POP-UP GIVING CIRCLE
FACILITATOR'S GUIDE

AMPLIFIER
POWERED BY JEWISH FEDERATIONS OF NORTH AMERICA

Welcome.

We're so glad you're facilitating a pop-up giving circle!

Pop-Up Giving Circles are a tool to build connections, explore values, learn about giving, and feel empowered by making a collective gift. By the end of the experience, participants will have built community, explored their Jewish giving values, learned some philanthropic best practices, and gotten to know about an issue area or organization. This experience is also a taste of what an ongoing giving circle can be. Pop-Up giving circle events can be used in many ways:

For your organization:

- Increase giving among existing donors
- Engage prospects or relatively new donors
- Add content and impact to a travel program or mission
- Highlight your organization and priority issue areas it supports

For your community or gathering:

- Enrich a holiday conversation with family and make a gift together
- Add to a lifecycle event: Bar/Bat Mitzvah, a birth, wedding, etc.
- Engage friends/family around a cause or organization you support in a low-key way

In this guide, you will find step-by-step instructions for your event:

- → How to plan and implement your 75 to 90-minute pop-up giving circle event
- → Suggested scripts for before, during, and after the event
- → Adaptations for in-person vs. virtual events
- → Full facilitation notes so you don't even have to plan--we did it for you!
- → Download associated Participant Workbook to share with participants.

Feel free to email us at **hello@amplifiergiving.org** if you have any questions. We are always striving to provide the best content and experience possible. Let us know how your pop-up went by filling out our brief survey.

Best,
The Amplifier Team

Getting Started

Below you will find a detailed outline to help you prepare & facilitate your pop-up giving circle experience. This icon 💬 indicates specific instructions for a virtual event.

For the facilitator:
- A facilitator's guide
- Voting mechanism 💬
- Table(s) Setup
- Breakout room mechanism 💬

For each participant:
- A participant workbook printed or emailed as an attachment 💬
- Organizational profiles
- Pens/Pencils

Planning and Preparation

1. DEFINE THE GOAL OF YOUR EVENT | 5-6 WEEKS BEFORE

Why are you hosting this pop-up? What do you want participants to walk away with? What do you want to have accomplished by the end of the event? Defining this from the beginning will help inform all the next steps.

2. TARGET AUDIENCE | 5-6 WEEKS BEFORE

Use your goal to inform who you will invite. **Your audience might include:** friends and family, alumni of a program or college, past mission participants, a leadership cohort, new attendees to a recent event, groups you want to re-engage or steward, etc.

3. LOGISTICS: WHEN AND WHERE? | 5-6 WEEKS BEFORE

What would be most convenient for your audience and encourage strong attedance? Are they more likely to come in the morning? Evening? In-person? Virtually? Most importantly, the atmosphere and space should be conducive to open conversations.

In Person: Living room, communal room at a synagogue, backyard, private space at a café.

Virtually: Zoom, Google Hangout, other virtual meeting software. Make sure your audience is familiar with the platform, that you can create breakout rooms, and take a vote.

4. HOW WILL THIS BE FUNDED? | 4-6 WEEKS BEFORE

Part of the beauty of a giving circle is that participants are contributing their own money and therefore have stake in the outcome of the process. Depending on your audience, you might want to consider the following funding options:

→ **Participant contributions:** Participants either contribute a registration fee or a donation at the event. We strongly advise collecting the fee prior to your event, for example through your registration form.

→ **Organization Contributions:** Depending on your goal and audience, you may not be ready to ask participants for a mandatory contribution. Your organization or individual donor may choose to provide the funding. Encourage participants to donate whatever they are able or on a sliding scale even if there is no mandatory gift.

→ **Matching funds:** If you have a chair or donor sponsoring your event, consider inviting them to match the donations of participants to increase the amount of the overall grant.

5. RECRUITMENT AND REGISTRATION | SEND 4-5 WEEKS BEFORE

Now that you have your invite list, location, time, and donation amount, it is time to recruit!

→ **Determine the best communication method based on your audience:** Email or text individuals, send a group evite, post in a social media group etc.
→ **Tools for registration:** Google forms, Eventbrite, Zoom invite, or your own organization's registration method.
→ **Tools for collecting donations:** Eventbrite, Venmo, PayPal, Checks/Cash at Event, your own organization's platform

Individual follow-up might be needed if you do not hear back from invitees. **Make sure to leave time for this 2-3 weeks before.**

6. POTENTIAL GRANT RECIPIENTS | 3 WEEKS BEFORE

Think about who your grant recipients will be. Is it specific projects your organization is working on? Partner organizations? Are you a group of friends and you want to pick a bunch of different organizations? Specific issue areas?

