



2022

# FUNDRAISING TEAM

A large white circle graphic with a dark blue inner ring, centered on the page.

 **RIGHTEOUS**  
FUNDRAISING TEAM



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RIGHTEOUSRAISING360@GMAIL.COM



**Do you want to take your fundraising to the next level?  
Need someone who will motivate you and expand your fundraising opportunities?**

**Do you dream of taking the stress and anxiety out of a fundraising campaign?**

**Do you want a creative and fresh way of sharing your mission with your donors?**

**Do you have dreams of creating a live event on the day of your campaign?**

**Righteous Marketing Partners is the answer to all your fundraising and campaign concerns, from a small local campaign to a multi-million dollar international campaign.**

# HOW WE CAN HELP YOU

Righteous Marketing Partners (RMP) is a full-service marketing firm focused on raising donations and crowdfunding for Jewish nonprofit organizations.

Our team of marketing and fundraising experts works together to take care of the entire fundraising campaign from beginning to end. This includes establishing a strategy, building out online websites and social media portals, forming a call center dedicated to your campaign and more. Our team is available 24/6 to handle all campaign needs.

Our R.I.G.H.T. campaign model focuses on generating a minimum of \$50,000 in donations and is customized to your organization's needs.

R.I.G.H.T. stands for:

- **Reach Out:** We reach out to potential donors and survey them to determine what they are able and willing to donate.
- **Implement:** We implement the strategies and actions necessary to set up the campaign.
- **Go:** We fundraise.
- **Hard Work:** We test, reanalyze and adjust for maximum performance and push the campaign to success.
- **Tally:** We tally up all the funds raised to ensure we meet our goals.

Organizations love working with Righteous Marketing Partners because we have a large team responsible for your campaign, we are always available for campaign support, and we deliver results. Choose from our available options to tailor-make a package that works for your organization's needs. Learn about our team and the specific opportunities we can offer you to transform your next fundraising experience.



# ZALMEN HERTZ

## FOUNDER AND CEO



Zalmen Hertz found Righteous Marketing Partners after working on many campaigns and recognizing a need for a full-service team that can customize its offerings to ensure successful fundraising. Hertz is tenacious, creative and experienced. His past clients include Rabbi YY Jacobson, Berel Solomon, Joseph Popack, Chabad of Bensonhurst and many more. Hertz has helped his clients feature in the New York Post and multiple Jewish news websites.

Hertz is a team builder who works quickly and efficiently to get things done. He has a vision and the skills and team to execute. He builds positive momentum and never gives up. Hertz is 100% available and dedicated to his clients to ensure their needs are met. His years of experience in all fields, including social media marketing, website building and design, and PR, make your fundraising experience seamless and successful.



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# ZEV BRENNER

## CONSULTANT/ RADIO HOST



Rabbi Zev J. Brenner is the founder, president and executive producer of TALKLINE NETWORK, America's leading Jewish radio and television network.

Zev Brenner broadcasts the syndicated TALKLINE WITH ZEV BRENNER, running for over 36 years. He also works with advertisers targeting Jewish and ethnic consumers and assists budding broadcasters in launching their own shows.

Zev has interviewed many leading newsmakers and has received multiple awards for his efforts on behalf of the Jewish community and for his work in forging better ties between Jewish and ethnic groups. He has a weekly email with over 30,000 subscribers.

Zev will bring his many years of formidable experience in advertising and marketing and his knowledge of the Jewish community to provide insight and direction to your campaign. As a consultant, he will ensure your fundraising and marketing provide the return you need. Zev's email list and radio show are able to be used as platforms for advertising your organization.



# VICTORIA ZIRKIEV

## INFLUENCER/ CONSULTANT



Victoria is CEO of HOSHEN Productions and VZ Productions, which handles internationally renowned artists such as Gad Elbaz, Mayesz, Nissim Black and other major figures in the Jewish music world. She has changed the way Jewish entertainment looks today. Victoria is also a proud activist for women and is the president of Chazaq's women's division, a branch of a prominent organization in New York.

Victoria is a social media and marketing expert with over 30,000 followers on Instagram. She brings her creative eye, marketing expertise, and social media presence to ensure all aspects of your campaign's social media and marketing are relevant, effective, and original.



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# MR M WEITZ

## PR CONSULTANT



You do great things. We can help share your story and vision with the world. Our job is to ensure that people know what you do and how they can partner with you.

