

POMEGRANATE PIN PROGRAM

Planting a Seed for the Community's Future



Pomegranate Pin: A Valuable Campaign Asset



"Wearing the Pomegranate pin is a reminder to me that there are many needs locally and around the world and it inspires me to try and meet those needs."

*- IRIS EPSTEIN,
Proud Pomegranate*

More than a beautiful piece of jewelry, the Pomegranate pin is a symbol of a woman's commitment to and compassion for the Jewish people.

It represents the best of what Federation does -- bringing together like-minded donors to do a world of good.

A proven aspirational tool, a woman's pin shines a little brighter each time she increases her pledge. Each step up brings her closer to becoming a Lion of Judah and motivates her to stay with Federation and complete that journey.

Becoming a Pomegranate



To qualify for the Pomegranate Pin, women must donate \$1,800 or more to their Federation's Annual Campaign.

The pin is designed to be used for 10 years. Each year, the recipient qualifies for an additional "seed" or ruby by adding to her pledge.

Bringing the Pomegranate Pin to your community

More than 125 Federations throughout North America participate in the Pomegranate Pin Program. They range in size from large metropolitan areas to network communities.

The Jewish Federation of the Lehigh Valley can offer you a full range of services to implement this program in your community.

- Pin procurement and enhancement
- Program ideas
- Fully customizable marketing materials



Jewish Federation
OF THE LEHIGH VALLEY

Women's
Division

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The origin of the Pomegranate

An ancient symbol found carved into the lintels of the earliest synagogues, the pomegranate has carried with it the concepts of Judaism for generations.

In the Torah, the pomegranate is one of the seven species that the spies saw in the land when they were sent forth by Moses. The Midrash tells us that the pomegranate has 613 seeds, which corresponds with the number of mitzvot or commandments found in the Torah. The pomegranate has been woven into ancient fabrics and hammered into ceremonial silver and gold objects. The intricate covers for the handles of the Torah scrolls are called "rimonim" or pomegranates.

Making of a pin

In 1981, the women of Allentown, Pennsylvania, introduced the Pomegranate Pin as a way to inspire giving from women of all stations. Modeled after the Lion of Judah program, the women felt that a pin at the mid level would increase gifts in the upper levels.

Three decades after its inception, more than 7,000 pins have been distributed across North America.

Endowing your Pomegranate

**PROVIDING
A LEGACY
FOR YOUR
CHILDREN &
GRANDCHILDREN**



Women who give at Pomegranate level are encouraged to endow their gift in perpetuity. With a \$50,000 endowed gift, a Pomegranate woman's pin will be draped with gold-toned leaves, signifying a woman's commitment to the continuation of Jewish life.