You will need between 3 and 12 grant options. The exact number depends on the number of people attending. Your participants will be broken into groups and given 2-3 organizations each to discuss. Different groups can have the same grantee options to review but you can't have more options than groups to review them. The maximum number of grantee options is 3 for each break-out group.

7. CREATE CONTENT FEATURING EACH GRANTEE | 2-3 WEEKS BEFORE

There are two ways to do this:

1. Create a brief overview of each of the organizations you selected. Mission, total $ raised or allocated, what they support, current need, etc. Print or share as a supplement to the participant workbook. See examples of organizational profiles **here.**
2.   Identify comparable links for each organization. We suggest linking to an "about me" or "mission" page and a "programs" page.

8. PREP FOR THE EVENT | 1-2 WEEKS BEFORE

Your invitations were sent and you have attendees registered. Time to prep!

→ Download and print (or send) the **participant workbook**
→ Send reminder email and any other logistics for the day of the event (Location, time, zoom link, etc.)
→ Buy any needed materials: Snacks/refreshments, pens, and swag from your organization
→ Create nametags for participants if they are a new group
→ **Practice your facilitation!**

Invitation Templates

SEND INVITATIONS | 3-4 WEEKS BEFORE

The invitation should include the goal, location and donation required for the event.

Hi X,

I hope you're doing well. **[Add personalization].** I'm hosting a Pop-Up Giving Circle - a dynamic 90-minute experience in which we'll **[your reason for hosting: have fun/meet other involved with your organization]**, reflect on our philanthropic values, and make a real difference **[on issue area if you have a specific one].** We'll gather on **[date]** at **[time]** at **[location].** We are asking that everyone attenting contribute **[donation amount]** so that we have the funds to allocate. Please let me know if you will join us!

Best,
[Your name]

SEND REMINDER | 1 WEEK BEFORE

The reminder should include the date, time, location, donation amount if they have not yet contributed, and an invitation to let you know if their plans have changed.

Hi X,

I am excited to see you at our Pop-Up GIving Circle event on **[date]** at **[time]** at **[location].** As a reminder, we are asking that everyone attenting contribute **[donation amount]** so that we have the funds to allocate. Please send this to me prior to the event. Let me know if your plans have changed or if you have any questions. Looking forward to seeing you!

Best,
[Your name]

Set-up: The day of your event

If in person: **30 minutes before your event**	• Set up the appropriate number of chairs in a circle or around tables • Place a participant workbook and pen/pencil on every seat • Set up any appetizers/drinks/snacks • Play some music for a fun atmosphere as guests arrive
If virtual: 💬 **15 minutes before your event**	• Sign in to Zoom • Make sure you have all host permissions and capabilities • Practice sharing your screen • Turn on "closed captioning" if interested • Have music lightly playing in the background
As participants arrive:	**In-person:** • Welcome attendees with a snack or a drink and invite them to take a seat or mingle until ready to start **Virtial:** 💬 • Let everyone in from the 'Waiting Room' if you have one • Welcome participants • Put the following prompt in the chat: 💬 "Thanks for joining! We'll get started in a few moments. Grab a drink or a snack and get settled. Then, please share your name and location in the chat! 💬 Reminder: Participants cannot see anything added to chat before they joined the room, so repost your welcome as new participants join

TIMED AGENDA: (This is for a 75-minute giving circle. You can expand on any section if you are working in a 90-minute time-frame)

1. Introduction and opening activity (10 min)
2. Values exploration (30 mi)
3. Reviewing potential grant recipients (15 min)
4. Pitching (10 min)
5. Voting and making a grant (5 min)
6. Close and debrief (5 min)

Introduction and Opening Activity (10 minutes)

Part 1: Welcome (5 minutes)

FACILITATOR SAYS:

"Welcome to our Pop-Up Giving Circle! Over the next 90 minutes we're going to work together to make a grant."

*Share a bit more about **why** you chose to host a pop-up and **who** this group is.*

Examples could include: to learn about particular organizations addressing an issue area, to honor a person's life cycle event, to gather meaningfully with people in your community. The more people can understand why they are coming together, the more they will feel inspired by a shared purpose.

"Our overall goals are to…"

- Engage in an intentional process that leads to us making a collective grant/donation.

- Learn about new issues and causes, while reflecting on and discussing the values and issues that animate us.

- Deepen our understanding of the Jewish values that motivate us, the impact we want to have, and practice advocating for projects that inspire us.

