



# BIRTHRIGHT ISRAEL UPDATE

## MAY 2020



# CONSIDERATIONS FOR DECISION MAKING



Ensuring the safety, security and health of our participants.



Ensuring the long-term stability and viability of BRI.



Safeguarding the interests of our funders.



Maintaining BRI's human capital.



Maintaining our main suppliers' ability to operate.

## TRIP CANCELLATIONS

- Winter: End of March
- Summer: May - July

## EXPENSE REDUCTIONS

- Cancelled all unfulfilled contracts
- 20% of staff placed on furlough
- May 1 salary reductions







# RETURNING BIRTHRIGHT ISRAEL TRIPS TO ISRAEL



# TRIPS IN THE AGE OF CORONAVIRUS

## OPERATING PRINCIPALS

### FIRST TO RETURN

Taglit is aiming to be the first educational provider to return to operation as soon as possible

### SAFETY

Safety and security of participants will continue to be our number one priority

### HEALTH ADVISORS

Special health advisors will be identified to work with us every step of the way

### INSPIRATIONAL

Trip will be inspirational and provide educational value as per our vision and mission

## BASIC CONDITIONS FOR RESUMPTION OF ACTIVITIES

### EFFECTIVE TESTING

Effective virus tests available immediately prior to the flight and prior to joining the groups in Israel

### GOV. APPROVAL

Stable situation in Israel – approval for non-Israelis to enter country

### NO QUARANTINE

No need for lengthy quarantine upon arrival

### HEALTH INSURANCE

Ability to obtain health insurance



# NEW TRIP STANDARDS



Direct flights only



Small groups of 10-21 participants



Safety kits: masks, gloves, hand sanitizer gel, and thermometers



Museums and heavy trafficked tourist sites excluded when necessary

















































































Small hotels and country-style inns with an option for camping



Boxed meals or meals in private rooms in restaurants and hotels



# COMPOSITION OF GROUPS

	15-20	PARTICIPANTS	   
	4-5	MIFGASH	   
	1	TOUR EDUCATOR	   
	2	MADRICHIM	   
	1	ARMED ESCORT/MEDIC	   
	1	BUS DRIVER	   
			   
			   
			   
			   
			   
			   
			   
			   
			   
			   
			   
			   





# WORKFLOW FROM PLANNING TO LANDING



## PLANNING

- Plan itineraries
- Map relevant countries
- Prepare Tour Educators for changed reality



## MARKETING REGISTRATION

- Build FAQs for transparency and trust
- Open campaigns for specific trips
- Add additional health history questions to interviews
- New waiver provisions



## PRE-TRIP

- Review new safety and security standards and explanation that trip will be different
- Set expectations
- Pre-flight COVID-19 testing for participants
- Pre-trip COVID-19 testing for TE's and Israeli participants



## TRIP

- SWAG kits including masks, gloves and hand sanitizer gel for all participants
- Hand sanitizing stations upon all bus entrances/exits
- Daily bus sanitizing
- Adapted itineraries, accommodations and meals



# SAMPLE MESSAGING

## COVID-19 FAQ

Q. Will I need to be quarantined once we arrive in Israel?

A. No, all Birthright Israel groups that land in Israel can immediately begin their trip

Q. How will I know that the other participants and staff are not infected with COVID-19?

A. All participants and staff must take a test prior to arrival in order to participate and ensure they are not infected with COVID-19

Q. How will this trip be different from a regular Birthright Israel trip?

A. All of the must-see sights will be included on your trip. As your safety and security comes first, you will be required to practice social distancing and high hygiene. Trips will have fewer participants and more outdoor activity but includes all the fun you can expect on a typical trip







