

Fundraising for an Eruv is serious business.

And serious business is
what TCF is all about.

Whether you're expanding, building from scratch, renovating, or maintaining an existing Eruv, this handbook will guide you through the necessary steps to achieve your fundraising goals efficiently and effectively.

**Welcome to
“TCF Eruv Fundraising 101”**

TheChesedFund

TCF has extensive experience running thousands of campaigns, including many for Eruvin. We understand the nuances of these projects. With our advanced features and proven strategies, we can elevate your campaign beyond your expectations.

1 Determine the Type of Campaign

Before launching a campaign, it's essential to identify which type of Eruv project you're undertaking. There are four main categories:

- **Expansion:** Extending the boundaries of an existing Eruv to include new areas or neighborhoods.
- **Building Fresh:** Constructing a new Eruv from the ground up in a community that doesn't have one.
- **Renovation:** Upgrading the existing eruv, which might include improving the durability and checkability of the eruv or updating halachic standards.
- **Operations:** Ensuring regular upkeep of the eruv, including inspections and necessary repairs, to keep it fully operational every week.

Each type of campaign has its unique considerations and will require a tailored approach to fundraising.

2 Set a Goal

Setting a realistic yet ambitious fundraising goal is crucial. Begin by assessing the project's financial needs. We recommend always shooting a little higher than “getting by.” Unexpected expenses will always arise.

Since you likely won't run multiple Eruv campaigns in a year, it's wise to incorporate any future needs into your current goal. For example, if you need \$50,000 to build the Eruv and another \$50,000 for maintenance, set your goal at \$100,000.

3 Engage the Community

The success of an Eruv campaign hinges on strong community involvement. In fact, **this is the real point of this type of campaign** — to get the community to proudly take responsibility for this community service. Since the eruv serves the community as a shared resource, it's essential to:

- **Set Shul-Specific Goals:** Each participating shul should have its own fundraising page with its own goal within the overall campaign.
- **Recruit Ambassadors:** Each shul should recruit ambassadors to promote the campaign and encourage participation. The ambassadors will have their own page and goal within the shul's page.
- **Leverage Corporate Sponsors:** Local businesses are a fundraiser's best friend. Acknowledge them on the campaign page, in local publications, shul announcements, WhatsApp groups, and in notices about the eruv status. Let them be proud of the commitment they've made to support the community.
- **Hype and Pre-sets:** Create excitement around the campaign with pre-set donation amounts and clear explanations of what each level supports.

Each type of Eruv campaign offers unique sponsorship opportunities, giving important context to each donation (See more details below.)

Suggested Eruv Sponsorship Opportunities

Each type of Eruv campaign offers unique sponsorship opportunities, providing donors with a chance to connect deeply with the project. Below are the dynamic sponsorship options tailored to each campaign type:

Expansion Campaigns

- **Neighborhood Sponsorship:** Donors can sponsor the extension of the Eruv into specific neighborhoods.
- **Street Sponsorship:** Individual streets within the expansion area can be sponsored, offering more personalized donor recognition.
- **Future Enhancement Sponsorship:** Key reconfigurations and upgrades such as new poles, wires, or other infrastructure elements can be sponsored.

Building Fresh

- **Boundary Sponsorship:** Donors can sponsor specific sections of the new Eruv boundary, providing a lasting legacy.
- **Community Cornerstone Sponsorship:** High-level donors can sponsor significant portions of the new Eruv, such as key entry points or major sections.

Renovation

- **Component Sponsorship:** Specific parts of the Eruv that require upgrading, such as wires, poles, or connectors, can be sponsored.
- **Halachic Improvement Sponsorship:** Enhancing halachic reliability and adherence, ensuring our eruv meets the highest standards of halachic integrity.

Yearly Maintenance

- **Timeframe Sponsorship:** Donors can sponsor the maintenance of the Eruv for a week, month, or year.
- **Emergency Repair Fund Sponsorship:** Contributions to a fund dedicated to emergency repairs can be made, ensuring the Eruv remains operational even in unforeseen circumstances.

