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

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| **Information about the grant\*** | **Internal Information** |
| **Beit Avichai**  | **Organization Name:** | **Public policy**  | **Portfolio and sub-Portfolio :** |
| **Dr. David Rosenson (CEO)**  | **Point of Contact and Role:** | **Amalia Reich**  | **Lead:** |
| **530,000 NIS****155,000 USD**  | **Grant Amount in NIS (and in parenthesis the $ amount):**  | A  | **Type:** |
| **% of organization budget:** | **% of SFPI funding from committed:****(NIS) (calculate according to one annual grant amount for multi-year grants)** | Impact/general support/learning/relationship building | **Goal Type:** |
| **% project budget:** |
| **% philanthropic income:** |
| **6 months**  | **Length:** | A1 | **Stage:** |
| **Project Title:** | **Grant ID:** | $5M  | **Sub-portfolio Budget:** |
| **Has this grant derived from 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**  |
| $150,000 will go towards Beit-Avichai to promote Micha Goodman’s podcast about Shrinking the Conflict  |
| **Project background and context**  |
| Shrinking the Conflict paradigm evaluates the Israeli-Palestinian Conflict from a pragmatic and operative view. The paradigm was first formulated by Dr. Micha Goodman and has been slowly adopted by leading Israeli decision-makers, academics, media, and more. The paradigm's core lies at the political center and recognizes that while a "solution" to the Conflict isn’t around the corner, we can no longer continue to "manage the conflict." Therefore, concrete on-the-ground actions must be taken to prevent a one-state catastrophe. Consequently, we identified an opportunity in the current political leadership to advance projects that “shrink the conflict”. Main advantages of the paradigm: 1. Flexibility – enabling proactive initiative in a complex environment
2. Narrative - relevant for a broad political spectrum and is already being adopted by decision-makers
3. Advance the separation by adjusted content

To date, the paradigm is mostly adopted and acknowledges by elite society and there is a need that it will be exposed to the wider Israeli public through media. Micha goodmam has started a podcast that discusses the paradigm idead and rationale (according to SFPI’s north star) back in XXX which has gained impressive traction in a short time. We believe this podcast should be promoted and pushed into the mainstream public more. |
| **SFPI Goals** |
| * To promote Shrinking the Conflict ideas by Micha Goodman to the wide public
* Engage Israeli society with Shrinking the conflict ideas as the leading pragmatic political paradigm to assees the conflict
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| **Project Goals**  |
| 1. Influence Israeli public opinion by enabling access to the ideas behind Israeli politics based on Shrinking the Conflict paradigm in the Podcast
	1. ***Tailore marketing capagins*** *for target audiences among Israeli society:*

- Young professionals, Influencers and intellectuals, Podcast listeners in general, Political podcast listeners* 1. *Promote the podcast by* ***increasing the number of listenres*** *(total of 540K new ppl)*
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| **Assumptions** |
| * Micha Goodman is among israel’s leading (new age) political thinkers in the last decade
* Beit avichi (the institute that produces the podcast) has the capacity and ability to execute the intended campaign succseffully
* Shrinking the conflict ideas are accepted both among the left and right pragmatic audiences
* The podcast ability to engage people in these ideas was proves as successful
* There is a need to expose more audiences in israel’s public to the ideas and the podcast is a viable and successful medium to do so
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| **Success and Failure** |
| *Success:* * *The marketing campaign will reach its quantitative goals of increasing the listerns number*

Failure * The campaign will not stand up to its goals
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1. **The Project**

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| **Project Description**  |
| As part of our portfolio’s work and support in Shrinking the conflci tparadigm and micha goodman, we identified that his recent new podcast dealing with the paradimg is gainaing a lot of positive traction and we believe it is important to seaze the moment and push towards a growth in exposure among Israeli public with a designated cpangain as part of the thrd seasn arriving soon. **Podcast description:** The podcast *The Party of Thoughts*, presented by Dr. Micha Goodman and Efrat Shapira-Rosenberg, deals with ideas behind Israeli politics by discussing political struggles,Jewish thought and re-exposes the deep layers of thought that drives them. The podcast had a relative quick and meaningful traction since its launch (March 2021) and **reached 1.13M downloads**. The first season of the podcast has 20 episodes and is divided into series directly related to specific political parties and their worldview, the second season has 30 episodes and **discusses at length the issue of the Israeli-Palestinian conflict from ALL nerratives.** The team is working now on the third season and since it is close to the upcoming elections, **there is an opportunity to seize and “exploit” the public interest in politics during the election season and attract more audiences** to listen to the two seasons of the harvest and later also to the third season.During last year, the podcast’s marking camapgins were done in two main levels:1. Leaving the podcast in the air and maintaining the 'buzz' among the 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 a high involvement of the users and a deep conversation.

2. Towards the second season - breaking into new audiences by using heavy marketing efforts and 'peaks' of 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 included 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 with a total cost of NIS 85,000.

According to these data points, the marketing team at Beit-Avhichai believes that they are bale to execute the new marketing cpaasign for the third seasn and reach the following goals: * By December reaching 540,000 new listeners by targeted campaigns to target audiences
* Reaching an avg of 10,000 listerns to the first episode in week one of the season three.

After discussions with the team followed by meetings with Micha himself, we believe Beit Avichai marketing team is able to reach its goals and thus influence the wider public with Micha’s ideas effectively.  |

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| **Renewing a Grant** |
| * N/A
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| **Marketing camapgin 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 |

**Place holder for budget:**

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| **Partners and Leverage (optional)** |
| N/A |
| **Weaknesses**  |
| * Podcast is still a media outlet that is relative limited to elite and doesn’t reaches the entire “meainstream” public
* We don’t know the content and effectiveness of the third season (relatively to season 1 and 2)
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1. **Measurement, Evaluation and Milestones**

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| **Measurement and Evaluation** |
| Marekting goals are quantitatve and measurable. The marking team in Beit Avichai will follow closely the podcast’s traction and optimize efforts live.  |

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| **Milestones** |
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| Milestone | Due Date | Scope |
| Reaching 370K new listeners | End of december  |  |
| Reaching additonal 170K new listeners  | End of january  |  |
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1. **Grant Management**

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| **Involvement, Support, and Guidance** |
| **No invlovment from our team as this is a directed marketing capagin done by the organization.**  |
| **Risk Management**  |
| **Risk**  | **Mitigation** |
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| **Exit Strategy** |
| A one time grant to support a designated marketing capagin. 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 located in Jerusalem since 2007. The place is focused in research and development of original content and its production, with the aim of exposing the audience 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 the virtual spaces. Together they bring the unique content of Beit Avi Hai to hundreds of thousands of participants in Israel and throughout the Jewish world.Beit Avi Chai strives for excellence in both quality content and production quality, and strives to create a cultural and educational experience through original content formats, lectures, performances, workshops, exhibitions, creative incubators, workshops, 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 |