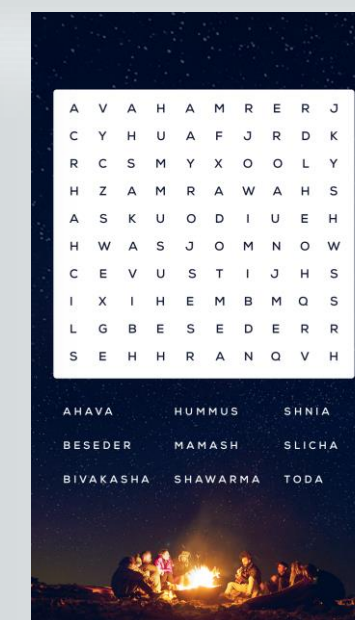
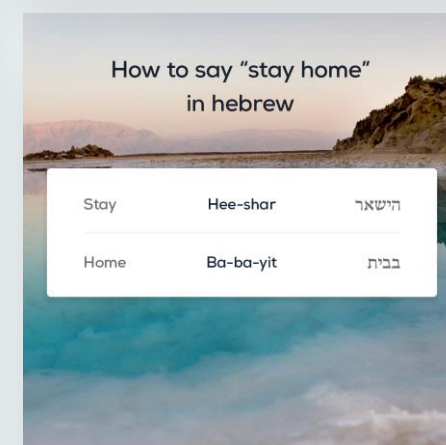
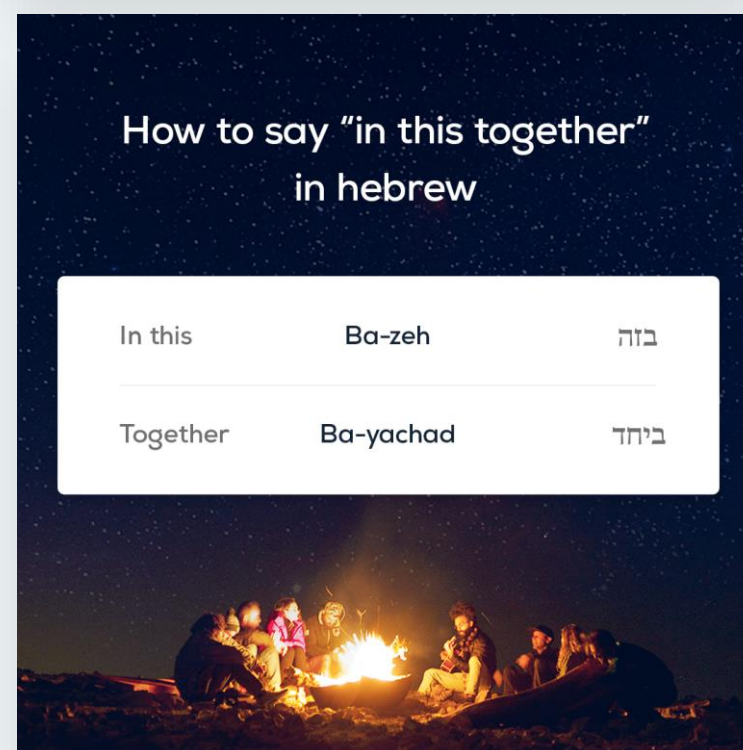
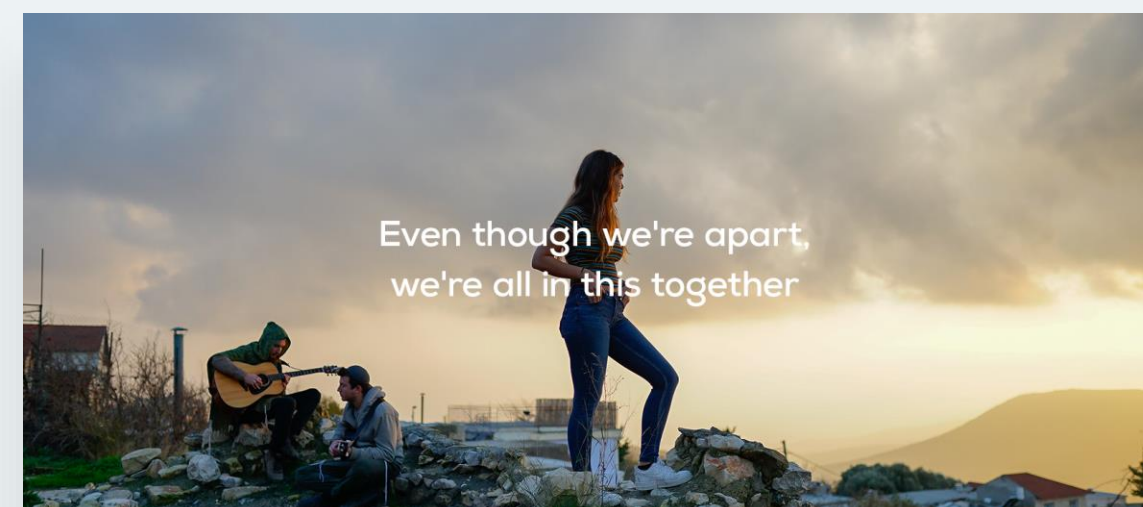
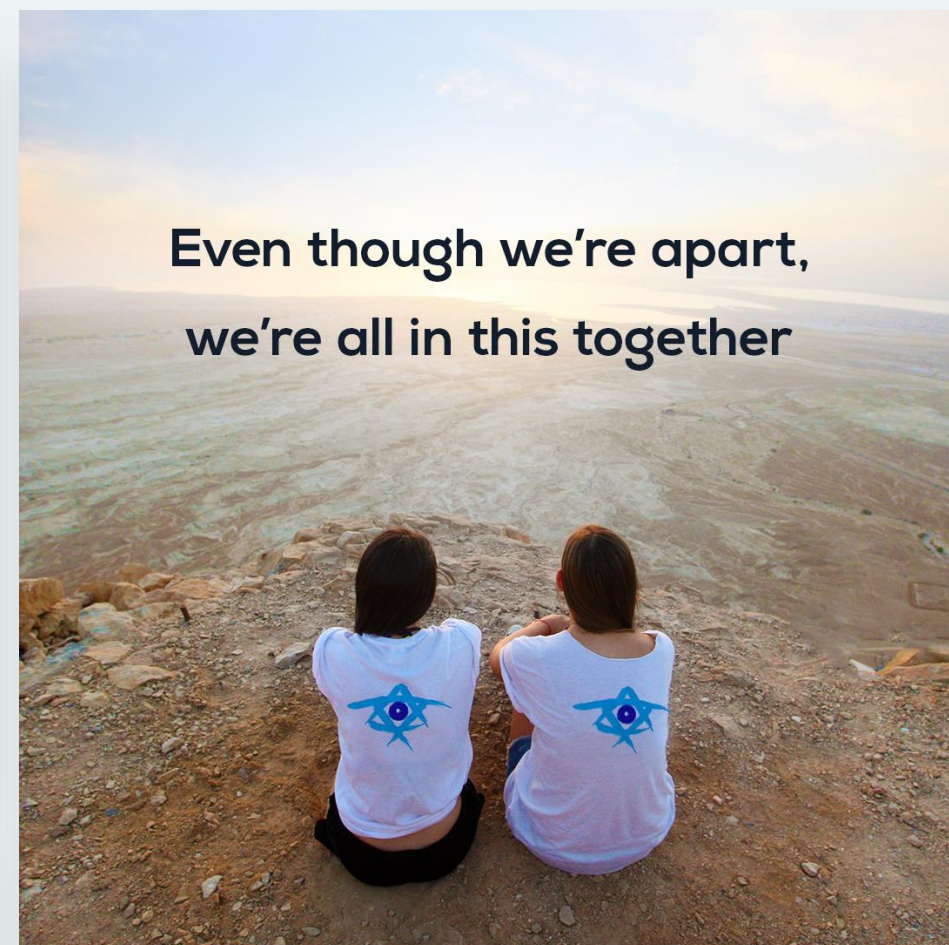
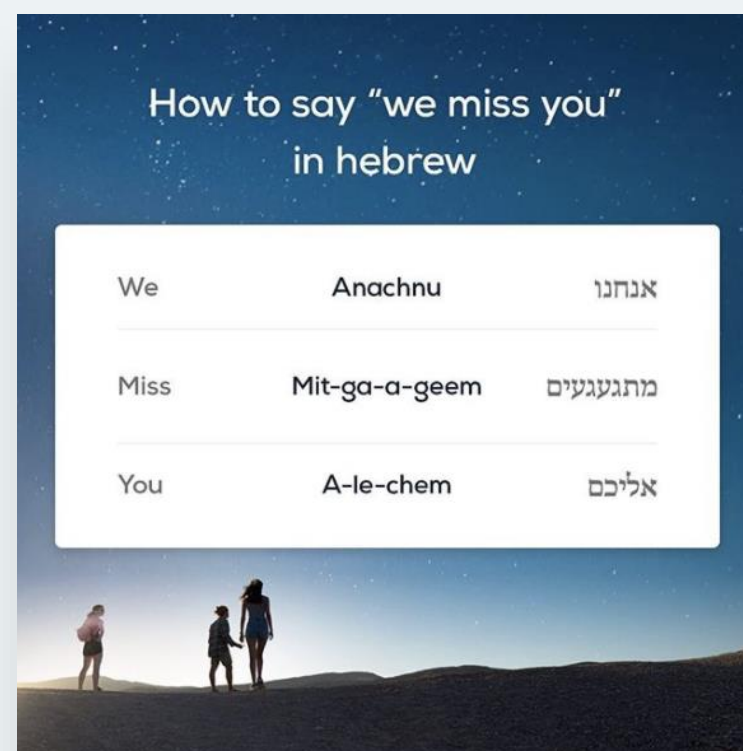
# IMMEDIATE RESPONSE: CHANGING THE MESSAGE AND COMMUNITY OUTREACH





