



WORLD  
ZIONIST  
ORGANIZATION



Zionist  
Leadership  
Academy



# ZIONIST LEADERSHIP ACADEMY

A joint initiative by Keren Kayemeth  
LeIsrael KKL-JNF and the World  
Zionist Organization

## THE VISION

The Global Resource Development Division of Keren Kayemeth Lelsrael KKL-JNF in cooperation with the Department of Pioneering Youth and Future Generations of the World Zionist Organization, both national institutions involved in the founding of the State of Israel, are in sync regarding the vital importance of promoting future Zionist leadership and encouraging a future generation of donors for the Zionist vision.

Motivated by their united vision for promoting Zionist values and strengthening Jewish connections to Israel, together with the importance of developing future generations of strong leaders committed to the continued development of the Jewish State and fortifying Israel as the national home of the Jewish People. These organizations have identified a vital need to train and develop a cohesive team of talented Zionist leaders who can play a significant role both in their communities and the various KKL-JNF offices in their region. This joint initiative coincides with the 120th anniversary of KKL-JNF's founding, at a time when it is essential to develop and extend a new generation of donors who can fill the shoes of their parents and grandparents by continuing the tradition of giving.



## THE PROGRAM

To achieve this vision, for the first time ever, a Zionist Leadership Academy program has been established to develop and empower a highly select team of young adults-from around the world. This objective will be attained by means of a unique 10-month enrichment program which will include meetings every two weeks.

**The program is expected to begin in late November 2021.**

Training topics for discussion (mainly on-line) will feature some of the best speakers in their field:



Fundraising  
and Philanthropy



Social dilemmas  
of Israeli society



Diplomacy and  
Hasbara training



Ecology and  
Environment



Marketing,  
Communications  
and New Media



Team and  
Project Management



Leadership



Judaism and Zionism



Israel – current events



And many more!

At the conclusion of the program, which will include a regional conference and a closing conference in Israel (and possibility other gatherings), the selected leaders will return to their communities and continue to work together with the local KKL-JNF offices and Zionist Federations.



## PROGRAM OBJECTIVES



The creation of a cohesive yet varied community of some fifty Zionist leaders from all over the world. This community will constitute a network of professional movers and shakers who will help solve problems and promote projects in the Jewish world on a cooperative basis.



The creation of a new generation of philanthropic project managers who will continue to promote and develop the State of Israel through the Keren Kayemeth Lelsrael.



Generating talented and committed leaders who will act as emissaries of the Jewish People and Israel in the Diaspora.



Strengthening links and cooperation between the participants and the Jewish National Fund and its activities in the long term within the participants' own communities. Graduates will become board members of the local KKL-JNF offices. Candidates will be nominated by local KKL-JNF offices and selected by the steering committee in Israel.

# STUDY FORMAT

1

The participants selected will commit to take part in a year long training program which includes bi-weekly (every other week) meetings on Sunday evenings (Israel time). These meetings will consist of lectures, workshops and tours. The participants will be required to work in international teams to create, present and implement projects.

2

Participants will take part in a highly elite program for the development of educational, leadership and fund-raising skills. Lectures and workshops will be led by Nobel Prize laureates, politicians, university professors, statesmen/women, public figures, journalists, diplomats, KKL-JNF staff members, Zionist leaders and international figures.

3

Participants will take part in workshops and training for the development of fund-raising skills through both frontal and digital presentations.

4

Participants will be accompanied by mentors who will assist in their personal and professional development both during and after the program.

5

Participants who regularly play an active role at the meetings, lectures and workshops will be given the opportunity to take part in the following delegations during the project:

- A regional conference.
- A closing conference, to be held in Israel.

6

Graduates of the program are expected to be appointed to influential posts in KKL-JNF boards in their countries. This will be done in coordination with the local office and on the basis of that office's requirements.

7

Graduates of the program will receive a special diploma.

