

ASSOCIATES INFORMATION

Who we are, what we do, and how you can harness the Power of Associates

Hadassah Associates are men enrolled as affiliates of Hadassah, who for 50 years have lent their support to the organization by advancing medical research, healing and education. They have raised millions of dollars for projects including stem cell research, gene therapy, cardiac surgical suite, Sarah Wetsman Davidson Tower medicine room and double patient room and for the current Men's Health Initiative, funds for cardiology, prostate cancer and lung cancer research.

Some Basic Facts

- Associates were recognized in 1966, and formally incorporated in 1995, with bylaws, a board and a President. There is also a national Associates Chair and Leadership Team
- Associate enrollment has increased from 10 in 1966 to 35,000 in 2016.
- Men (and male children) can enroll or be gifted for a one-time fee of \$212 in 2016
- Associates can donate directly to the Men's Health Initiative (MHI).
- Annual Giving - There is an Associate Keepers of the Gate Program and Associates can donate as part of the Chai Society Annual Giving program. They can designate their donations to the MHI
- Special Associate Annual Giving Opportunities - 50th Anniversary/\$50 per Associate with 2016 Honor Roll Recognition

All donations for the Men's Health Initiative must be coded with IM82 on the donation form or Remittance Form for credit to the MHI. Annual Giving can also be designated to the MHI.

Chapter/Regions get the fundraising credit toward their quotas too.

Why you should include Associate Events and Promotions as part of your unit's fundraising plan

- Men are part of the Fundraising decision-making mix in many families
- Associate Initiatives and Projects appeal to men
- Couples Events are appealing to many members, and many couples feel comfortable supporting the same organization.

How to Harness the Power of Associates

- Clean up Associate Lists – Eliminate those moved/deceased
- Appoint an Associate Chair [may be male or female; couples]
- Make sure Chair(s) are on PIFS (Portfolio Information Forms), emails, so that they receive Associate mailings
- Raise awareness of Associates – mention at all events, write about in bulletins

- Start Slow – plan an intro event; invite couples; Hadassah and Associate Education
- Encourage Associates to join; donate; take ownership of an event. Include Associate enrollment forms at all events attended by men.
- Recognize new Associates whenever you recognize new members
- Recognize Associates at events with name tags
- Make your Associates visible – Ask them to serve as bartender/waiters, assisting with event set up, registration etc. and recognize them at events with Associate designation on their name tags
- Resources of the Region should be available to assist with Associate events – promos, bulletins. Fundraising VP, office staff
- Subscribe to the monthly hNews containing an Associates section with ongoing updates

Connect with our National Associates Leadership Team as your “go to” resource for information, our new templates of successful events, encouragement, and outreach. We are here to help and support you!

Associate Resources from National

- Direct Outreach to the Region Presidents (and to Chapters) and Associate Chairs
- Grassroots Roots Toolbox - on *myHadassah*
- Flyer for the 2016 Men’s Health Initiative focus on Lung Cancer (copies available) and on *myHadassah*.
- Flyer for the 50th Golden Anniversary of the Associates \$50 donation - Honor Roll Recognition
- Event Templates, one-on-one discussions with team members (available to distribute)
- National Annual Giving Associates liaison.
- National Associates Team

Contact Information – We hope to hear from you!

Fred Safer

President, National Committee of Hadassah Associates
fsafer@saferandstein.com

Sherryl Kaufman

National Associates Chair
sherryl.kaufman@hadassah.org

James C. Rotenberg

Executive Vice-President
jcrconsulting@verizon.net

Laura Schiff

Associates Team Member
lschiff@hadassah.org

Rosemarie Torres

Director, National Grassroots Fundraising Dept.
rtorres@hadassah.org

HADASSAH.ORG

KEN BERNSTEIN

National Associates Board Member

20179 Fairfax Drive
Boca Raton, Florida 33434

(Home) 561-717-6112

(Cell) 516-850-8118

(EMail) KENB@OPTONLINE.NET

HADASSAH

