

YIEB 'Give or Get' FAQ's

1. Why did YIEB institute a Give or Get?

YIEB instituted a Give or Get as a flexible way to increase our fundraising revenues to meet the anticipated expenses in the 2011/2012 budget. The budget was approved by the Board of Directors and the Congregation.

2. What is a Give or Get?

A Give or Get is a member obligation to donate (Give) or obtain vendor ads (Get) for YIEB's major fundraiser of the year ("The Annual Benefit").

3. Where can ads be placed?

Vendor ads can be placed in either YIEB's weekly Shul Bulletin (normal vendor ad rates apply) or the printed journal that will accompany the Annual Benefit.

4. To whom does the Give or Get apply?

The Give or Get applies to all full-time members who are not still paying the building fund.

5. How much is the Give or Get?

The Give or Get is \$180 for member families and \$90 for seniors and singles whose membership is in these categories.

6. Does the Give or Get credit me towards the Shul's Annual Benefit (i.e. the Dinner)?

Yes. Any amount paid or procured in ads prior to the Annual Benefit deadline will be credited toward tickets to attend.

7. Can I count other donations I make (i.e. Kol Nidre, Aliyot) towards my Give or Get?

No.

8. How will the Give or Get work in conjunction with the One Bill?

A member will have two options on the One Bill:

- Pay the \$180 (\$90 for seniors & singles) as part of your One Bill, spread throughout the year as you have designated your other obligations (i.e. dues).

- Opt not to have the \$180 (\$90 for singles & seniors) charged to your One Bill if you intend to either secure ads during the year, or plan to pay for the Annual Benefit later in the year.

9. What if I opt to not include my Give or Get obligation on my One Bill?

If you opt to not include the Give or Get obligation on the one bill you must either:

- Secure \$180 of ads (\$90 for seniors or singles) by 6/15/2012.
- Pay \$180 by 6/15/2012.

(If you do either of the above by the deadline for the Annual Benefit, then you can apply that amount toward tickets to the Annual Benefit).

10. What if I pay my Give or Get via One Bill, but then prior to 6/15/2012 I secure ads am I entitled to a refund?

Yes. If this should occur, please submit your request to the Shul office.

11. What if I have not met my Give or Get obligation?

If you have not met your Give or Get obligation by 6/15/2012 and your credit card is on file in the office, your credit card will be charged on that date for your Give or Get obligation amount. If you do not have a credit card on file in the office, you must submit payment by 6/15/2012. As this is an obligation to the shul, members who do not meet this obligation by 6/30/2012 will be considered in arrears. However, YIEB is committed to helping families successfully meet this obligation and any member who has concerns about meeting this obligation can address questions to Alan Bash.

12. What are the benefits of raising revenues using a Give or Get?

There are several benefits. The Give or Get provides flexibility for families to decide how to meet this obligation. In addition, it provides an incentive for members to attend the Annual Benefit since their Give or Get is credited toward tickets. In addition, by using the One Bill method, it allows members to spread this payment over the year. Finally, by building up our base of advertisers, YIEB will be able to market to these advertisers for other revenue-generating opportunities.

13. How do I go about soliciting and submitting ads?

YIEB is committed to helping families successfully meet this obligation. A separate E-Mail to Shul members will go out shortly to provide ad rates and a letter that can be used when soliciting ads. The E-Mail will also offer suggestions on how to solicit ads and how to submit them. It will also provide direction for those who request assistance.