- *You might add any other goals you have for the group…*

"The next [75-90] minutes will include large and small group activities. The agenda includes…"

1. Introduction and opening activity
2. Values exploration in small groups
3. Learning about potential grant recipients in small groups
4. Pitching your top choice to the full group
5. Voting and making a grant
6. Close and debrief

Introduction and Opening Activity (continued)

Part 2: Opening Activity (5 minutes)

The goal of the first activity is to set the tone for the pop-up giving circle and help start to build connections among participants. Below are some options you can use or you can create your own.

Option 1: Share an Intention
Take a moment to share what you hope to gain from this experience and how you intend to be present in the exercise. Here is an example:

* *May my tzedakah decisions be thoughtful and intentional. May this tzedakah offering make a positive difference in the world. May I give it with a generosity of spirit and humility. May I find ways, through this tzedakah offering or other activities, to inspire others to also give intentionally and generously. And may my thoughts and actions of tzedakah help me to have more feelings of compassion and loving kindness in all aspects of my life.* | Julie R. Sissman, Amplifier Committee Member

Option 2: Set community norms
Community norms are a set of agreements that allow the group to work better collectively. Examples include: Be self aware, embrace silence, don't interrupt, etc. Setting community norms helps create a shared language and practice amongst participants. If things get a bit tense, you can refer back to your norms. Ask the group to come up with a set of norms and hang them in a prominent place, so that people can see them easily.

Option 3: Practice gratitude
Take a minute to thank everyone for coming. Recognize that they are giving their time and resources and appreciate them! If there is time, have people then share what they are grateful for in the moment.

Option 5: Why We're Here
Have people write or draw one reason for why they showed up today on a post-it note. Have everyone then take their post-it note and place it on a wall with everyone else's post-its.

If you are doing this virtually, share in the chat box.

Values Exploration (30 minutes)

Part 1: Inspiration for Giving Activity (10 minutes)

> *Divide the group into small groups of 3-8 depending on how large the main group is. You can either do this during the event or beforehand. Consider assigning a table captain to keep conversation moving.*

FACILITATOR SAYS:

"We'll now explore what inspires each one of us to give. You'll have 8 minutes in small groups to review a series of quotations and select the one that inspires your giving. Take 3 minutes to read on your own, then go around and invite each person to share the quote they chose and why it resonates"

Quotes

VAYIKRA RABBAH 4:6
Some people were sitting in a ship when one of them took a drill and began to bore a hole under his seat. The other passengers protested, "Why are you doing that?" He said to them, "What does it matter to you? Am I not boring the hole under my own seat?" They answered, "Because what you're doing will sink the ship for all of us.

YAVILAH MCCOY, CEO OF DIMENSIONS
Work to repair a single relationship where there has been harm, much less a global society, can often be challenging, so I am holding myself accountable to approach this question with humility, and to ask it in the spirit of beginning with what is within reach of each of my hands to accomplish.

LILLA WATSON, INDIGENOUS AUSTRALIAN ACTIVIST
If you have come here to help me, you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.

"

PIRKEI AVOT 6:2

In a place where there are no people(or a person), make an effort/lobby to be that person.

RAV TIFERET BERENBAUM

We read in the Haggadah that"in every generation, we are commanded to see ourselves as one leaving Egypt." This is because slavery wears a different cloak in different generations, and we have to see ourselves, see it for ourselves, and understand it in order to help those who are currently stuck in its grasp.

RABBI JILL JACOBS

Does this mean that we have godliness in us? Are we physical manifestations of God? What does that mean? But one thing we know it means is—if you meet a homeless person on the street and they may smell bad and they may not look like anyone else in your actual physical family right now—but the challenge is to see the image of God in this person.

"

Use this space for your own notes or follow-up questions you might want to ask related to the quotes.

Values Exploration (continued)

Part 2: Identifying Values (10 minutes)

FACILITATOR SAYS:

"At this stage, your group will discuss their individual values and find a common set of values to guide their giving. First we'll address the 'why', then we'll address the 'how'.

Values are the core principles that guide a giving circle. Before we can make a donation, it is important to understand our motivations and methods for giving. Uncovering the "why" and "how" of giving can be just as powerful as the gift itself. Group values also help shape a circle's identity and culture to help the group make philanthropic decisions.

We know that there is an endless list of values that may guide your giving, but we have offered a few here. Instructions for the next part are on your guide to follow along."

INSTRUCTIONS:

1. **Individual:** Take 1 minute on your own to read the values below. Then, select 2 values that resonate most with you individually.

