**2018 Shalom Institute Thank-You Phone-A-Thon Overview**

*Please take a moment to read through this information*

***BEFORE*** *you begin making calls*

**Why are we holding this Phone-a-thon?**

To thank the many, many people who have supported us throughout the year. The phone-a-thon is NOT about asking for money. The phone-a-thon is about saying **thank you** and sharing our gratitude for the individuals, families, and community that help us thrive.

**What is your role?**

It’s easy! Your role is to say **thank you**! This is our time to make sure our community knows how much their support means to us. It’s really that simple - just say thanks! You are also welcome to share a something about why you love Shalom Institute and Camp JCA Shalom if you feel comfortable doing so.

**Some things to keep in mind:**

* Given the recent fires, people may have a lot of questions. It is OK **and encouraged**  to say “I don’t know” if you are unsure about something! There are many things that we don’t have answers to right now, and that is OK. We would rather be honest about not having an answer than give information that could be incorrect or misleading.
* It’s possible that a phone number could be listed incorrectly. If you get a wrong number, not a problem. Please **make a note** that the number is incorrect on your call sheet so that we can update it in our records.
* If the call goes to voicemail, **please leave a message** thanking the person for their support.
* If the person you are trying to reach is not home, explain why you are calling (to say thank you!) and ask that the message be relayed to the intended person.
* It’s possible that the person you call may not remember donating or be confused about why you’re calling. That’s ok! Remember, your job is just to say thank you.
* Keep in mind that the person you call may also have been affected by the recent fires or by the Borderline incident. If someone you are speaking to is in need of support or further resources, you can direct them to the **Jewish Federation Emergency Hotline** at (323) 761-8100, open every day 8am - 8pm.