# #INTHISTOGETHER

We quickly began sharing positive and uplifting messaging knowing our audience needed this with so much unknown on the news. We asked questions, started discussions, taught Hebrew phrases, and provided games to unify and engage our global community.



## 28k+

TOTAL ENGAGEMENT

420K+ PEOPLE REACHED

22,058 PEOPLE LIKED

3,713 PEOPLE SHARED

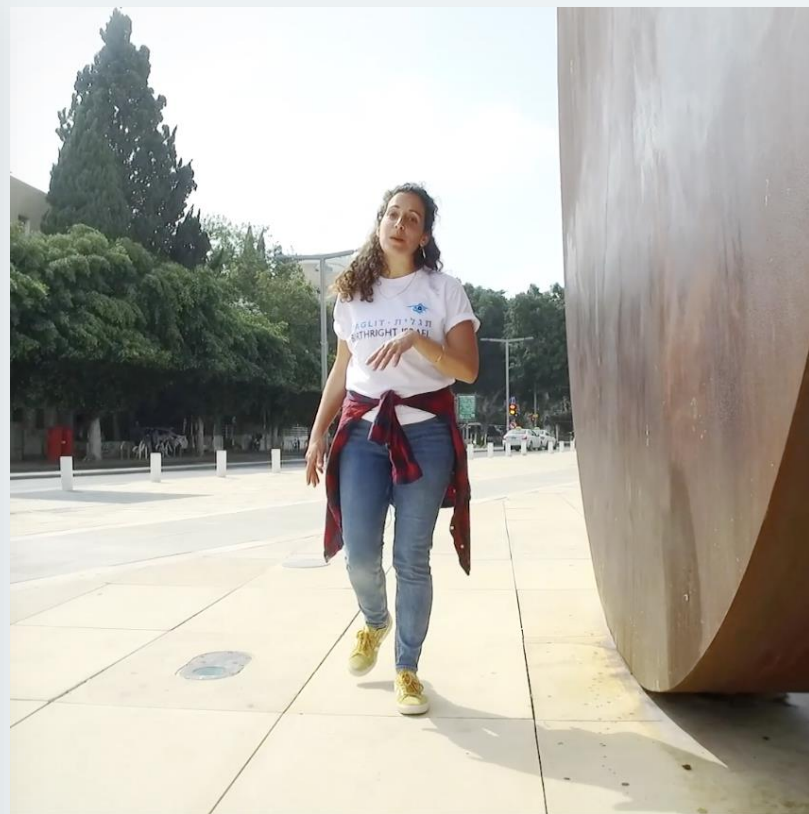
Launched: March 16th - Present





# WE ARE WAITING FOR YOU

Charismatic tour educators show prime Israel locations on a regular day with Birthright Israeli participants vs. current day where streets are empty. Each video ends with a message of hope saying that this too shall pass, and we will be here waiting for them.



12k+

TOTAL ENGAGEMENT

1.9M+ TOTAL IMPRESSIONS

8,609 PEOPLE LIKED

1,337 PEOPLE SHARED

Launched: April 6th –Mid May



# DOOR TO DOR


Birthright Israel Excel alumni initiated Door to Dor, a volunteer system created to conquer challenges in this new reality by recruiting volunteers to check-in and help place online grocery orders for the elderly in Israel. This effort might also be rolled out to FSU countries.

This project received massive PR coverage in newspapers, online platforms, radio and Israeli TV including morning show and channel 12 news.



