



# **NATIONAL COMMUNICATIONS/FUNDRAISING PLAN *for* CUFI**



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## **NATIONAL COMMUNICATIONS/FUNDRAISING PLAN FOR CUFI INTRODUCTION**

The key to success is to be in God's will. God's will for America is to support Israel.

Revelation 22:14

Blessed are they that do His commandments, that they may have right to the tree of life,  
and may enter in through the gates into the city.

It's why America was created. What makes any organization work is focus. The focus for CUFI is Support of Israel, period. That point of focus has many different issues associated with it. Define the issues, raise the money, build the organization and propagate the opinion on each issue with appropriate emphasis so people will feel called to become/remain involved.

*First step is to plan. Second step is execute the plan. Third step is monitor the plan and adapt changes as needed. This plan already has more than 80% of the details required for a successful execution – successful execution is defined as the attainment of the goals stated on page 4.*

Define the needs.

Define the goals. Reconcile any differences in needs and goals.

Define the strategy.

Define the tactics that execute the strategy and accomplish the goals.



## **FOCUS/NEEDS/GOALS**

### **FOCUS DEFINED:**

PHASE I - Focus initially on getting media/video/printed/internet pieces ready for branding and fundraising.

PHASE II - fundraising exercises

PHASE III - Events/Promotion etc.

NOTE: Build the organizational structure necessary to support the growth... based on the funding stream generated.

### **NEEDS:**

1. Separate John Hagee Ministries and Cornerstone Church from CUI while keeping John Hagee as Leader and Spokesperson
2. Raise monies necessary to make CUI self-sustaining

### **GOALS:**

Form rapid response issue organization that does four things:

1. Makes certain that American Christian view of Israeli issues is out front and center with world-wide audience
2. Lobbies U.S. congress for legislation favorable to Israel
3. Raises all monies necessary to accomplish points 1 and 2 without cannibalizing JHM or Cornerstone funding streams
4. Set up events so that Pastor Hagee can show up, talk when requested, schmooze as needed and return safely home!



## **THE TEAM**

John & Diana Hagee

David Brog

Steve Sorensen

Other key people from JHM and Cornerstone and \_\_\_\_.

National Strategy, Planning and Fundraising Leader– Tim Dillard, DLB

National Events/Political Strategist Leader– Jackelyn Iloff, Southstar

National Information/Media Leader– Ron Sterlekar, DMN

Event Production Company – Octagon, New York, New York

Telemarketing Company – In Service America, Lynchberg, Virginia

Internet Software Company – Convio, Austin, Texas

Media Company – Media Network Company, Chicago, Illinois

Positions to be filled as funds allow



## OVERALL STRATEGY

Create Seven CUFI Departments as Budget Allows

- I. Strategic Development
- II. Information
- III. Events
- IV. Fundraising
- V. Legal
- VI. Accounting
- VII. Security

Hire One Person to run/start/develop each department as budget allows. Hire contract and/or employed support staff for each department as budget allows.



## DEPARTMENTAL PURPOSE DEFINED

### I. STRATEGIC DEVELOPMENT DEPARTMENT

#### PURPOSE:

Interact with John & Diana Hagee

Interact with Board

*Make sure S. Sorensen doesn't cheat on golf course*

Supervise other six departments under direction of Board

Set goals with other Departments

Provide vision and leadership

Create a ministry/organizational infrastructure that doesn't take away from Cornerstone or JHM

Continually seek to define the cause

Define Issues





## II. INFORMATION DEPARTMENT

### PURPOSE:

- A. Create a separate identity for CUFI
- B. Create a Separate Rapid Response for CUFI that has 3 sub-teams
  - 1. Jewish Inclusion
  - 2. Church Pulpit Response
  - 3. Congressional Communication
- C. Create a lobbyist-oriented CUFI team that keeps issues before key legislators and key legislative committees
- D. Create a plan for communication to church partners
- E. Create a P.R. Team that does the following:
  - Recruits Celebrities for sound bites
  - Recruits Politicians for sound bites
- F. Create an Internet Team
- G. Create a Media Team
- H. Create a Talk Radio Team





### III. EVENTS DEPARTMENT

#### PURPOSE:

Create a National Tour

Create a National Events Team that plans and executes national tour for Night for Israel events

Create the plan for promoting the national tour events

Create a plan for marketing to churches for each event

### IV. FUNDRAISING DEPARTMENT

#### PURPOSE:

Create a fundraising plan for consistent funding that involves big money Christians, small monthly donors, corporate sponsors and churches.

