Grant development document – [Title] – [Draft, Date]

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| **Information about the grant\*** | **Internal Information** |
| **Beit Avi Chai**  | **Name of Organization:** | **Public policy**  | **Portfolio and sub-Portfolio :** |
| **Dr. David Rosenson (CEO)**  | **Point of Contact and Role:** | **Amalia Reich**  | **Lead:** |
| **NIS 530,000****(USD 155,000)** | **Grant Amount in NIS (and in parentheses the amount in USD):**  | A  | **Type:** |
| **% of organizational budget:** | **% of committed SFPI funding:****(NIS) (calculated according to the grant amount for one year in multi-year grants)** | Impact/general support/learning/relationship building | **Goal Type:** |
| **% project budget:** |
| **% philanthropic income:** |
| **6 months**  | **Length:** | A1 | **Stage:** |
| **Project Title:** | **Grant ID:** | USD 5M  | **Sub-portfolio Budget:** |
| **Has this grant been outlined in a planning document for strategy implementation? (A0/B0) Yes No (please circle relevant answer)** | 50% | **% of remaining sub-portfolio budget (including if this grant is approved):** |
| N/A | **Conflict of Interest:** |

Part A – Fundamentals of the Grant

1. **Summary and Recommendation:**

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| **Summary**  |
| USD 150,000 will go towards Beit Avi Chai to promote Dr. Micah Goodman’s podcast about ‘Shrinking the Conflict'.  |
| **Project background and context**  |
| The ‘Shrinking the Conflict’ paradigm evaluates the Israeli-Palestinian conflict from a pragmatic and operational point of view. The paradigm was first formulated by Dr. Micah Goodman and has been slowly adopted by leading Israeli decision-makers, academics, media, and more. At the core of this initiative is a desire to respond to a political problematic; it recognizes that while a “solution” to the conflict is not around the corner, we can no longer continue to “manage the conflict.” Therefore, concrete actions on the ground must be taken to prevent a one-state catastrophe. Consequently, we have identified an opportunity for the current political leadership to advance projects that “shrink the conflict”. Main advantages of the paradigm: 1. Flexibility – enabling a proactive initiative in a complex environment
2. Narrative – relevant for a broad political spectrum and already being adopted by decision-makers
3. Opportunity to advance the separation by adjusted content

To date, the paradigm has been mostly adopted and acknowledged by elite society and it needs to be exposed to the wider Israeli public through media. In March 2021, Dr. Micah Goodman started a podcast discussing the paradigm ideals and rationale (on SFPI’s North Star), which gained impressive traction in a short time. We believe this podcast should be promoted and delivered widely to the mainstream public. |
| **SFPI Goals** |
| * To promote ‘Shrinking the Conflict’ ideas to the wider public through the voice of Dr. Micah Goodman
* To engage Israeli society with ‘Shrinking the Conflict’ ideas as the leading pragmatic political paradigm for assessing the conflict
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| **Project Goals**  |
| 1. To influence Israeli public opinion by enabling access to the ideas behind Israeli politics via the ‘Shrinking the Conflict’ paradigm with the help of the podcast
	1. ***Tailor marketing campaigns*** *for target audiences among Israeli society:*

- Young professionals, influencers and intellectuals, podcast listeners in general, and political podcast listeners* 1. *Promote the podcast by* ***increasing the number of listeners*** *(by 540K)*
 |
| **Assumptions** |
| * Dr. Micah Goodman counts among Israel’s leading (modern) political thinkers
* Beit Avi Chai (the institute that produces the podcast) has the capacity and ability to execute the intended campaign successfully
* ‘Shrinking the Conflict’ ideas are accepted on both the left and right sides among pragmatic-thinking audiences
* The podcast’s ability to engage people in these ideas has already proven successful
* There is a need to expose more Israeli audiences to the concepts, and the podcast is a viable and successful medium for doing so
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| **Success and Failure** |
| *Indicators of success:* * *The marketing campaign reaches its quantitative goals in terms of increasing the number of listeners*

Indicators of failure: * The campaign does not attain its goals
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1. **The Project**