ELDERLY PEOPLE WERE HELPED

 10,000 ISRAELI VOLUNTEERS

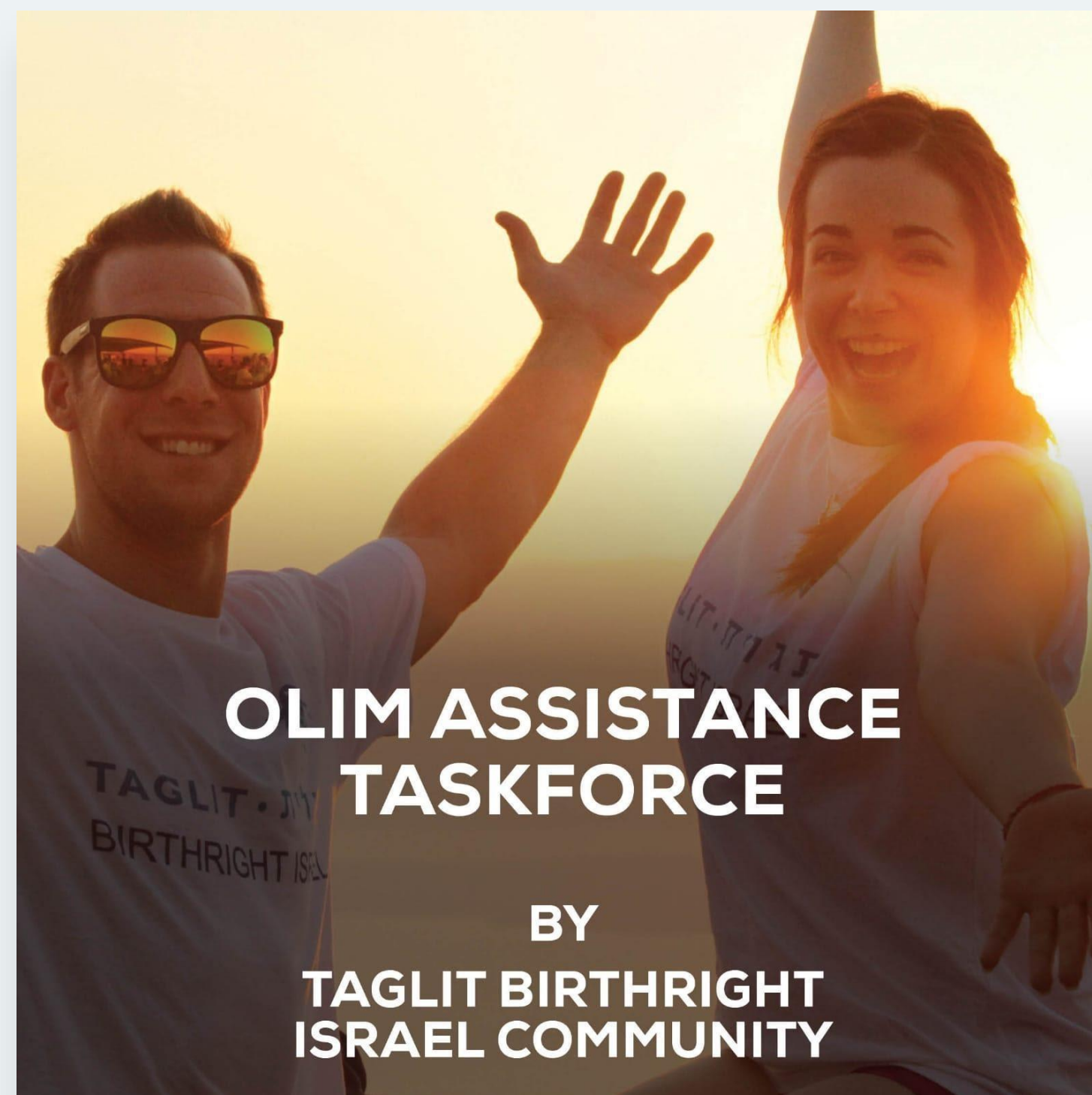
 130 CITIES IN ISRAELI

Launched: March 22<sup>nd</sup> – present



# OLIM TASK FORCE


As a response to the negative economic impact and uncertainty brought on by the spread of Coronavirus, our alumni came together to voluntarily provide support and assistance to new immigrants in Israel, helping them with complex Israeli bureaucracy, navigate the unemployment process, resume assistance, and alleviate loneliness as many are isolated as new immigrants.