### V. LEGAL, VI. ACCOUNTING & VII. SECURITY DEPARTMENTS

Legal & Accounting Recommendations to come from board

Create a Security Team that makes and enforces security plan for all concerned



## **I. STRATEGIC DEVELOPMENT**

### **Strategy Comes from Defining the Issues and Organizing Response Around Those Issues**

#### **Issues**

- This is a political organization organized around a Spiritual issue – a calling from God
- Will the world once again wait until the eleventh hour to fight – or this time can we prevent a world war? Can we put down the enemy –not without a fight!
- We are Israel
- Israeli Orphans
- Israelis injured in wars
- The evil of Islama-Facism
- Iran, North Korea and Venezuela are led by evil people. There is evil in the world.
- How do Islama-Fascists deal with women’s rights, homosexuals, etc.,
- What does Koran really say about Christians and Jews?
- Try not to polarize the organization politically. This organization will “make strange bedfellows” and must attempt to control perception of organization as “nut-case right-wing.”



## II. INFORMATION DEPARTMENT STRATEGY POINTS AND TACTICS

**A. STRATEGY:** Create a separate identity for CUFI

**TACTICS:**

- New Logo
- New Website
- New Graphics
- Separate offices – take the stinging sensation away from JHM and Cornerstone
- D.C. National Headquarters (P.O. Box to begin with)
- Communications office in Houston

**B. STRATEGY:** Create a Separate Rapid Response Team & Process for CUFI that has 3 sub-teams

1. Jewish Inclusion
2. Church Pulpit Response
3. Congressional Communication



## TACTICS:

- Recruit 2,000,000 people who will send email to Congress when asked to do so:
  - Through all media
  - Through the Internet
  - Through the Web site
  - Through the communications
- Lapel pins signifying membership with one time donation of \$50 or more.
- Internet Chat capability for all members to be able to post and discuss issues (Internet Team)
- Work with Media Team Director to develop all communications.
- Work with Convio to set up wysiwig edit capabilities
- Take issues from Strategic Development Team, work with Media Team to create media products based on issues and propagate those media products to database through either telemarketing cold calls to churches or through to databases that are either purchased through Inservice America or developed over time or both.
- Provide the Rapid Response Team with the ability to buy Neuhalfen Bethlehem Olive Wood Pens with portion of proceeds going to CUFI. Hand-made pens, numbered, with certificate of authenticity



**C. STRATEGY:** Create a Lobbyist CUFI team that keeps issues before key legislators and key legislative committees

**TACTICS:**

- Quarterly meeting with Key Legislators
- Quarterly meeting with Key L.A.'s
- Congressional luncheon quarterly for key legislators, key L.A.'s, key media contacts
- Annual National Night for Israel in D.C. (event)
- Annual fund-raising gala - \$5000 a plate – night before annual Night for Israel in D.C.
- Hire Washington D.C. based Junior Lobbyist to engage L.A.'s on regular basis
- Coordinate Pastor Hagee's schedule for quarterly meetings with key legislators at private luncheon timed with congressional luncheons
- Maintain regular contact with Embassy of Israel in Washington, DC, Public Affairs Department,
- INTERRELIGIOUS AFFAIRS SECTION - The Interreligious Affairs Section educates, engages, and mobilizes faith-based communities on behalf of Israel.
  - Moshe Fox
  - Minister for Public Affairs
  - Joshua Howard
  - Officer of Interreligious Affairs



○ [interreligious@israelemb.org](mailto:interreligious@israelemb.org)

