reform Movement in the United States, and seeks to make Israel fundamental to the sacred lives and Jewish identities of Reform Jews. ARZA champions and supports activities that help build an inclusive and democratic Israeli society. Join/renew your membership in ARZA, and help us help Israel.

633 Third Avenue
New York, NY 10017-6778
212.650.4280
arza@arza.org
www.arza.org



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