## 40k


PEOPLE REACHED


 40+ VOLUNTEERS

 90 OLIM REQUESTS

 50+ REQUESTS ADDRESSED

 70% career/unemployment help

 20% Want someone to talk to

 10% Offered to volunteer themselves

Launched: March 26th





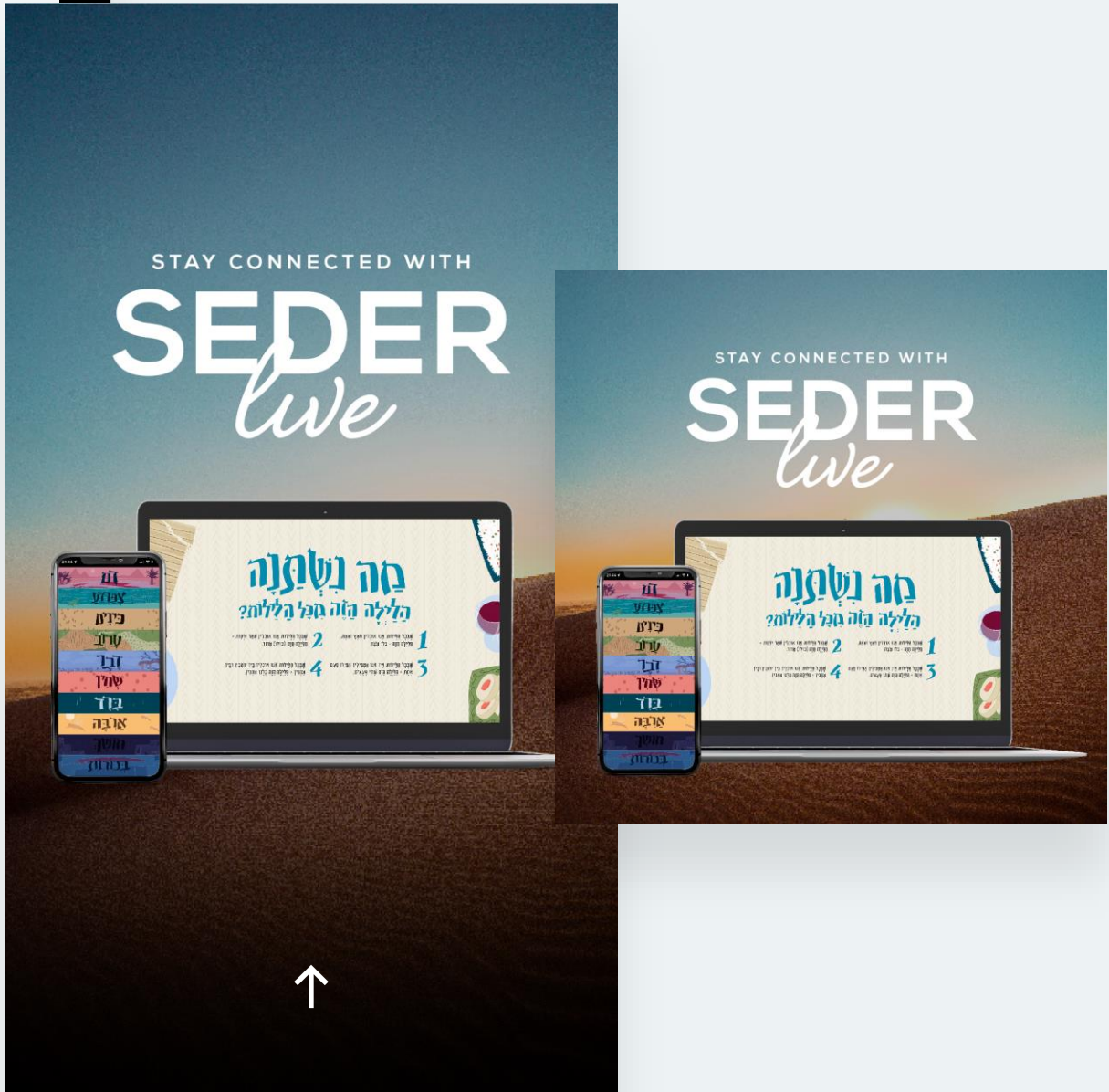
# SEDER.LIVE

As many families could not be together during Passover, we distributed Birthright Israel Excel alumni’s beautifully illustrated interactive online Haggadah, promoting it across our alumni community to use with their families at their online seders. This was also promoted through PR efforts on Fox News, NBC News, Ynet, and Mako.



With all that’s been thrown our way in the past few weeks, this upcoming Passover is an opportunity to reflect on what matters the most in difficult times—our loved ones.

For those who can’t be there in person, it’s still possible to gather with your friends and family online for the Passover holidays.



17k+

UNIQUE USERS

GOAL

Meaningful engagement with Jewish families around the world that deepens their relationship and resonance with BRI

Launched: April 6th



# LOVE AT FIRST ZOOM

Lockdown, quarantine and social distancing forced millions of people around the world to interact with others through video communication tools. The Zoom platform became not only a substitute for the office meeting room, but also modern-day town square, where everything happens. This brought the alumni community to initiate a love campaign focusing on single Israeli Sabras and Olim. Promoted on Yediot



4k+

(ORGANIC) PEOPLE REACHED



~440

SIGN UPS



110

FIRST DATE VIA ZOOM




103

MATCHES

Launched: April 15th



# YOM HAZIKARON LIVE EVENT



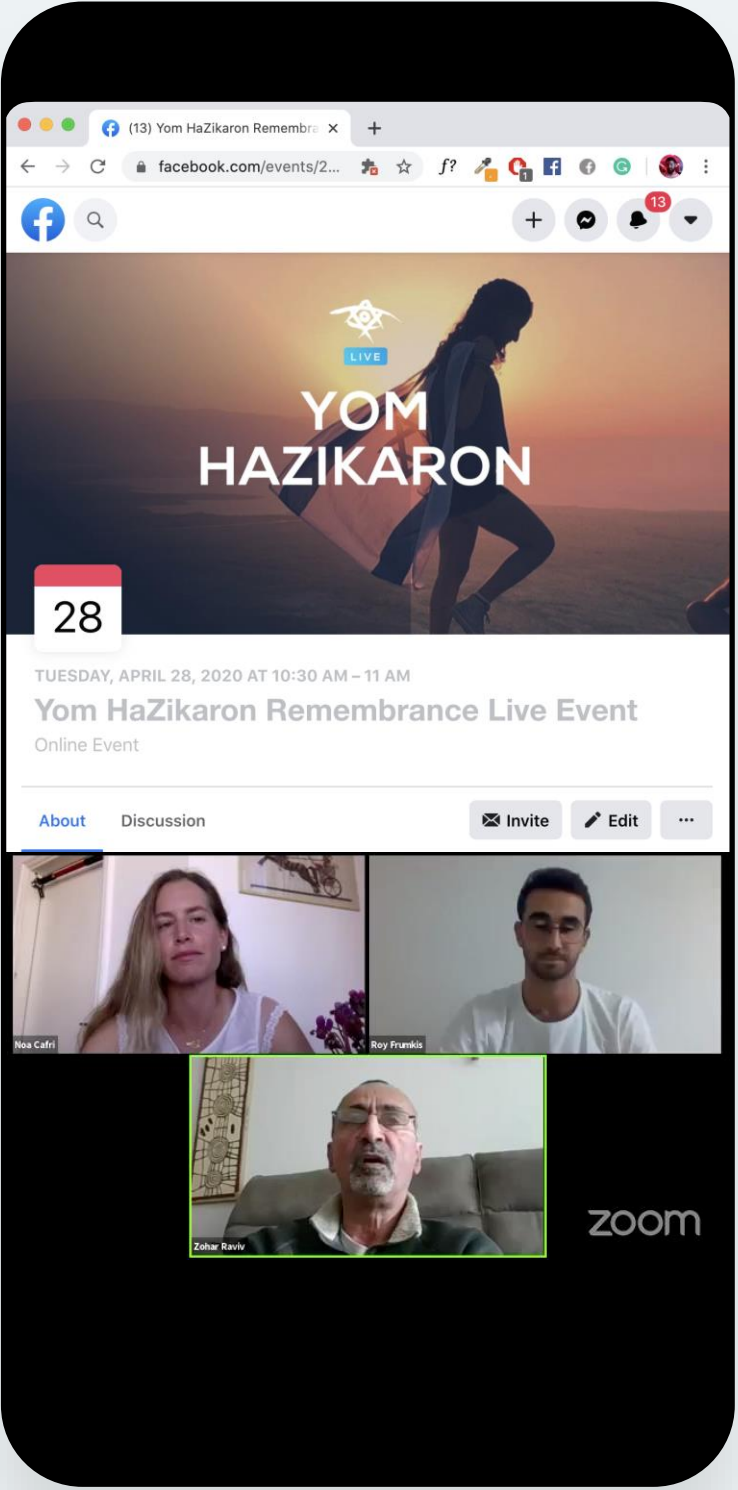
**Noa Cafri**  
A Veteran Israeli Air Force Captain, Noa will share about her friend who is a soldier and open a discussion about Yom HaZikaron.