- Annually craft a resolution and have a Congressional member introduce it on the floor, then use it in our materials after it appears in the Congressional Record through Committee on International Relations
- Maintain regular contact with staffs of the House International Relations Committee.
- Maintain regular contact with staffs of Senators who cosponsored bill that supported Israel.
- Maintain regular contact with the staffs of the Representatives on the
  - The Middle East and Central Asia Subcommittee (International Relations)
  - H2-257 FHOB
  - Washington, DC
  - (202) 225-3345
- Maintain regular contact with staffs of Representatives on the Permanent Select Committee on Intelligence H405 CAPITO Washington, DC 20515-6415 (202) 225-4121
- Maintain regular contact with the staffs of the following subcommittees:
- Intelligence Policy Subcommittee Terrorism, Human Intelligence, Analysis and Counterintelligence Subcommittee





- Target all congressional committees, with a leave behind briefing package, talking points and white papers. Targets include Cong/Sen with large Jewish and Christian support; leaders of key congressional committees/subcommittees on defense, int'l relations, aid, etc
- Creating Briefing package with talking points and white papers
- Set up regular meetings for Pastor Hagee to meet with key Congressional Aids
- Regularly conduct online surveys with Rapid Response Partners that help to illustrate the Israel's order of priority – it's pecking order – vis a vis the other issues of importance.
- Make sure Convio (Internet Team) has set up wysiwig editor for fast, professional communications with regular e-newsletter to all constituents.





**D. STRATEGY:** Create a plan for communication to church partners

**TACTICS:**

- Use current contact list to sign up 200 Strategic Church Partners for CUFI (This is practically done)
- Engage the 200 in series of webinars to enlist each of them in bringing 50 churches each into the 10,000 Churches for Israel, signing on to the Internet Honor Wall and pledging a minimum of \$100 per month as a church to support Israel.
- Complete database of churches supporting 10,000 Churches for Israel sub-brand to CUFI and make sure that Lobbyist team has this information in all white papers and materials given to each staff member of each key committee and sub-committee so targeted for inclusion in the lobby effort.
- Have each church direct all members wishing to get behind Israel to go to CUFI website or go to CUFI link on the church website with the goal of CUFI to have churches drive the 2,000,000 Rapid Response members out of which will come the 10,000 Christians for Israel.
- Have each church assign a CUFI Liason responsibility to lead effort in that church to keep Israel issue before the church while helping to cause 200 churches to sign up as American Churches Untied for Israel (part of CUFI) Goal is to have each church treat this on website and in Sunday announcements as a priority ministry within the church.



- Create plaque that church can put on display when they become formally associated with CUFI
- Coordinate video-recorded message from Pastor Hagee to each church that signs up for 10,000 Churches for Israel
- Coordinate fundraising from church corporate to sign up for 10,000 Churches for Israel Honor Wall
- Telemarketing and Direct Mail to key churches in each state – enlist each Key Church to help sign up average of 200 churches each over the next 12 months
- Have each Key Church in each major city & state assign a paid staff employee as CUFI Liason

**NOTE:** Links from Church are key for Internet Visibility



**E. STRATEGY:** Create a P.R. Team that does the following:

**TACTICS:**

- Recruits Celebrities for sound bites
- Recruits Politicians for sound bites
- Recruit names for oped pieces
- Submit oped pieces to targeted newspapers, periodicals and websites
- Set policy - Do not avoid controversy; embrace for it will garner media attention. (CAUTION: That does not mean we can look like wild-eyed nuts, we must remain measured in our advocacy)
- Coordinate Members of Israeli Government appearances at CUFI churches and CUFI events
- Coordinate Members of Israeli Government giving video speeches on CUFI website and dissemination to CUFI churches as well as incorporation of same videos into events
- Creates a surrogate speakers bureau
- Creates an education system that outlines what the Muslim threat really means besides blowing things up – especially to women and gays, liberals and intellectuals...
- Send out “diplomats” to every country to speak to leaders about the costs!



