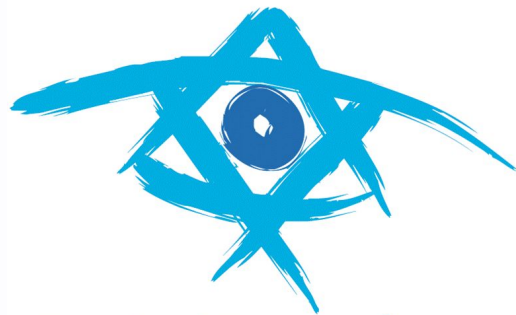


Top Ten Reasons to Choose Israel Free Spirit



תגלית • TAGLIT
BIRTHRIGHT ISRAEL



IsraelFreeSpirit

This Trip is a Gift from Taglit-Birthright Israel

1. Biggest Bang for the Buck

Israel Free Spirit spends more money on paid activities than any other Taglit-Birthright Israel trip organizer. Such as:

- ✓ Ein Gedi Nature Reserve & Hike
- ✓ City of David Tour & Water Tunnels
- ✓ Mini Israel
- ✓ Southern Wall Excavations
- ✓ Shabbat in Jerusalem
- ✓ Rafting on the Jordan River
- ✓ Elegant Bar/Bat-Mitzvah ceremony & gifts
- ✓ Final banquet at a nice restaurant

2. Institutional Sensitivity

Because we're the OU, we're very sensitive that our trips cater to the needs and desires of every Jewish affiliation and background to make sure everyone feels welcome.

We've already successfully partnered with:



JEWISH ALCOHOLICS, CHEMICALLY DEPENDENT PERSONS AND SIGNIFICANT OTHERS

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3. Continuity & Quality

Israel Free Spirit has been part of the Taglit-Birthright Israel family for all 14 years and received a 4.9 out of 5.0 overall trip evaluation, demonstrating our superior quality and the participant's high-level experience.



4. Educational Focus

- Our education methodology is preferred by Taglit-Birthright Israel and they awarded us for educational excellence in 2012 with a \$28,000 grant to run a new trip program. We're also expecting a 2013 award for being the overall top trip organizer for programming.
- We have a full time education director (many other organizers do not) that Birthright uses as a professor for their tour guide training.
- We also have a full time follow-up director that makes educational trip extensions his top priority (unique among Birthright providers). 17% of our participants extend for educational programs of all types vs. 4% for Birthright overall.

5. Location

- ❖ Israel Free Spirit has affiliated programs throughout the US and we can partner with you for pre and post events.
- ❖ In addition to an office and staff based in Israel, we are one of the few US based trip organizers.



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6. Recruitment & Waitlist

Israel Free Spirit has been one of the top Taglit-Birthright Israel recruiters over the past few seasons:

- 1,000 person waitlist from winter 2012-13
- 1,400 waitlist from summer 2013
- Overall Birthright recruitment was down 40% for summer 2013, but we continued to grow
- We can help you FILL your bus

7. Masa Partnership

Israel Free Spirit has sent more students on a *Masa Israel Journey* program than any other Taglit-Birthright Israel organizer. Masa even invests in a salary for an OU Israel Free Spirit Masa recruiter.



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8. Extra Trip Staff

In addition to the standard two North American staff and tour guide, Israel Free Spirit offers an extra Israeli staff member that joins the trip in Israel for all 10 days and helps with introducing Israeli society, logistics, group facilitation, and trouble shooting. They can also accompany participants to the hospital so that there is always at least two staff members with the group at all times.



9. Size

- ❑ Israel Free Spirit is one of the largest trip organizers for Taglit-Birthright Israel and we're bringing thousands of participants each year.
- ❑ Also, because we're one of the largest trip organizers, this means we'll have greater ability to get you your most ideal departure **date, time,** and **airport.**



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10. Not-for-Profit

Israel Free Spirit spends every penny that Taglit-Birthright Israel allocates us on your trip. The OU invests hundreds of thousands of dollars in salaries and infrastructure so it doesn't take away from your trip unlike with for-profits.



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Our Goal

Israel Free Spirit's goal is to help keep the global Jewish community relevant, vibrant, and growing, and Taglit-Birthright Israel trips are one of the best ways to do that.



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Summary

Thank you very much for considering Israel Free Spirit and we are greatly looking forward to a future partnership with you.



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