



Sample Giving Circle Recruitment Letter

> This is just an example of some of the information you might want to include in an initial recruitment letter. Make sure to customize this template to ensure that it's a reflection of your own style and personality. Add some warmth, humor, and even a short version of your personal story and what inspires you about the Jewish giving circle model. Why do you want to start one, and what impact are you hoping the circle will have (on both members and grant recipients)?

Dear *[name]*,

I have something exciting to share with you: I've decided to start a Jewish giving circle, and I want you to be a part of it.

A giving circle is an innovative way for us to gather a group of *[friends, family, co-workers, neighbors]* together and to be thoughtful in how we give our money away. A Jewish giving circle is one that's animated by Jewish values, and/or that gives to Jewish and/or Israeli organizations.

Our giving circle will be a reflection of the combined interests of us all. We will decide for ourselves what our values are, what the mission of our circle is, and what we want our charitable dollars to support. We'll spend as much time as we decide works for us to learn more about the issues and causes that are most important to us all, and to connect with terrific nonprofit organizations.

Our giving circle will also be a community - we are going to spend time together, learn about each other's values and interests, and together have a greater impact than any of us could on our own.

The way it works is this: each member will contribute *[amount, if you know it already]*, we'll discuss the values that inspire our giving and the issue areas we want to support, and then we'll decide together which organizations we want to support. We'll decide how intense we want this process to be, and how many times we want to meet - and we'll make sure to have fun while we're doing it!

Each giving circle is unique - one of the reasons I like this model so much is that each giving circle has its own identity, one that we get to decide together. Our circle will be part of a new Jewish giving circle movement called Amplifier, through which we'll have access to all of the resources we need to start up and operate our group: meeting guides, grant applications from nonprofits all over the world, coaching and advice, and connections to other Jewish giving circles around the world.

[Add in any other details you have figured out already, e.g. how much people will give and how often; where the money will be housed and if contributions will be tax-deductible; any funding areas you already know you want to support, parameters around who should join, etc.]

I would love for you to be a part of this circle with me. We'll be holding our first meeting on *[date, time]* at *[location]*.

Let me know if you have any questions, and if you can think of anyone else who might want to be part of this great experiment!

[signed by you]