



community

respect

teamwork

volunteerism

24 July 19

Dear Club Presidents and Committee

We are very excited about the upcoming **MACCABI CHARIDY Campaign taking place on Sunday August 18th – Monday August 19th** and we hope you will help us reach our goals!

We have supplied you with a proposed letter template to send to your club families and hope you will follow up with them to ensure your club has the support it needs to reach its goals during this campaign.

This letter is to provide an overview and timeline so you will have a complete handle on the social media activities during the week leading up to the campaign.

Our campaign is called **#maccabiproud** and is about the incredible Maccabi proud moments and life stories of our Maccabi athletes over many years. Our social media campaign will feature photos of clubs with the headline and caption **#maccabiproud**. We will also have images of individuals with statements that summarise their stories – and again, with the headline and caption **#maccabiproud**. We will feature short fun videos and most importantly, we welcome your club members to put up their own stories and tag each other!

CAMPAIGN TIMELINE

29th Jul – 19th Aug: You will be provided with your own unique fundraising URL which we ask you to share with your contacts including your friends, family and work colleagues inviting them to donate to the campaign as part of your team. These unique URL's will be sent to you over the course of this week.

We also ask that you encourage your members to sign up and volunteer to help with making calls on the day [click here](#) to sign up.

9th Aug – 19th Aug: Social media campaign runs – please tune in to FB Maccabi Victoria, like and share our campaign posts to your own pages – Facebook and Instagram.

18th Aug – 19th Aug CAMPAIGN DAY: Our campaign will start from Sunday 3pm and will finish Monday 9pm.

We ask that you rally your club members together with yourself and head to the Maccabi head office at unit 1/ 115 Hawthorn Rd, Caulfield to help us work the phones. We only have 30 hrs. to raise money, so we need all the help we can get to help us achieve our and your clubs' goals. Please [click here](#) to sign up for a session or contact Simone Grinberg sgrinberg@macvic.com.au or Jacque Lerner jlerner@macvic.com.au from the MacVic office.

With your club engaged supporting the campaign across social media – we are sure to have a knockout success!

Looking forward to celebrating soon!

Simone Grinberg
Maccabi Victoria

