

Kadima Digest #9

The Four Types of Contributors.

... and please turn to page 18 of your "Kadimaggadahs": The Four Contributors. The Kadima Together campaign speaks of four different types of contributors who may react differently to being contacted. The first has already participated but still decides to make an additional gift. To this contributor we say thank you very much; the community greatly appreciates your generosity. The second type has already contributed and is unable to make an additional gift. To this contributor we say thank you; the community is stronger because of your involvement. The third is still considering whether or not to participate. To this person we say the community is in a time of need and your participation, no matter the size, will bring significant benefit to the community. The fourth has decided that he/she does not want to contribute at all. To this person we say you will always be a part of this community, but know that a contribution will help CSR be there for others in the future and allows us to meet the changing needs of the community. What type of contributor are you?

The Kadima Capital Campaign team sends you best wishes as we prepare for Passover.