2. **Group Share:** Have each group member share their choices for their "why".

3. **Group Consensus:** Select 2 values that you all agree on. This means if someone feels strongly against a value, you may not choose the most popular one but rather the values that sit best with all of your group members.

4. **Present:** Write your group's 2 shared values for each section down.

AREYVUT/RESPONSIBILITY	KAVOD/HUMAN DIGNITY
TIKVAH/HOPE	CHESED/LOVING KINDNESS
AVODAH/SERVICE	TIKKUN OLAM/ REPAIR THE WORLD

Values Exploration (continued)

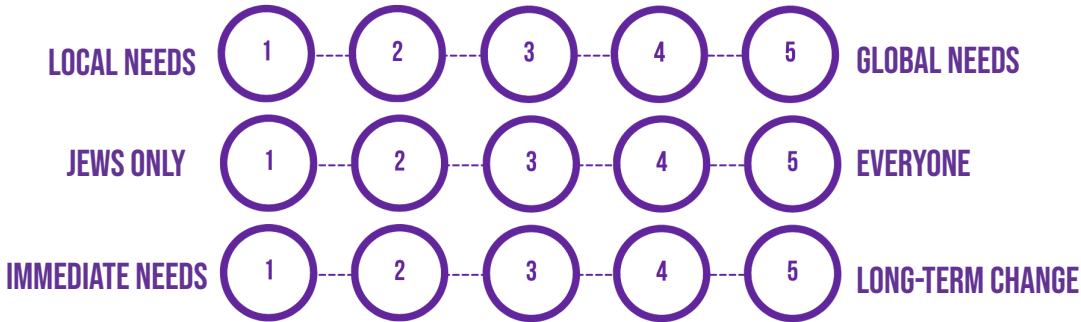## *Part 3: Impact of My Giving (10 minutes)*

FACILITATOR SAYS:

"Now that you've come up with values for your small group, you're going to explore the impact you would like your giving to have. Again, you'll start with your personal priorities and then come to consensus as a group. Use the instructions in your workbook to guide your discussion."

INSTRUCTIONS:

1. **Individual:** Review each spectrum below. Choose a number that reflects where you land on each one.

2. **Group Share:** Go through each spectrum one at a time and find out where everyone landed, asking a few people to share why, ensuring that if there are people with very different responses, they each have a chance to share.

3. **Group Consensus:** Try to find alignment for your group on one end of each spectrum. You may find alignment between your underlying motivations, even if the values were different.

I WANT MY GIVING TO GO TO:

LOCAL NEEDS	1 — 2 — 3 — 4 — 5	GLOBAL NEEDS
JEWS ONLY	1 — 2 — 3 — 4 — 5	EVERYONE
IMMEDIATE NEEDS	1 — 2 — 3 — 4 — 5	LONG-TERM CHANGE

> *After the group has had a chance to discuss, gather everyone back for quick reflections.* **Ask:** *What was it like to go from individual to group values and impacts?* **If you have time you might also ask:** *What surprised you about the process?*

BREAK (10 MINUTES)

During the break, you may invite participants to start to read the helpful tips on the next page. If you have organizational profiles prepared, this piece can be skipped.

HELPFUL TIPS FOR RESEARCHING ORGANIZATIONS ONLINE

Today you are only learning about a few curated organizations, but there are over 1.5 million non-profits in the US alone, not including other venues for giving including political giving and mutual aid. Even when you're clear on your values, choosing where to give can be hard. Here are a few guiding questions and tips for researching non-profits:

1. **The appearance of an organization's website does not reflect the quality or importance of their work.**

   There are many organizations that run lean operations, focusing their efforts on projects rather than their digital presence. Conversely, there are organizations that may have a very impressive online presence, but might not represent the values you want your giving to reflect. Try to look beyond the organization's website and social media. What are other, reliable sources saying about them? Are you familiar with their work? Are other organizations mentioning or linking to them?

2. **Start with the most valuable (and quickest) information.**

   - **Mission and vision statements:** Mission and vision statements are often the quickest way to understand the values of an organization. They identify the problem an organization is working to solve; they're the "why" behind the work of the organization.

   - **Program areas and projects:** Look for the projects or program areas an organization works on and any information on how they do their work. Projects are the "how" of an organization. Some questions to consider when looking at an organization's projects are: Who are the stakeholders being engaged? Is anyone missing? What is the scale of this projects? What are the strategies being used?

   - **Size of the organization**: Depending on how much money your pop-up giving circle is planning to distribute, the size could make a difference in your decision making. Here are some questions to consider: How many staff members does the organization have? What is their annual budget? What is their reach/impact?