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| **Project Description**  |
| As part of our work in support of Dr. Micah Goodman’s ‘Shrinking the Conflict’ paradigm, we have identified that his recent new podcast is gaining much positive traction. Therefore, we believe it is important to seize the moment and push towards greater exposure among the Israeli public with a designated campaign as part of the upcoming third season. **Podcast description:** *The Party of Thoughts*, presented by Dr. Micah Goodman and Efrat Shapira-Rosenberg, is a podcast that explores the ideas behind Israeli politics through discussion of political struggles and Jewish thought, with a view to re-exposing the deep layers of thought underpinning them. Since its launch in March 2021, the podcast has gained traction relatively quickly, with a total of **1.13M downloads**. The first season of the podcast included 20 episodes and was divided into series directly related to specific political parties and their worldviews, while the second season consisted of 30 episodes and **discussed at length the issue of the Israeli-Palestinian conflict from ALL perspectives.** The team is now working on the third season, and **there is an opportunity to seize and “exploit” public interest in politics during the election season and attract more audiences** who can listen to the two previous seasons as well as the third.Last year, the marketing campaigns were structured on two main levels:1. Leaving the podcast in the air and maintaining the ‘buzz’ among organic audiences (remarketing):* Almost every episode premiered on meta platforms and podcast platforms with an average budget of NIS 5,000.
* Active community management on Facebook and WhatsApp.
* Total efforts in this area:
	+ 48 paid campaigns at a total cost of NIS 202,000 (not including the production of graphic materials)
	+ Hundreds of posts and comments (139 posts, 1384 comments, 1553 engagements per month) indicating high user involvement and a deep level of conversation.

2. Towards the second season: the aim was to reach new audiences through intensive marketing activities and ‘peak’ campaigns on a variety of digital platforms:* Campaign at the end of the first season and promotion of video episodes on YouTube.
* ADIO campaigns through an audio advertising company that has an exclusivity agreement with Spotify that includes precise targeting within the podcasts themselves.
* Total efforts in this area:
	+ 13 funded campaigns at a total cost of NIS 140,000.
	+ 2 ADIO campaigns at a total cost of NIS 85,000.

According to these data points, the marketing team at Beit Avi Chai believe that they are ready to execute the new marketing campaign for the third season. They aim to meet the following goals: * To reach 540,000 new listeners by December 2022 through targeted campaigns
* To attract 10,000 listeners to the first episode in week one of season three.

After discussions with the team followed by meetings with Dr. Micah Goodman himself, we believe Beit Avi Chai’s marketing team is able to reach its goals and thus influence the wider public more effectively.  |

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| **Renewing a Grant** |
| * N/A
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| **Marketing campaign budget:**  |

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| **Digital platform**  | **Total in NIS**  |
| Media production  | 50,000 |
| YouTube | 85,000 |
| Facebook  | 95,000 |
| Radio | 100,000 |
| TV | 100,000 |
| Billboards and newspapers  | 100,000 |

**Budget placeholder:**

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| **Partners and Leverage (optional)** |
| N/A |
| **Weaknesses**  |
| * Podcast is still a media outlet that is relatively limited to an elite group and does not reach the entire “mainstream” public
* We cannot yet know the content and effectiveness of the third season (relative to seasons 1 and 2)
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1. **Measurement, Evaluation, and Milestones**

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| **Measurement and Evaluation** |
| Marketing goals are quantitative and measurable. The marketing team of Beit Avi Chai will closely monitor the podcast’s listenership and optimize live efforts.  |

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| **Milestones** |
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| Milestone | Due Date | Scope |
| Reaching 370K new listeners | End of December  |  |
| Reaching an additional 170K new listeners  | End of January  |  |
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1. **Grant Management**

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| **Involvement, Support, and Guidance** |
| **No involvement from our team as this is a direct marketing campaign carried out by the organization.**  |
| **Risk Management**  |
| **Risk**  | **Mitigation** |
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| **Exit Strategy** |
| A one-time grant to support a designated marketing campaign. The organization and the podcast are not dependent on our support for their future success.  |

1. **The Organization:**

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| **About the Organization\*** |
| Beit Avi Chai (AR), founded by the Avi Chai Foundation, is a center for Jewish-Israeli culture based in Jerusalem since 2007. It is focused on research and development of original content and its production, with the aim of exposing audiences to the richness of Jewish-Israeli thought and culture.Every month, Beit Avi Chai holds a number of multidisciplinary events, festivals, and educational programs, which are run by Beit Avi Chai members in Jerusalem and in virtual spaces. Together they bring the unique content of Beit Avi Chai to hundreds of thousands of participants in Israel and throughout the Jewish world.Beit Avi Chai strives for excellence in both content and production, and works hard to create a cultural and educational experience through original content formats, lectures, performances, workshops, exhibitions, creative incubators, network series, and varied stage events intended for adults, youth, and children. |
| **Organization Budget and Sources\*\*** |
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| **Main Funders of the Organization** |
| Funder Name | Amount (NIS) | Status | Type |
|  |  | Requested/Anticipated/Committed | Project specific (name of project)/General funding |
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1. **Previous Grants:** (In the event that previous funds were directed to an American entity of the organization in the past, please manually search Fluxx and enter the details below)

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| **Previous Grants from SFPI (Pulled from Fluxx)** |
| Project Name | Grant Approved Year | Total Funding in USD |
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1. Questions for discussion:

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| N.A |