With over 22 years of experience in marketing and media specializing in sports, art entertainment and special events, Mr Weitz will transform the way other people look at your company. He ensures extensive coverage with effective branding, media events, and exclusive industry contacts in leading TV, radio and print media.

Mr Weitz specializes in managing PR campaigns. Some past clients are LaDainian Tomlinson of the NFL, Justin Tuck-Superbowl winner 2008, Rashad Jennings, whom Mr Weitz helped place in Dancing with the Stars, which Rashad won, Victor Espinoza- 2015 Triple Crown winner, pop artist Charles Fazzino-artist in residence for the Superbowl for over a decade, the Thomas Kincaid Estate, Susan Sommer-Luarca-official live artist of Triple Crown, and many more NFL players, pop artists and celebrities. Mr Weitz specialized in PR for events and fundraisers.

Over the years, Michael has had over 1000 mentions in the press (NY Post, NBC) for his clients. Michael gets results and finds the best people to manage every detail. If Michael can't do it himself, he finds the best people to do it for them. He guarantees results for his clients. Instead of getting social media mentions, Mr Weitz creates the content for social media, making events that bring together the people who produce content.



# WEB DESIGN

Our award-winning design team creates innovative, effective websites that capture the soul of your organization, increase your donors and their donations, and maximize your fundraising impact to fuel the growth of your organization.

## CRISTIAN CENTENO

WEB DEVELOPER + UX SPECIALIST



Cristian is a web developer with over 5 years of experience developing web applications with an affinity to User Experience. He has a background developing full stack javascript applications, WordPress blogs and desktop applications. When he's not coding Cristian is found either nose deep in a book or producing music.



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# LAURA PATRICELLI

## WEB & GRAPHIC DESIGNER



Laura Patricelli is a branding & web design specialist based in Brooklyn. For the past 15 years, Laura has designed and built gorgeous websites and marketing materials for entrepreneurs and small businesses all over the world. When she's not busy designing, she enjoys dancing, traveling, getting her yoga on, and experiencing the delights of her concrete jungle.

# DAVID REIN

## DIGITAL DESIGN CONSULTANT



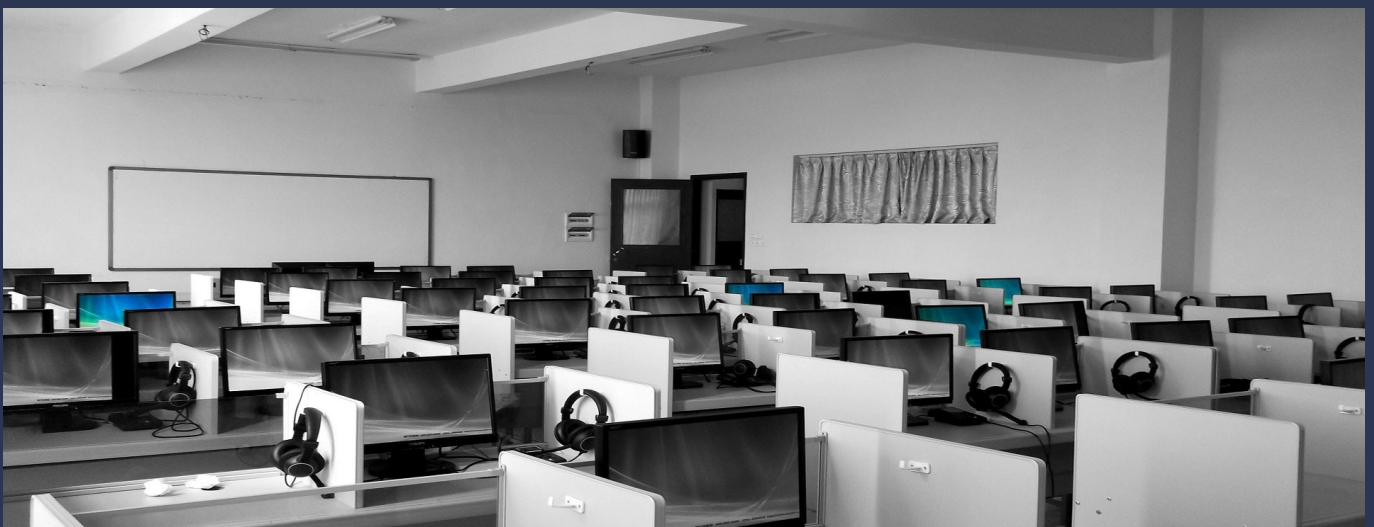
David Rein graduated from Binghamton University in 2013 with an MS in accounting. Having started his first company in his final year at school, KnationU Media a hyper-local online college magazine, the entrepreneurial path was the clear choice. In 2014, David co-founded a boutique digital agency in Hoboken, NJ and wearing many hats, experienced the ins and outs of what it takes to operate a full-service agency, all the while passionately developing a masterful skill-set in search marketing. Rein Group LLC was started in September 2015 and has grown into a valuable digital design, development, marketing, and consulting partner for companies in the New York area and beyond.



