



National Council of Jewish Women

### **The Benefits of Program Support:**

Achieving NCJW's Mission, Empowering and Sustaining NCJW and the Work of Every NCJW Section and Member

Program Support directly funds the many NCJW services, publications, events and programs. A descriptive sample of these resources follows:

### **Education and Outreach**

- ▶ **The NCJW Website - [www.ncjw.org](http://www.ncjw.org)** enables instant access to NCJW's history, issues, events and links to section websites, with capability for visitors to research policy issues and take immediate action
- ▶ **NCJW in Action** - mailers sent to all members highlighting NCJW programs and initiatives in the US and Israel
- ▶ **Section Talk** - online communication tool linking section leaders and promoting exchange of successful, innovative programs
- ▶ **Leaders' Retreat** - an interactive opportunity to sharpen social action skills and learn from experts
- ▶ **National Convention** - the triennial event setting the course for NCJW by electing new leaders, approving the NCJW's budget and by-laws, and defining the public policy agenda
- ▶ **Washington Institute** - NCJW's premier public policy conference featuring high-level briefings and acclaimed speaker forums, culminating in personal meetings with members of Congress

### **Public Policy Impact**

- ▶ **Advocacy on Capitol Hill** - with the Washington Office leading and strengthening NCJW's reputation as a leader of social change
- ▶ **State Public Affairs (SPA) Network** - led by trained volunteers representing NCJW on national and state policy issues and providing advocacy resources to sections
- ▶ **NCJW Action Center** - urgent email updates enabling instant action on vital legislative initiatives
- ▶ **Leadership and Participatory Roles** in coalitions that further NCJW's agenda on behalf of women, children and families, separation of religion and state, civil rights, Israel, and Jewish life
- ▶ **NCJWAction Listserv** - a new online vehicle for idea and resource exchanges between members and leaders who focus on advocacy and public policy projects in their sections

## Visibility and a Defined National Identity

- ▶ **Clearly defined visual identity** consisting of national and section logos and colors, podium banners, and an extensive branding workbook providing information, instructions, and digital and camera-ready materials for using the logo and language in all section materials
- ▶ **Clearly defined verbal identity**, including tag line, elevator pitch, and positioning statement, providing a unified message to enhance the impact of NCJW communications across the country and in Israel
- ▶ **NCJW Brochures**
- ▶ **Op-Ed Pieces and Letters-to-the-Editor** placed in national press such as *The Forward*, *The NY Jewish Week* and *The Washington Jewish Week*, and model letters placed by section presidents/leaders in local press
- ▶ **A presence on Facebook** [www.Facebook.com/NCJWinc](http://www.Facebook.com/NCJWinc), **Twitter** [www.Twitter.com/NCJW](http://www.Twitter.com/NCJW) and [www.Twitter.com/NCJWCEO](http://www.Twitter.com/NCJWCEO) and **YouTube** [www.YouTube.com/NCJWinc](http://www.YouTube.com/NCJWinc)

## Section Capacity Building

- ▶ **Leadership Development** - enhancing leadership skills through workshops, resource materials and distance learning calls
- ▶ **Commissioners** - trained leaders serving as personal mentors and liaisons between sections and NCJW
- ▶ **Section Visitors Program** - through which NCJW board members, commissioners, SPAs and staff are deployed as speakers and trainers
- ▶ **Resource Development** - assisting sections to steward and attract donors
- ▶ **Action Line and Technical Assistance** - offering information and advice from NCJW staff on section visitors, NCJW programs, membership, leadership, resource development and other matters

## National and International Programs

- ▶ **BenchMark: NCJW's Judicial Nominations Campaign** - since the launch of the BenchMark campaign in 2001, NCJW advocates around the country have educated, mobilized, and advocated for a federal judiciary that will protect fundamental freedoms, including a woman's right to choose
- ▶ **Voices for Reproductive Choices** - launched in 2011, this emergency action campaign is designed to help powerful NCJW advocates speak out against current attacks to women's reproductive health and rights, including family planning and abortion care
- ▶ **Higher Ground: NCJW's Domestic Violence Campaign** - Higher Ground initiated in 2010, is a national effort to end domestic violence by improving the economic status of women. Grounded in the understanding that economic security is critical to women's safety, Higher Ground educates and mobilizes advocates, community-members, and decision-makers to promote progressive policy solutions that champion women's economic autonomy
- ▶ **Plan A: NCJW's Campaign for Contraceptive Access** - launched in 2007, is a community-based national campaign to educate and empower individuals to secure and protect women's access to contraceptive information and options. It

is firmly rooted in the belief that such access is essential to women's well-being and equality

- ▶ **Promote the Vote, Protect the Vote Initiative** - for more than a decade, NCJW has registered and educated voters and participated in get out the vote activities, consistent with its 501(c) 3 tax-exempt status. This initiative has allowed NCJW to work to secure and safeguard voting rights for all and to encourage participation in the democratic process at the community, state, and federal levels
- ▶ **Israel Granting Program** - consists of two funding streams to grassroots organizations serving women, children, and families in Israel. The first is Yad B'Yad: NCJW's Initiative to Nurture Knowledge a granting program supporting grassroots organizations serving at-risk children and their families. The second is US/Israel Women to Women: NCJW's Empowerment Initiative supporting empowerment projects, which address women's rights and well-being in areas like economics, politics, education, domestic violence, and social justice
- ▶ **NCJW Women and Gender Studies Program at Tel Aviv University** - the first bachelor's degree interdisciplinary program of its kind in the Middle East that has been created by a generous endowment from NCJW to enhance the role of women and other minorities
- ▶ **The NCJW Research Institute for Innovation in Education (RIFIE) at Hebrew University** - where for more than 40 years NCJW has supported applied research projects that promote education of at-risk and disadvantaged children and families

### **National and International Representation**

- ▶ **United Nations** - where NCJW leaders attend conferences and meetings as official non-governmental organization (NGO) representatives
- ▶ **Conference of Presidents of Major American Jewish Organizations** - where NCJW participates as a member of this prestigious group of national Jewish leaders
- ▶ **The International Council of Jewish Women (ICJW)** - in which NCJW participates as the largest affiliate of this worldwide network of Jewish Women's Councils
- ▶ **National and International Coalitions** - through which NCJW works with coalition partners in areas such as reproductive rights, international family planning, child care, gun control, religion-state separation and civil liberties