For all campaigns, we recommend adding membership options. Donors should be given the option to sign up for individual, family, or corporate membership by month or by year. There can also be sponsorships for an entire group of people, such as a shul or chesed organization.

Campaign Type	Sponsorship Opportunity	Description
Expansion	Neighborhood Sponsorship	Sponsor the Eruv's extension into specific neighborhoods
	Street Sponsorship	Sponsor individual streets within the expansion area
	Infrastructure Sponsorship	Sponsor new poles, wires, or other infrastructure elements
Building Fresh	Boundary Sponsorship	Sponsor specific sections of the new Eruv boundary
	Community Cornerstone Sponsorship	Sponsor key entry points or major sections of the new Eruv
Renovation	Component Sponsorship	Sponsor upgrades of specific parts like wires, poles, etc.
	Halachic Improvement Sponsorship	Sponsor the implementation of advanced halachic methods
Yearly Maintenance	Timeframe Sponsorship	Sponsor maintenance for a week, month, or year
	Emergency Repair Fund Sponsorship	Contribute to a fund for emergency repairs

FAQ

Q: How do we address concerns that people might think someone is profiting off community money for the Eruv?

A: This unfortunate myth has also been seen in mikvah campaigns. Transparency is key. Educate the community about real costs, involve respected Rabbanim, and emphasize that funds are solely for the Eruv. Clarify that repairs and maintenance tasks for the eruv are funded by donations, with some aspects managed by volunteers and others requiring professional input. TCF can help you communicate this clearly and build trust.

Q: What if people are accustomed to paying smaller amounts?

A: Explain the increased costs by highlighting technological and halachic improvements. Use parables people can understand, such as buying a cheap car at first and investing in a better one when you have more funds. You can also note the impact of inflation, durability, reliability, and checkability improvements. **Don't be afraid to display your expertise and authority. YOU know what's involved here, and they don't.**

Q: What if the people responsible for fundraising are already busy with other campaigns and don't want to solicit again?

A: Form a dedicated committee for the Eruv campaign. We can help you position this as a vital, community-supported effort that doesn't burden the same few individuals.

Q: What if there's a perception that the community can't raise enough money to make the campaign worthwhile?

A: We'll work with you to unlock new income streams and maximize your

campaign's potential. There's no end to the stories we could tell you about communities that shattered their fundraising expectations. We're not talking about miracles; we're talking about science.

Q: Should we rely solely on large donors instead of engaging the entire community?

A: Engaging the entire community ensures broader support and reduces the burden on a few. How would your biggest donors feel if you approached them and said, "We've already got the community on board for this one; we want to show you, and we appreciate your help and wouldn't assume you can always flip the bill." Large donors appreciate not being solely relied upon.

Q: How can we make the campaign resonate emotionally with the community?

A: Use visuals and stories that highlight community unity. Show your crowd that the Eruv is more than a necessity—it's a symbol of togetherness. TCF works with amazing writers and graphic designers who do exactly this.

Q: What if I'm worried about asking people for donations again after a recent fundraising campaign?

A: There's no question that timing is important. We need to shift the way people think about an eruv. We all are limited in our abilities to give, but we all also know that when certain causes come our way, we go beyond those limits. TCF can help you frame the Eruv campaign as a critical part of ongoing community support, not an additional burden.

An Eruv campaign is not just about raising funds; it's about strengthening the fabric of your community. Follow these steps and you will succeed.

Remember, every community is different, and while this guide provides a framework, adapting these strategies to your specific situation will yield the best results.

At TCF, we're all about making your campaign easy and effective. Every campaign is custom-built using a template we've fine-tuned through years of research, so you get a professional, ready-to-launch campaign with minimal cost for graphics and copywriting.

Plus, even after the main campaign wraps up, we'll keep a general donation page open so support can keep coming in steadily.

Happy Fundraising!

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