**Roy Frumkis**  
A former Israeli Naval Academy Commander, Roy will talk about his IDF service and share insights from his Birthright Israel experience.



**YOM HAZIKARON REMEMBRANCE**  
LIVE  
Tue, April 28 • 10:30am EST  
Join us for a live Q&A event with two IDF soldiers and hear their powerful stories in honor of Yom HaZikaron (Israel's Memorial Day).  
ROY FRUMKIS NOA CAFRI



19,922

PEOPLE REACHED



9.4K

VIDEO PLAYS (3S+)



5,745

MINUTES VIEWED

Launched: April 28th







# CREATING LONG TERM VALUE





# BIRTHRIGHT ISRAEL CONNECT

An online social experiment connecting Birthright Israeli alumni from Tel Aviv, New York, Paris, Moscow, Rio, and other Jewish communities from across the world with the opportunity to meet up in groups to hear each other's stories, ask questions and explore human connection from a distance - bringing our mission of connecting the Jewish world and Israel online.



## GOAL

Engage BRI alumni globally to create further connection across the Jewish world in the time of social distancing

Launched: April 30th



# BIRTHRIGHT ISRAEL LIVE

Everyone is home, looking for content and connection-points to new ideas and new people. Birthright Israel LIVE is an ongoing series featuring alumni, staff, and mifgash hosting livestream experiences and events across a wide range of activities.



GOAL

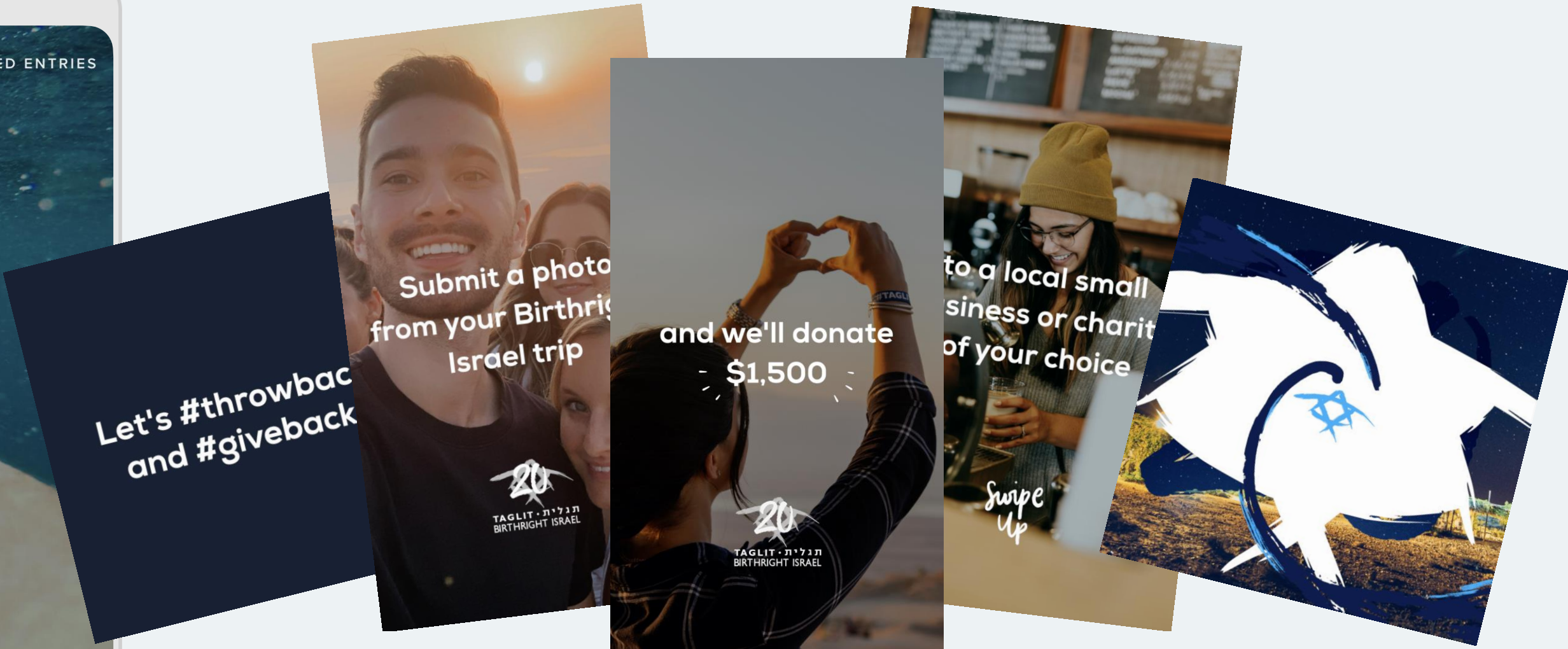
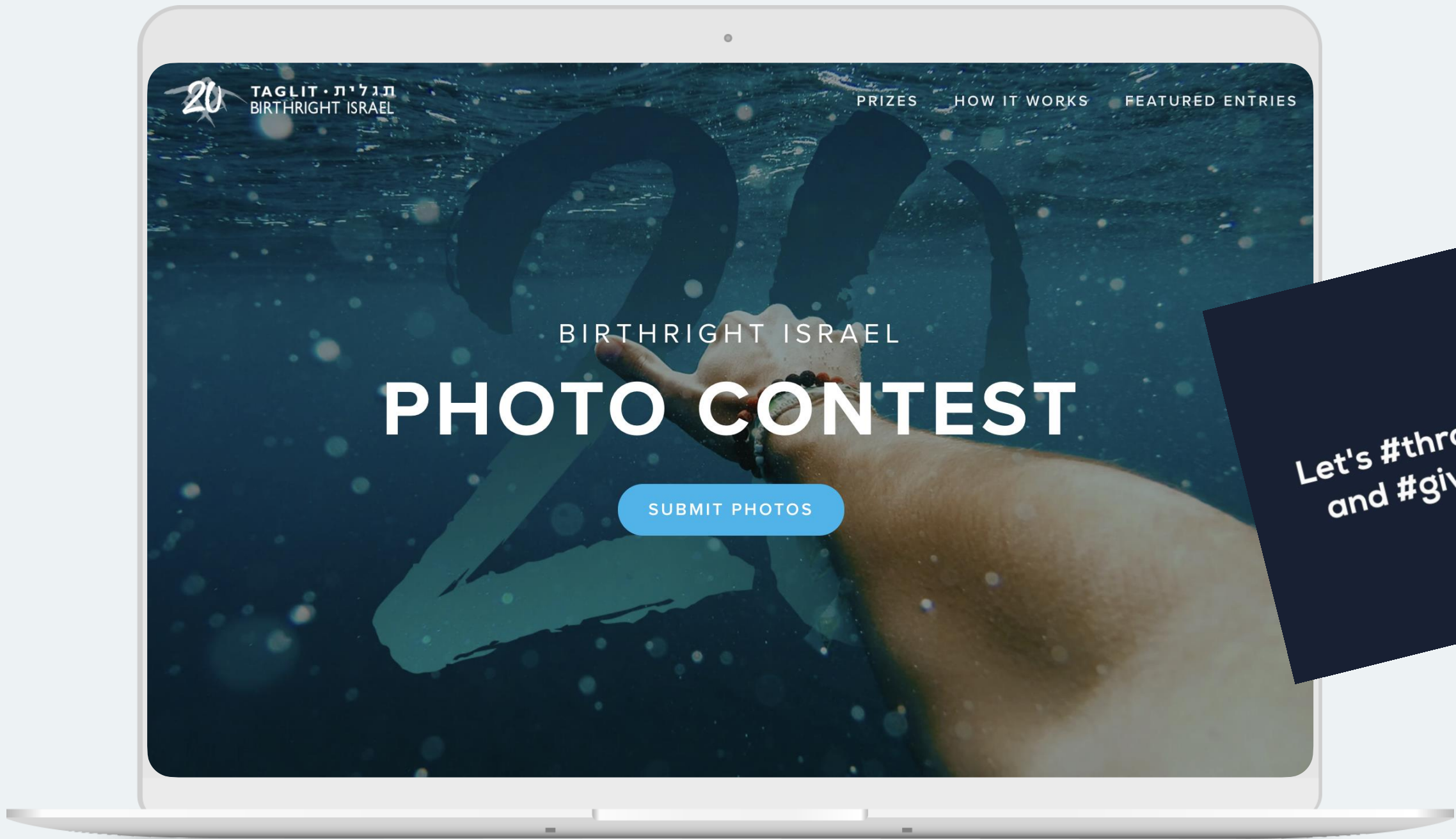
Consistent presence and value-add engagement between BRI, alumni, Israel, and the global Jewish community in this time