3. **Consider what the organization needs.**

   Does the organization indicate where it needs support (general operating support, restricted funds, specific projects)? How might your money have the best impact on this organization, so that it can thrive, be more sustainable, and better reach its goals?

Reviewing Potential Grant Recipients (15 minutes)

FACILITATOR SAYS:

"So far, we have introduced ourselves to one another and shared a bit of our personal stories, determined some of our shared values as a group, and begun to think about the ways we participate in giving.

Now, we are going to learn more about the organizations we are considering for our grant(s) today. Each group will receive information about 3 organizations. "

In the same groups as before, you will:

1. Review each organizational profile.
2. Discuss these organizations with your group and how they align with your values and desired impact.
3. Choose *one organization* you would like to advance to the finalist round.
4. Choose one person to make a pitch the organization to the full group.

Pitching (10 minutes)

Gather all participants back. Invite one representative from each group to pitch the group's organization to the room.

In one minute, each person will share:

- The name of your organization
- What the organization does
- Why your table was excited about it
- Why this room should support it
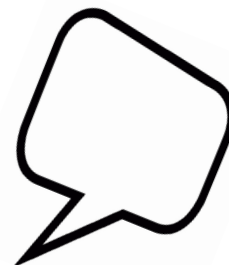
* If time allows, you may invite the group to ask questions to the person pitching.

Vote and Make a Grant (5 minutes)

Once every group has shared their organizational choice, the full group will decide on one organization to fund. There are many ways to do this:

- **If in person:**
  - → *Simple hand raise*
  - → *Each participant writes on a paper and hands in (if you want annonymous)*
  - → *Use an online tool on smartphones like polleverywhere.com*
- **If virtual:** 💬
  - → *Raise hand function on Zoom*
  - → *Chat your choice in*
  - → *Online platform like polleverywhere.com*

FACILITATOR SAYS:

"We just heard about a number of organizations that are all doing amazing work. I know it is hard to choose just one, but we will now collectively agree on funding one of these organizations. We will vote by doing the following...."
**note how you plan to take the vote per what you decided from above.

Use this space for your tally.

ANNOUNCE THE WINNER!

After you have counted your votes, read out the tallies and announce the winning organization! Be sure to clap, raise a glass or cheer for making a grant!

Close and Debrief (5 minutes)

FACILITATOR SAYS:

"We will notify the winner by [indicate how]. It has been such a joy learning with you and making an impact together. As we said before, this is only a taste of what a giving circle can be. This is a relatively short (and intense!) activity, but all the critical elements are here:

- Agreeing on shared values
- Learning about potential grant recipients
- Using an inclusive process to decide on a gift together.

Amplifier, powered by the Jewish Federations of North America, can help you learn more, facilitate your own pop-up or launch a giving circle. You can find their contact information in your participant workbook."

To close our experience, we will [choose from options below].

Option 1: Discussion
Guide the group in a discussion with these questions: How was this process for you? What adjectives would you use to describe it? Did you ultimately select a grant recipient based on your originally chosen values? Why or why not?

Option 2: A Rose and a Thorn
Ask each person to go around in either a small or large group and share a rose and a thorn from this experience: What was something that was blooming and something that was uncomfortable for them?

Option 3: Practice Gratitude
Start by offering something that you are feeling grateful for at the moment. After that, open it up for others to share a moment of gratitude.

Option 4: Snapshot of Inspiration
Ask people to reflect in either pairs or small groups on one moment that they will carry with them from the pop-up experience.

THANK YOU FOR PARTICIPATING!

Follow-Up

- Make the donation and send notice to the organization that you have selected.
- Email the group to let them know you have made the donation and thank them for their participation.

SAMPLE THANK YOU EMAIL:

Hi X,

Thank you so much for participating in our Pop-Up Giving Circle. We are so thrilled to have made a grant of **$X to [insert organization]**. Here is how you can stay involved with us. **[Insert information about your own organization or other upcoming programs here].** If you would like to learn more about giving rooted in Jewish values, visit the Amplifier, Powered by JFNA site here.

Best,
[Your name]

Let Amplifier know how the event went by emailing us at hello@amplifiergiving.org, and filling out our brief survey. Visit amplifiergiving.org for additional resources.

Amplifier, powered by JFNA, is an experiential learning lab for **collaborative and democratized giving, rooted in Jewish values.** We empower people to give more intentionally, more meaningfully, and in community, engaging more people in tzedakah and **amplifying their impact.**

AMPLIFIER | The Jewish Federations OF NORTH AMERICA