## **F. STRATEGY:** Create an Internet Team

### **TACTICS:**

- Set up online donations
- Sign up Convio
- Set up Honor Wall for 10,000 America Churches for Israel
- Set up Honor Wall for 10,000 American Christians for Israel
- Regularly update site with latest articles
- Propagate articles to 1000 targeted article sites
- Take articles from Hagee archives and propagate throughout the Internet
- Propagate links with 1000 targeted sites per month
- Regularly update content on website
- Optimize site to show up on Google whenever Israel or Jew is entered as part of a search
- Set up opt-in email lists
- Build databases
- Propagate 1000 free ad sites with CUFI info monthly
- Propagate 1000 blogs with CUFI info monthly
- Propagate 1000 RSS feeds with CUFI info monthly
- Manage Search Engine Submissions



- List CUFI on top 1000 Directories
- Take viral videos from Media Team and post on sites all over Internet
  
- Take viral videos from Media Team and send to databases for forwarding
- Post all videos on CUFI site
- Regularly post CUFI interviews with politicians, celebrities and church leaders
- Ensure that IBL marketing meets goals each week
- Enact Banner trade program with up to 30,000 sites within 1 year

#### **G. STRATEGY:** Create a Media Team

#### **TACTICS:**

- Write and produce 28.5 minute show for God Channel on Israel issue
- Write and produce 5 – 7 minute docu-drama on Pastor Hagee/Israel
- Communicate emotionally “We are Israel”
- Write and produce “Vision Video” on CUFI about 5- 7 minutes long
- Regularly produce viral videos
- Regularly produce cartoons that illustrate Israeli point of view
- Produce media packets and all graphics/Internet design elements.
- Write and produce radio and TV commercials on each issue and submit to all media outlets



- Create compelling images of the last War, The price of freedom must be illustrated with faces and emotions... for example, my father-in-law who landed at Normandy –for a younger generation.

## **H. STRATEGY:** Create a Talk Radio Team

### **TACTICS:**

- Develop relations with 1400 talk radio stations
- Develop relations with hosts of national talk radio shows
- Develop relations with talk radio producers
- Make sure all hosts, stations and producers receive regular talking points updates from CUFI





## **EVENTS DEPARTMENT**

**STRATEGY:** Create a National Tour for CUFI

**TACTICS:**

- Hire Octagon or someone like Octagon
- Each event should be marketed throughout the community a minimum of 3 months in advance prior to actual event through Jewish contacts, Church sponsors, corporate sponsors, etc.
- Create a National Events Team that plans and executes national tour for Night for Israel events
- Create the plan for promoting the national tour events
- Create a plan for marketing to churches for each event





## FUNDRAISING DEPARTMENT

**STRATEGY:** Create a fundraising plan for consistent funding that involves big money Christians, small monthly donors, corporate donors and churches from around the world.

### TACTICS:

#### 200 Key Churches

- Through Church Team, market to 200 Key Churches. Have the churches sign up in positions 1 – 200 on 10000 Church Internet Honor Wall. Provide personalized, special Hagee video of welcome to the Pastor and to the church for the 200 Key Churches.
- Provide 200 Key churches with materials for bulletin and website through Media and Internet teams.
- Provide Pastor Hagee with talking points for Fundraising Videos and coordinate through Media team the production of various fundraising videos.
- Post these videos on the website



- Create links to and from Key Churches through the Internet team
- Use Webinar to communicate to Key Churches in one meeting. Pray together for wisdom. Create tightly scripted dais.
- Schedule two years of Regional National Nights for Israel with 200 Key Churches
- Motivate the 200 Key Churches to be first church to sign up their 50 churches.

- What does first Key Church to 50 sign-ups win? Get? What is the motivation/reward?
- Each church pledges \$500 a month minimum

NOTE: Ultimate success here hinges on the ability of the organization to communicate the value of the organization to the cause to these first 200 churches... HABBAKKUK 2:2

### 10,000 Churches for Israel

- Solicit Pat Robertson, Joni/Marcus Lamb, James Robison, Crouches, et. al., for appearances on shows to promote first – 10,000 Churches for Israel and second - 2,000,000 Rapid Response members. Critical here is developing other faces and voices for the cause other than Pastor Hagee.
- Send out Public relations releases on each joining church
- Hold Press Conference to announce the 10,000 once accomplished at Israeli Embassy in Washington D.C. “We’re at war... we are faced with a choice and no choice is a choice... We must choose... and America stands by Israel... Christians and Jews United in the cause



of Israel... 10,000 American Churches United  
Make sure that vision video gets air-time on same.

