

Steps to Yes

LEAD BY EXAMPLE

When you make your own campaign gift first, your personal commitment demonstrates your belief in Federation's mission and inspires others to join you.

CONNECT PERSONALLY

The most meaningful conversations happen person-to-person. Whether by phone, video call, or in person, take the time to build a genuine connection.

START WITH GRATITUDE

Every conversation should begin with appreciation. Thank donors for their past support and the role they play in strengthening our community.

SHARE THE COLLECTIVE IMPACT

Help donors understand that every gift contributes to something larger than any one program or organization because no single gift can accomplish what a collective gift can.

KEEP INFORMATION CURRENT

Accurate donor information helps us steward relationships effectively. Please confirm contact details, gift amount, and payment information during your conversation.

CLOSE THE LOOP PROMPTLY

Submit completed pledge forms as commitments are secured. Timely processing allows us to recognize gifts, follow up appropriately, and track campaign progress.

CAPTURE WHAT MATTERS

Your insights are invaluable. Share what you learn about a donor's interests, passions, community involvement, and potential leadership opportunities. These conversations help us build stronger relationships and a more connected community.

* Reminder: pledges can be paid in one lump sum or in equal payments against a credit card (donors can pay the 2.5% credit card fee and will receive full tax receipt for entire amount)



QUESTIONS & RESOURCES
campaign@jewishbc.ca
604-257-5100 ext. 264
jewishbc.ca/mitzvah-makers

Partners grow stronger when we work as one.

No single organization can do it alone. Jewish Federation brings partners together to align resources and strengthen the entire ecosystem, because when everything connects, everything scales, everything strengthens.

Our beneficiary agencies include:

SOCIAL SERVICES

Jewish Family Services
Tikva Housing Society
Yaffa Housing Society

SENIOR SERVICES

Jewish Seniors Alliance
Kehila Society of Richmond
L'Chaim Adult Day Centre

COMMUNITY BUILDING

Burquest Jewish Community Association
Jewish Community Centre of Greater Vancouver
Kulam Ba'valley
White Rock/South Surrey Jewish Community Centre

YOUTH

Camp Hatikvah
Habonim-Dror Camp Miriam
Hillel BC

ARTS AND CULTURE

Jewish Museum and Archives of BC
Vancouver Holocaust Education Centre
Vancouver Jewish Film Centre

JEWISH EDUCATION Day Schools

King David High School
Richmond Jewish Day School
Tamim Academy
Vancouver Talmud Torah

Supplementary (part-time) Programs

Beth Israel Hebrew School and Chai School
Beth Tikvah Hebrew School
Chabad Regional Hebrew School
Har El/North Shore Hebrew School
Or Shalom Religious School
Regional Communities Hebrew School
Schara Tzedek Supplementary School
Temple Shalom Religious School and Temple Teens
White Rock/South Surrey Jewish Community Centre

NATIONAL PARTNERS

Coast-to-Coast Partnership2Gether
Jewish Federations of Canada – UIA

ISRAEL & OVERSEAS PARTNERS

Jewish Agency for Israel (JAFI)
Joint Distribution Committee (JDC)
Keren Hayesod

DOMESTIC & ISRAEL ADVOCACY

The Centre for Israel and Jewish Affairs (CIJA)

2026 FEDERATION ANNUAL CAMPAIGN



Mitzvah Makers

CANVASSING KIT

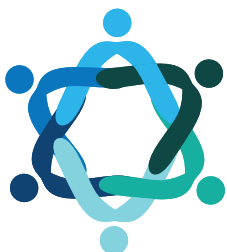
We Are Federation

The people behind what makes Jewish life possible.

Jewish Federation of British Columbia (JFBC) is advancing a shared vision for a vibrant and resilient Jewish community.

Together, we are connecting people to Jewish life, strengthening the organizations and programs that serve our community, and sustaining Jewish life throughout the province and beyond.

Every gift makes a collective impact, ensuring that our community has the resources, opportunities, and support needed to thrive today, and for generations to come.



Advancing Our Mission Together

Hello Mitzvah Maker,

Jewish life doesn't happen by accident. It happens because people show up. They give. They volunteer. They lead. They care.

As a Mitzvah Maker, you play a critical role.

Today, that commitment matters more than ever. Our strength has always been rooted in our collective commitment to one another.

Across British Columbia, Jewish individuals and families are looking for meaningful ways to connect, participate, and thrive within Jewish life. At the same time, community organizations are facing growing demands for programs, services, security, engagement opportunities, and support.

Every conversation you have helps someone understand why Federation exists and why collective giving matters. You help inspire others to invest in something bigger than any one program or organization.