# CALL CENTER

You have hundreds or thousands of contacts. Over the years, you have impacted many. But how can you effectively reach them during your campaign?

Our experienced team can call thousands of numbers during the campaign at our call center. We can collate and coordinate the various contacts you have into one streamlined contact list. Our team will provide feedback on every call made, ensuring you have comprehensive feedback on your donor and contact lists. Our callers are professional, efficient, and ensure you reach your contacts.





# CONTENT WRITERS

Our team of creative copywriters handles all aspects of copy for your campaign, including web, social media, email and traditional mailing. They effectively share your story and vision with the world, meaningfully and creatively. Having two copywriters ensures that someone is always available for your needs and can work within your timeline.

Getting your potential donor's attention is not always easy. How to stand out amongst the many other organizations? You need to create an emotional connection with your donors and effectively portray the value and uniqueness of your organization. We understand your donor and how to best communicate with them to motivate them to participate and donate.

Communicating with supporters is critical to an organization's success and continued growth. Good copywriting on your site and marketing materials directly impacts the amount and size of your donations. Our copywriters will successfully create an emotional connection with potential donors while demonstrating how their contributions can make a positive difference.

# TEMMI HADAR

## COPY WRITER



Temmi has years of experience writing for non-profits. She enjoys taking the organization's message and distilling it into a few powerful sentences. She has worked with organizations to update their website copy, works with many non-profits to ensure their social media copy is interesting and engaging and helps create taglines and copy for fundraising campaigns.



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# COURTNEY K.

## CONTENT WRITER



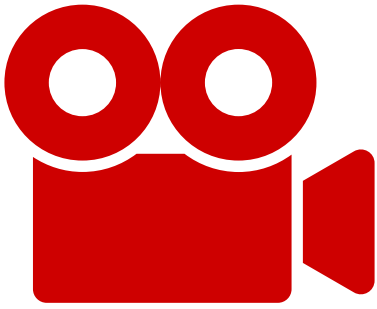
Courtney is skilled at taking any given topic and writing about it in a way that fits the brand's style and voice. She enjoys learning about your brand and objectives before taking on a project so she can nail your company's voice and speak directly to your audience. Writing on various topics in different voices is no problem for Courtney. In fact, she thinks it's fun! Courtney always likes to learn about new things. After all, variety is the spice of life.

# HUGH T.

## ENTERPRISE TECHNOLOGY WRITER



Hugh has created marketing content for such clients as Microsoft, IBM, SAP, HPE, Oracle, Google and Advanced Micro Devices. He is known for making complex technological concepts understandable to the business reader. He often applies financial modeling techniques to make business arguments in favor of technology purchase decisions. Some clients value his witty approach to blog writing. Prior to freelancing, Hugh served in a variety of executive marketing roles at venture-backed startups as well as global giants like IBM and Microsoft.



# VIDEOGRAPHERS

Want your campaign to come to life?

Videos are the core of every nonprofit's effective marketing strategy and can go viral, ensuring your organization's work is shared with the broadest potential audience. Videos are an effective way to comprehensively share the value of your organization and its impact. Our creative team is available to create video shorts in the Tri-state area or edit footage provided by you, creating a video that pulls at the heartstrings of every donor.

Additionally, our team can create a live giving day experience, setting up all the video and sound logistics. (This is available only to our tri-state area clients.) Mr Mendel Laine leads our professional video services team.



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# COURTNEY K.

