

# Plant Your Way to Israel™

A project of JNF's Israel Advocacy and Education Department



## Plant Your Way to Israel™ (PYW):

Plant Your Way to Israel™ allows students to fund trips to Israel while helping its people at the same time. The cost of organized trips to Israel, whether for an 8th grade day school program, a camp summer program, or a youth group program for teens, has increased considerably in recent years. Plant Your Way allows students to take an active role in paying for their trip to Israel, while doing *tzedakah* on behalf of Israel.

The program is simple. Students through age 18 ask friends and family to plant trees with JNF (minimum donation \$36). Half of this money will go to JNF to plant trees in Israel, and the other half will be placed in a special account for the student, held by JNF. A special certificate is sent to a designee on behalf of the donor. Participants can register at [www.jnf.org/pyw](http://www.jnf.org/pyw) and are able to manage their accounts and receive updates through their personal participant centers online. After selling a minimum of ten trees, participants can redeem their money for any trip to Israel.

JNF has a variety of resources available to help students with their fundraising efforts. TREEbune, the PYW e-newsletter, is a quarterly publication which includes articles by students who have successfully completed the program, fundraising tips, FAQ's about the PYW site, and featured trips to Israel. TREEbune is always available in the PYW archive at [www.jnf.org/pyw](http://www.jnf.org/pyw).

Another student resource is the PYW Starter Package. This package includes all the information a student and their family will need to

sell trees on & off-line, including: PYW business cards, a sample certificate, reimbursement form, and off-line tree form. The package also features PYW Step by Step, an easy to follow guide for students to utilize their PYW fundraising site.

## Goals:

- Connect Jewish youth to JNF and the land of Israel.
- Encourage travel to Israel.
- Provide support to JNF forestry projects in Israel.

## Target Populations:

Youth under age 18; school administrators; Israel trip providers; youth groups; parents; grandparents.

## Funding Opportunities:

Support Plant Your Way in your community and donate to students' funds to start off accounts for their trips to Israel.



1. Select a specific group of students in your community, for example:
  - a. Bar/Bat mitzvah students in 2008-2009.
  - b. Students in the local "Passport for Israel" program.
  - c. Students at a local day school in 8th-11th grade, in preparation for their class trips to Israel.
2. Pick an amount per student to match their sales, for example, five trees at \$36 to jump-start their efforts (\$180 per student) OR donate \$36 per student to enter all students in the program.

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