Launched: TBD



# PHOTO CONTEST

We’re launching a worldwide photo contest designed to celebrate moments of togetherness while were apart by showing the shared connection with our global community who have experienced Israel in the past 20 years. We will encourage alumni who win to support local Jewish businesses through their prizes.



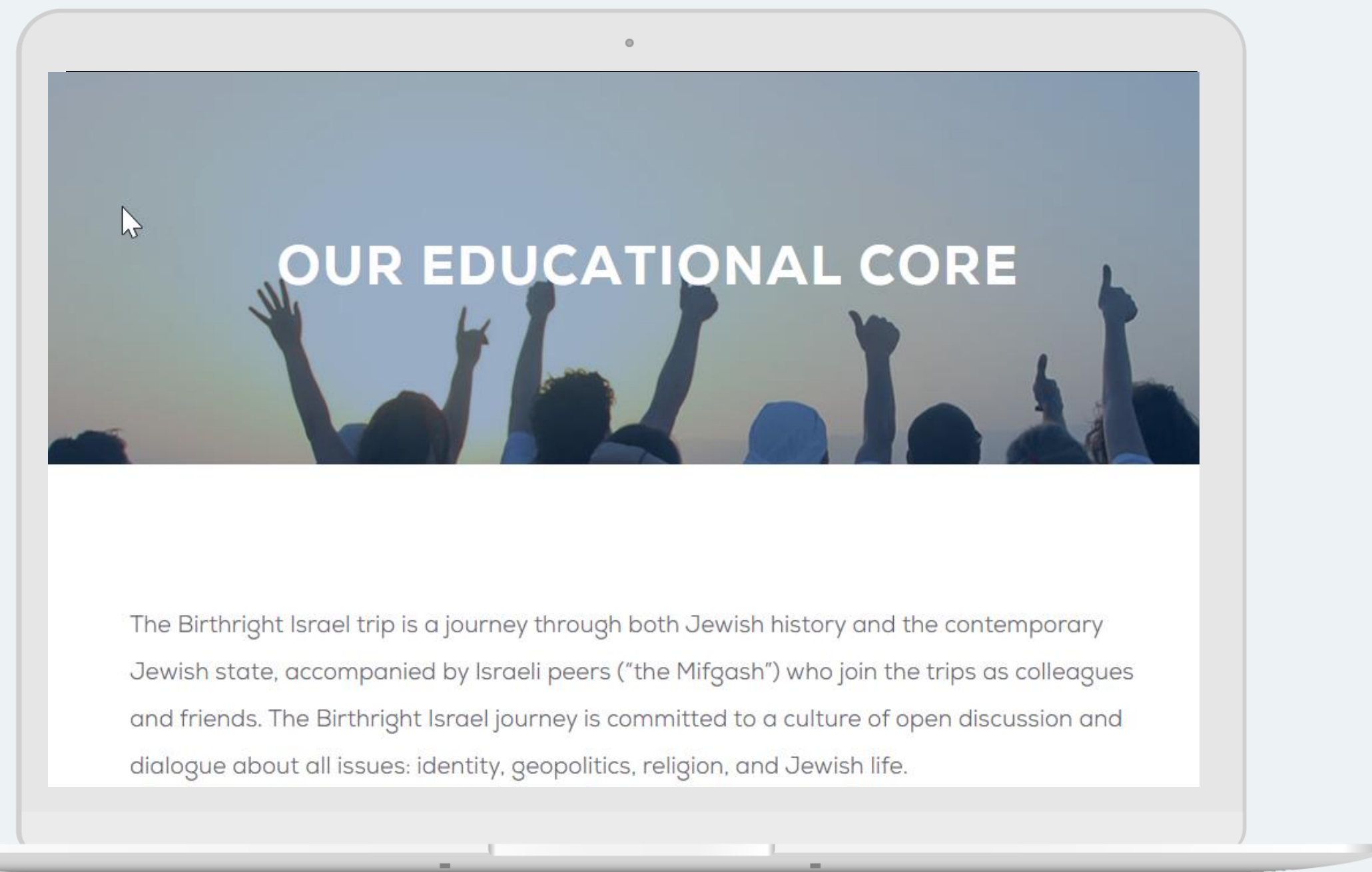
**GOAL**  
Drive social sharing of photos and submissions of stories from across the Jewish world

