



National Council of Jewish Women

**THE BENEFITS OF PROGRAM SUPPORT:
ACHIEVING NCJW'S MISSION / EMPOWERING AND SUSTAINING NCJW AND THE
WORK OF EVERY SECTION AND NCJW MEMBER**

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

Education and Outreach

- ▶ **The NCJW website** – 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
- ▶ **Section Talk** – online communication tool linking section leaders and promoting exchange of successful, innovative programs
- ▶ **Leaders' Retreat** – an interactive meeting to sharpen social action skills and learn from colleagues and 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
- ▶ **NCJW in Action** – these mailers showcase the many ways NCJW takes action in the United States and Israel
- ▶ **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** – spearheaded by the NCJW Washington Office –leading and strengthening NCJW's reputation as a harbinger of social change
- ▶ **State Public Affairs Network** – led by trained volunteers representing NCJW on national and state policy issues and providing advocacy resources to sections
- ▶ **NCJW's Action Center** – provides action alerts, urgent email updates enabling instant action on vital legislative initiatives
- ▶ **Leadership and Participatory Roles** – participation 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

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** – made available for targeted distribution at the local level including brochures describing Plan A, BenchMark, and general NCJW information.
- ▶ **Advertising campaigns** – with digital and camera-ready ads provided to sections for placement in bulletins and local media outlets
- ▶ **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 customizable press releases to be placed by section presidents/leaders in local press

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 on diverse topics such as strategic planning, membership, and alternative leadership structures
- ▶ **Action Line and Technical Assistance** – offering information and advice from NCJW staff on section visitors, NCJW programs, membership, leadership, resource development and other matters
- ▶ **Pilot Projects** – offering planning, oversight and ongoing support to sections in areas such as dues renewal, membership acquisition and regional training

National and International Programs

- ▶ **Plan A: NCJW's Campaign for Contraceptive Access** – a community-based, proactive national campaign that aims to secure and protect access to contraceptive information and options.
- ▶ **BenchMark: NCJW's Campaign to Save Roe** – educating, mobilizing, and activating advocates for a federal judiciary that will protect fundamental freedoms, including reproductive choice.
- ▶ **StoP: NCJW's Strategies to Prevent Domestic Violence**, networking sections to facilitate education, outreach, community action and advocacy
- ▶ **The Israel Granting Program** – provides financial resources to grassroots organizations in Israel that focus on bettering the lives of women, children, and families. This program includes *Yad B'Yad: NCJW's Initiative to Nurture Knowledge* and *Women to Women: NCJW's Empowerment Initiative*

National and International Representation

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