Through Jewish Federation of BC, we strengthen the organizations that serve our community, and sustain a vibrant Jewish future throughout British Columbia and beyond.

Thank you for helping strengthen our community and shape a vibrant Jewish future.

SCAN, FAX, OR CALL IN YOUR PLEDGES TO THE CAMPAIGN TEAM:

Gayle Morris
gmorris@jewishbc.ca
604.257.5108

Orly Mirkin
omirkin@jewishbc.ca
604.257.5109

Olivia Gottschalk
ogattschalk@jewishbc.ca

Noa Farage
nfarage@jewishbc.ca

Marshall Stern
mstern@jewishbc.ca

CANVASSER TOOLKIT

Click or scan the QR codes below for "how-to" videos:



Our Why
with Sue
Hector



How to Ask
for an Increase
with Shay
(Shy) Keil



Managing
Objections
with Marcy
Schwartzman



Mitzvah
Makers
web page

Code of Conduct: Upholding Trust & Confidentiality

As a Mitzvah Maker, you represent Jewish Federation of British Columbia and play an important role in helping build trust with our community. Please keep the following principles in mind as you connect with donors:

CONFIDENTIALITY

Treat all donor information with the utmost care and discretion. Only share details with Federation staff or within your canvassing responsibilities. Please avoid discussing giving levels with others.

RESPECTFUL ENGAGEMENT

Approach every conversation with kindness, empathy, and appreciation. Take time to listen and understand what matters most to each donor. Refrain from making assumptions or comparisons about past giving.

PROFESSIONALISM

Reflect the Federation's values of caring, excellence, and collaboration in all interactions. If you're unsure how to respond to a question, it's perfectly okay to say you'll follow up or connect the donor with the right person. Please avoid promoting personal causes or unrelated initiatives.

Key Campaign Messages for 2026

OVERALL MESSAGE

We Are Federation

Federation brings people, organizations, and resources together to strengthen Jewish life and invest in our community's future.

Jewish Federation is the only organization with the reach, partnerships, and capacity to transform collective generosity into meaningful and lasting impact.

Your gift goes further when it's part of something bigger.

COMMUNITY CARE

Together, We Care for Our Community

More people are relying on our support services than ever before:

- 85% of housing needs remain unmet.
- 50% of mental health needs exceed available support.
- 20% of food security needs go unaddressed.
- Seniors programs are operating beyond capacity.

Federation supports agencies that help provide the critical service people rely on.

STRENGTHENING JEWISH LIFE

Together, We Build Connection

People are turning to Jewish community more than ever; for friendship, learning, celebration, connection, and meaning.

From schools and camps to young adult engagement and cultural programming. Jewish life is strengthened when people have opportunities to connect.

Federation brings organizations and resources together so that Jewish organizations can thrive across BC.

COMBATTING ANTISEMITISM

Together, We Stand Against Hate

The cost of keeping Jewish life safe and secure has risen dramatically. At the same time, the need for advocacy, education, and community resilience continues to grow.

Federation works with schools, agencies, and synagogues to strengthen security and advocacy so our community stays strong and resilient.

REBUILDING NORTHERN ISRAEL

Together, We Invest in Tomorrow

As Israel continues to recover and rebuild, Federation works with trusted partners to support long-term recovery and renewal in the Galilee.

At the same time, we help strengthen meaningful connections between our community and Israel through education, engagement, partnerships, and experiences that bring people closer together.

Key Dates

Annual Campaign Opening
Wednesday, September 16,
2026 at 7:00 pm

Rosh Hashanah
Friday, September 11 –
Sunday, September 13, 2026

Yom Kippur
Monday, September 21, 2026

Sukkot
Saturday, September 25 –
Friday, October 2, 2026

Shemini Atzeret/Simchat Torah
Friday, October 2 –
Sunday, October 4, 2026

25th Legacy Event
Sunday, November 1, 2026

Men's Poker Tournament
Wednesday, November 4, 2026

Choices
Sunday, November 15, 2026

Campaign primacy period ends/ Pledge cards due
Friday, November 20, 2026

Remember — please do not canvass on Yom Tov, the evening prior, or on Shabbat.

Tax Receipt Deadline
To facilitate a tax receipt,
all pledges must be paid
by December 31, 2026

Plus Giving — Support What Matters Most

Plus Giving allows donors to support Federation partner agencies they care about most while strengthening the collective impact of the Annual Campaign.

New donors and those increasing their gift can direct 75% of their first gift or the 10% increase of their annual gift to the partner agency of their choice, while helping Federation strengthen Jewish life across British Columbia.

Don't just ask for the gift. Ask for the Plus!