- Take articles from Hagee archives and propagate throughout the Internet through Internet Team
- Deliver plaques to each church that signs up
- Hold regularly scheduled prayer/webinars/seminars to educate and pray together.
- Develop e-newsletter that is sent out monthly to all 10,000 churches.
- Have each church sign up for 10,000 churches for Israel on Internet Honor Wall
- Each church pledges \$50 a month minimum corporately

#### National Event Sponsors

- Signage at each event
- Video credits as sponsors



- Opportunity for 2-minute documentary on the company explaining why they're involved with CUFI
- Credit in all advertising
- Credit in all printed materials
- Credit on CUFI website and associated websites
- Links from CUFI website
- Special dinner with Pastor Hagee

- Special recognition at event
- Make list of targets
- Develop web based presentation available for download and printing
- Deliver to each target the videos of Pastor Hagee Documentary, Vision Video and any printed/broadcast communications available.
- Book each sponsor for video tape inclusion into God Channel show

#### Regional Event Sponsors

- Signage at each event
- Video credits as sponsors



- Opportunity for 2-minute documentary on the company explaining why they're involved with CUFI
  - Credit in all advertising
  - Credit in all printed materials
  - Credit on CUFI website and associated websites
  - Links from CUFI website
- 
- Special dinner with Pastor Hagee
  - Special recognition at event
  - Make list of targets
  - Develop web based presentation available for download and printing
  - Deliver to each target the videos of Pastor Hagee Documentary, Vision Video and any printed/broadcast communications available.
  - Book each sponsor for video tape inclusion into God Channel show

### 10,000 Christians for Israel



- Develop database through purchases, telemarketing, Church-marketing, Internet Marketing, Pastor Hagee notations during his shows, personal appearance on Christian Television
  - Sign up 10,000 Christians through Internet Honor Wall that will pledge \$25 a month
- KEY: make sure they see where the money is going.

### Star of David Founders Club

- Develop target list of large Individual Christian donors
- Prepare presentation for them utilizing vision video and Hagee Documentary.
- Meet with each individually
- Pledge goal of \$50,000 a year for three years.
- Sign 12
- Benefits include special dinner surrounding National Night for Israel with Pastor Hagee and key legislators, etc.
- Special e-newsletter sent to them monthly





- Special quarterly Star of David Founders Club webinar update from CUFI
- Full accountability access
- Annual meeting with review of initiatives, goals, accomplishments, budgets, solicit advice... this group acts more as an Advisory Board.
- Inclusion into God Channel show when possible, if desirable – interview style format.

## **THE PROCESS**

NUMBER ONE PROCESS FOR CUFI: Spin all Israel issues for media from America Christian perspective.

ISSUE = ISRAEL and all issues affecting Israel

STEP 1 – Needs Identification





- STEP 2 – Monitor Opposition View
- STEP 3 – Monitor Media Reports on Issue
- STEP 4 – CUFI Restates issue
- STEP 5 – Restated Issue passed to all CUFI Departments, Directors and Team Leaders
- STEP 6 – John Hagee approves Issue restatement
- STEP 7 – Restated Issue readied for production and dissemination to all CUFI members and all targeted media
- STEP 8 – Restated Issue production approved and disseminated
- STEP 9 – Response to Issue is monitored and follow-up is initiated
- STEP 10 – Appropriate thanks sent to all participants

## **TEAM LEADER RESPONSIBILITIES**

### **Rapid Response Director Responsibilities**

Hires/directs Jewish Inclusion Team Leader

Jewish Inclusion Team Leader is Volunteer position at first

Jewish Inclusion Team Leader Responsibilities:



Hires/directs Church Pulpit Response Team Leader

Church Pulpit Response Team Leader is Volunteer position at first  
Church Pulpit Response Team Leader Responsibilities

Hires/directs CUFI “We are Israel” Team Leader

CUFI We are Israel Team Leader is Volunteer position at first

### **Media Director Responsibilities**

Out-sources all writing, direction, producing, editing, acting, voiceover, special effects, etc., of all radio and video/film production