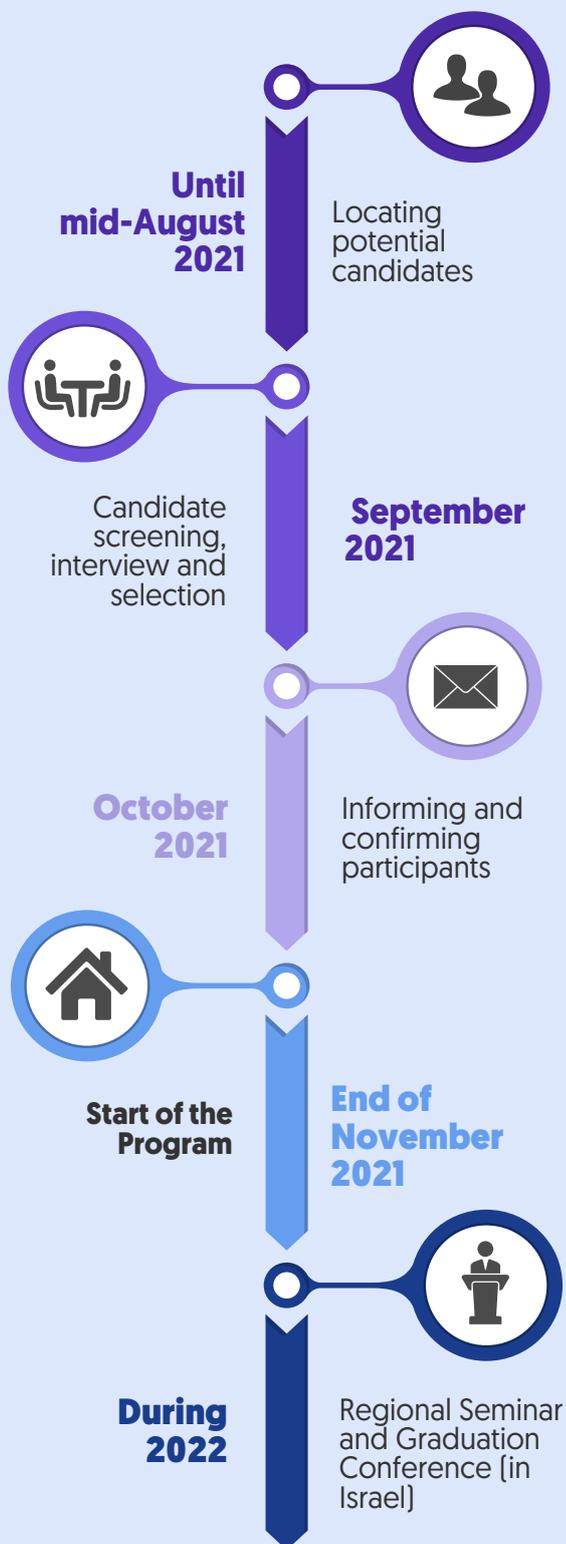
## CRITERIA FOR THE SELECTION OF PARTICIPANTS

Each country/community will be given the opportunity to nominate up to three candidates [among the three potential candidates there must be both male and female nominees]. The steering committee in Israel, which is composed of representatives of both KKL-JNF and the WZO, will select one candidate from each country/community.

- Aged between 25 and 35.
- Widely influential within the Jewish community of their home country.
- Boger (Graduate) of a Jewish/Zionist youth movement (an advantage).
- Opinion-makers, influencers and charismatic leadership qualities are an advantage.
- Experienced in project management.
- Academic degree (an advantage).
- Strongly connected to the State of Israel, Zionism and the Jewish People.
- English at an academic level (the program will be held in its entirety in English).
- Willing to potentially mentor future freshmen.

All the above criteria are recommendations, rather than preconditions. Each case will be judged on its own merits and candidates will be selected jointly with the various desks as appropriate to the target country.

## TENTATIVE SCHEDULE (changes may occur)



## CONDITIONS FOR PARTICIPATION



Reading articles and preparing questions before each meeting.



Payment of participation fees. [scholarships and subsidies can be provided].



Access to a laptop computer and a fast Internet connection and a quiet location to participate in meetings without disruptions.



Practical implementation of a joint project with KKL-JNF and the WZO, with the participation of colleagues from other countries, outside course hours.



Attendance and full active participation in the meetings and international conferences.



Signing an agreement that details the norms and procedures of the program and the rights and obligations of participants.



Fulfilling course assignments, also carrying out practical projects within the community.



Willingness to mentor future program participants for a year.

**FOR MORE  
INFORMATION**

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