



PRESIDENT'S MESSAGE



is on schedule for mailing before summer's end, and

I hope everyone is in good spirit working hard to make loans and raise money for their Association. We at the International office have been working overtime on the projects discussed at the last conference. The Website has recently been redesigned, the Directory

we are gearing up for the annual conference to be held September 10th-12th at the Eden Roc Hotel in Miami Beach. We have negotiated fantastic rates for IAHFL members and are busy with the program and entertainment aspects of the event. Our planners in Miami are glad to be hosting the event and promise you will not be disappointed if you attend.

Wishing you all a Happy Passover!
Glenn Gopman, President

Please visit the newly redesigned IAHFL Website at www.freeloan.org.

Jewish Free Loan of Greater Phoenix Implements New Marketing Campaign



In early 2005, the Board of Directors in Phoenix began a new branding campaign. The new image added color and clarity of message... "Jewish Free Loan - We provide loans. We promise dignity." The Board also agreed that the message needed to reach more members of the community. In June 2005, Tina Sheinbein joined the staff as part-time Director of Development and Outreach. She joins Selma Fiel, Executive Director, and Edie Wade, Office Manager, in implementing a marketing and outreach plan.

Letterhead, envelopes, business cards and brochures were produced to reflect the new branding. New ads were created and an aggressive advertising campaign began in the local Jewish newspaper. In addition, the website was updated and borrowers can now download their applications in the comfort of their homes.

For the first time, a Rosh Hashanah newsletter was sent to over 5,000 Jewish households. A new donor remittance envelope was enclosed and results were significant. Arizona is also unique in that the Jewish Free Loan qualifies as a working poor tax credit program. Arizona residents can donate funds to us and use their donation for a dollar for dollar "Arizona tax credit". We created a special year-end appeal letter around this concept which also resulted in increased contributions.

Our staff is now forging strong relationships with professionals at Jewish and communal organizations. Following a similar model in Los Angeles, we are also targeting specific loan areas on a monthly basis. A mailing list has been created for each month and a cover letter and informational flyer is being distributed to the appropriate individuals and organizations. Our first community-wide Annual Meeting and Named-Fund Donor Recognition will be held on June 4th, an event that will add to our increasing visibility in the community.

Since June 2005, this outreach, marketing and development plan has enabled us to significantly increase the visibility of the Jewish Free Loan, impacting our fundraising efforts and enabling us to reach many more individuals in need of our services.

Hebrew Free Loan Association of Houston Names New President



In January 2006, Jeffrey I. Horowitz formally succeeded Scott A. Davis as President of the Hebrew Free Loan Association of Houston. Davis had served as President of the Association since 1999. Horowitz has been involved with the Association for 20 years as a Board Member and Vice President. Without professional

staff to provide seamless continuity of loan administration, Davis and Horowitz decided on a "President Elect" arrangement approved by the Association's Board a year earlier. This allowed Horowitz to become accustomed to the day-to-day workings of the Association, and allow for a more efficient transfer of leadership. The Association continues to honor Davis' contributions in the capacity of "Immediate Past President" and he continues to play an important role on the Association's Loan Committee, at the same time looking forward to great things under the leadership of Jeffrey Horowitz.



6505 Wilshire Blvd.
Suite 715

Los Angeles, CA 90048

Tel. (323) 761-8830

Fax (323) 761-8841

administrator@freeloan.org

www.freeloan.org

RETURN SERVICE
REQUESTED

HOLD THE DATE



2006 IAHFL Conference

Sunday, September 10th -

Tuesday, September 12th

Eden Roc Hotel & Spa ~ Miami, Florida



Marriott Reservations: 800-327-8337 - Group name: IAHFL

Rates begin at \$99 per nite

Conference registration: \$300 per person

For more information, contact glennng@freeloan.org

WHO IS GOING TO THE ANNUAL CONFERENCE?

Leadership development is a challenge for all agencies. The larger affiliates have access to trained professionals, but where do the smaller agencies find leaders? Think about the annual conference. There is no better place to energize volunteers and motivate staff to higher standards of performance. Utilize the annual conference as an opportunity to train the Up-and-Comers. The future of your Association depends on the emergence of growth-oriented leadership. Unleash the future of your Association by choosing the right people to attend the annual conference.