Launched: Mid- End May



# LEARNING MANAGEMENT SYSTEM (LMS)

The new Learning Management System (LMS) for all “*Madrichim*” in the US will enable us to reach 100% of “madrichim” to promote a shared educational vision and language. All “madrichim” will take part in a basic, mandatory digital learning course. Following this, they will have the ability to participate in additional sessions, share their experiences and contribute their own knowledge based on personal interests from past Birthright Israel trips.



## 2,400+

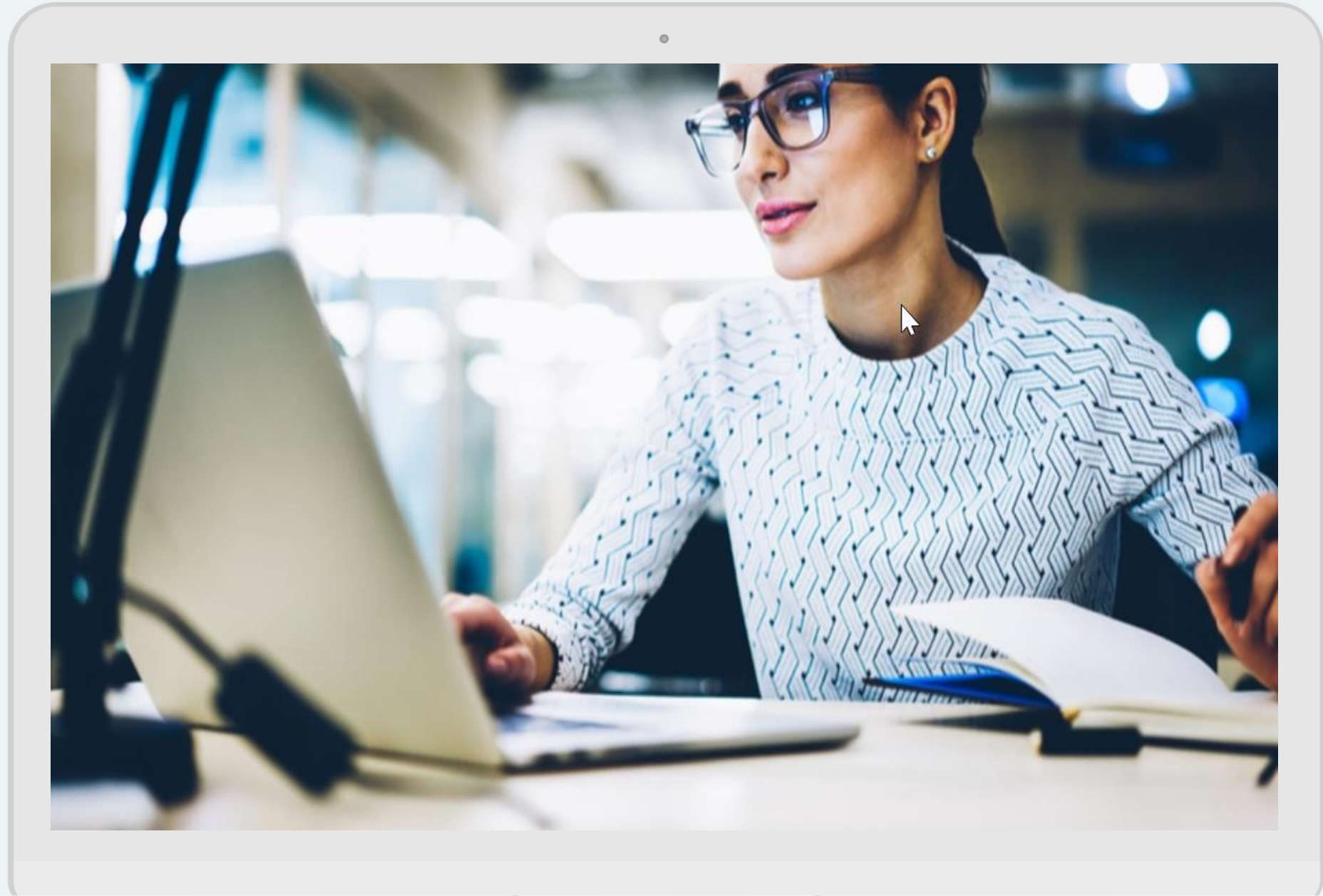
MADRICHIM

RFP Finalized and Vendor Chosen by June 2020



# FROM IRL TO VIRTUAL: CONVERTING STAFF TRAINING SEMINARS

Since we can't meet our *"madrachim"* here in person, we are moving our annual seminars for Russian-speaking, German and French *"madrachim"* online. Currently we are working with our training staff to create effective content in Russian, German and French. Most of our seminars' educational teams will continue with us training *"madrachim"* in large and small groups online groups. In North America we are converting our One Day and Shabbat trainings to an online virtual seminar as well.



200+

MADRICHIM

August 2020 Seminars





# VIRTUAL TOURS OF ISRAEL

Birthright Israel will produce both live and recorded interactive tours of various sights and cities in Israel. The project aims to engage potential future participants currently aged 10 – 26 through direct social media channels and through indirect channels by becoming a global resource center for Jewish organizations and educational institutions.



10 – 26

YEAR OLDS

May – August 2020





THANK YOU