#### Makes sure:

TV and Radio Spots Created

TV and Radio Spots are approved by John Hagee prior to production and after post production

Approved TV and Radio Spots created and sent to Talk Radio Team Leader and Internet Team Leader



Media Buys Planned and Bought When Deemed Necessary  
Approved TV and Radio Spots sent to Lobbyist Team Leader  
Approved TV and Radio Spots sent to Internet Team Leader  
Prepares Viral Video and humorist illustration that can be sent throughout the Internet with links back to CUFI site  
Makes certain all materials are approved prior to public access  
Solicits major Christian networks and TV shows for CUFI appearances  
Solicits major Christian networks and TV shows for CFUI fundraisers/telethons  
Designs and produces all materials for download/printing or Internet viewing  
Designs and produces lapel pins for 10,000 Christians for Israel that say, "We are Israel"  
Designs and produces plaques for each of 10,000 Churches for Israel that say, "We are Israel"  
Write and produce Pastor Hagee personal video email to each of the 10,000 Christians for Israel.

Write and produce special Pastor Hagee message to each of the 10,000 Churches for Israel. This is sent to each church on video tape.  
Coordinate special message from Israeli Ambassador Daniel Ayalon thanking each of 10,000 Churches for Israel. This is sent to each church on video tape.  
Coordinate special video presentations that are made available through Church/Pulpit coordinator for use inside any church including the 10,000 Churches for Israel  
Coordinates production of Pastor Hagee docudrama



Coordinates production of CUFI TV show for the God Channel  
Coordinates production of CUFI vision video

### **P.R. Director Responsibilities**

Recruits Celebrities for talk show sound bites  
Recruits Politicians for talk show sound bites  
Prepares talking points and sends to Talk Radio Director  
Assists in development/creation of Speakers' Bureau  
Prepares white papers and send to all Politicians, Oped's, Feature TV shows (60 minutes)  
Produces Media Kit

### **Internet Director Responsibilities**

Places everything on website  
Sends all emails in appropriate databases  
Posts updates to media kit  
Signs up Convio  
Interfaces with Convio  
Directs all Internet Marketing including:  
    Set up of online donations



- Set up Honor Wall for 10,000 America Churches for Israel
- Set up Honor Wall for 10,000 American Christians for Israel
- Regularly update site with latest articles
- Propagate articles to 1000 targeted article sites
- Propagate links with 1000 targeted sites per month
- Regularly update content on website
- Optimize site to show up on Google whenever Israel or Jew is entered as part of a search
- Set up opt-in email lists
- Build databases
- Propagate 1000 free ad sites with CUFI info monthly
- Propagate 1000 blogs with CUFI info monthly
  
- Propagate 1000 RSS feeds with CUFI info monthly
- Manage Search Engine Submissions
- List CUFI on top 1000 Directories
- Take viral videos from Media Team and post on sites all over Internet
- Take viral videos from Media Team and send to databases for forwarding
- Post all videos on CUFI site
- Regularly post CUFI interviews with politicians, celebrities and church leaders
- Ensure that IBL marketing meets goals each week



Enact Banner trade program with up to 30,000 sites within 1 year

### **Fundraising Director Responsibilities**

Uses Issues to contact donor base for solicitation for more funds

Builds 10,000 Christians for Israel database

Builds 10,000 Churches for Israel database

Builds fundraising mechanism into all Nights for Israel

Coordinates all fundraising activities

Builds Large Corporate sponsor database – Goal of 1000 American Corporations pledging \$1000 per year. Goal of additional 500 American Corporations pledging \$5000 per year. Goal of 100 American Corporations pledging \$10,000 per year.

Coordinate all Convio fundraising opportunities online

### **Events Director Responsibilities**

Conducts all events associated with CUFI such as National Night for Israel and Regional Night for Israel

### **John Hagee Director Responsibilities**

Prepares John for talking points to include in next appearance





Prepares John to go on air as spokesman for CUFI

Touches on critical issues and traps to expect from media regarding this issue

# The Shared Passion





# **The Plan to Ignite Christian Zionism in America**