## VIDEO EDITOR



In this digital age, video is a powerful tool that can engage with millions of people around the world, and convey stories in a way that words can't alone. From the silver to mobile screen, video has become an integral part of our everyday life. Finding the perfect combination of video clips, music, graphics, effects, and voice in order to make the best video possible is like solving a puzzle. It can be a challenge, but, in the end, a dedicated and creative mind can create something amazing.

# TAYYAB ANMOOL

## VIDEO EDITOR



Figuring the best way to fit all the pieces together is what Tayyab do best. Creating amazing and memorable videos is what inspires Tayyab. What began as a childhood fascination has grown into a lifelong passion that continues to drive his personal and professional goals. Over the last 13 years, Tayyab has edited hundreds of projects of all kinds. He's had great experience working with a wide range of digital video content, including advertisements, instructional demonstrations, promos/social ads, product launches, sports reels, music videos, event recaps, interviews/testimonials and more.

# MENDEL LAINE

## VIDEOGRAPHER

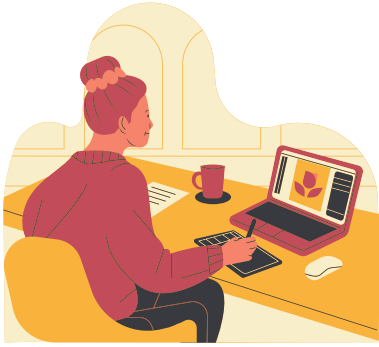


Mendel loves bringing your organization's energy to thousands of screens around the globe. Mendel has worked with many organizations to create live-giving day experiences.

He sets up and coordinates all the video logistics of live streaming an event to the masses, creating a memorable event that inspires and connects your donors.

.Mendel makes live video streaming simple and successful for his clients and ensures they can focus on what they do best.

He is available to work with all clients located in the tri-state area



# GRAPHIC DESIGN

Our graphic design team ensures your campaign design catches every eye and draws them in. We work together with you to create a design that is on-brand with your organization and shares your story effectively and creatively. The graphics for any campaign are one of the first things potential donors see, and you need a design that works for you. Our team is professional and innovative, providing fresh, clean and imaginative design, ensuring that your campaign is memorable.

## JEN CHAPMAN

### GRAPHIC DESIGNER



As a logo specialist and graphic designer, nearly every project Jen work on shows a client how to connect with their customers and create a better experience for them. Jen helps your design projects form strong connections between you and your target audience. This is done through the marketing strategy that ultimately results in more sales for you.

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# MATTHEW SHEAHAN

## GRAPHIC DESIGNER



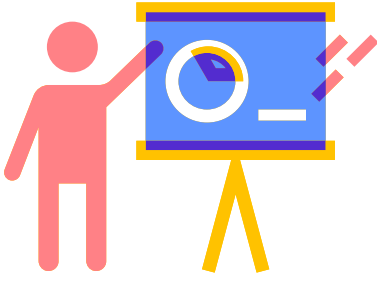
Matt helps companies present stunning graphics & illustrations to communicate brand messaging, engage new clients, & make waves that ripple through various markets. All made possible with a mission to deeply understand company-customer relationships and directly involve stakeholders in the collaboration of brand materials, marketing graphics, and merchandising design.

# RHONDA CARRIGAN

## GRAPHIC SPECIALIST



Rhonda work with you closely to give you the best possible designs with minimal back and forth. She can decipher what you need and produce the results, usually with minimal edits or revisions, so you can get back to your other important tasks. A great designer shouldn't be a hassle to work with, so Rhonda makes the process easy.



# SOCIAL MEDIA & INFLUENCER MARKETING

Want your campaign to be seen by the widest possible audience?

With people spending hours of their day on social media, our team creates effective social media content and works with a wide range of social media influencers to help promote your organization.

Your social media account is the digital resume for your nonprofit. It allows you to convey your mission quickly through videos, pictures, and personal interactions with your donor base. Let us connect you with influencers whose audiences are your potential donors!

Our social media team is managed by @GhostlyJose, a TikTok and Instagram influencer with over 700,000 followers on TikTok.





# MASS EMAILING

Mass email campaigns can get the word out to millions of people in less than a few minutes. Email marketing has the highest ROI (Return on Investment) and compelling copy together with an extensive database, which ensures you can raise the money your organization needs. We work together with your organization to build your email lists and can provide external email lists for your exclusive use.

