



Walk2 Israel

With Aish New York
December 2-28



6,000 miles • 60 people • 1 destination

Join our dedicated team of 60 walking the distance from New York to Israel. Together we are raising funds to develop young Jewish leaders on campus and to strengthen Jewish college students' connection to Israel.

Register today at walk2israel.org or call 212.921.9090

HOW IT WORKS

There are approximately **6,000 miles** between America and Israel and **60 people** walking. Each participant is responsible to cover **100 miles** or **240,000 steps**. Every step counts and is recorded with the Fitbit Ultra pedometer we provide. Your steps are wirelessly uploaded and displayed on the Walk2Israel website.

1

CHOOSE YOUR CAUSE

Aish NY has several vital projects that focus on increasing Jewish pride and love for Israel in college students.



ISRAEL ADVOCACY TRIPS 40 select student leaders visit Israel for 3 weeks to learn Israel advocacy and to build stronger Jewish identities.



ISRAEL ON CAMPUS Immersive Shabbat experiences, social events, Israel advocacy campaigns and weekly learning groups are some of the ways in which Aish NY brings Israel and Judaism to college campuses.



CAMPUS EDUCATORS They work tirelessly to engage Jewish students and build strong confident campus communities where students can explore their heritage, connect to other Jews and support Israel.



ADVANCED STUDIES IN ISRAEL Students learn about Israel and Judaism fully immersed in the culture, environment and the land itself.

CHOOSE YOUR CHALLENGE

2

You can customize your challenge and choose to walk in 2, 3, or 4 weeks!

Did you know that the surgeon general recommends walking 10,000 steps daily as part of a healthy lifestyle? That just happens to be the same amount of steps a day it takes to walk 100 miles in 4 weeks.

CHOOSE YOUR GOAL **3**

The minimum fundraising amount is \$1,000 but there are incentives for raising more – including flights to Israel! Due to matched funding from the Israeli government and other foundations, every dollar you raise will go a lot further. See below to see how far your money can go.

SPONSOR	YOU RAISE	WE RECEIVE
ISRAEL ADVOCACY TRIPS		
ONE STUDENT	\$750	\$3,750
ENTIRE TRIP OF 40 STUDENTS	\$30,000	\$150,000
ISRAEL ON CAMPUS		
ISRAEL ADVOCACY CAMPAIGNS	\$1000	\$5000
SOCIAL EVENTS	\$2000	\$4,000
SHABBAT EXPERIENCES	\$3,000	\$6,000
WEEKLY LEARNING PROGRAMS	\$5,000	\$10,000
ENTIRE YEAR OF PROGRAMMING	\$25,000 for one campus	\$50,000
CAMPUS EDUCATOR		
CAMPUS EDUCATOR FOR A YEAR	\$40,000	\$80,000
ADVANCED STUDIES IN ISRAEL		
ONE STUDENT	\$1000	\$4000
COHORT OF 35	\$35,000	\$140,000



GET YOUR FREE FLIGHT TO ISRAEL*

\$250	\$500	\$1,000	\$5,000	TOP FUNDRAISER
Walk2Israel stainless steel water bottle	Walk2Israel t-shirt and fleece hat	Keep your Fitbit Ultra Pedometer	1 free flight to Israel	Pair of free flights to Israel

*See walk2israel.org for further details on incentives

REGISTER NOW

LIMITED SPOTS AVAILABLE.

SIGN UP TODAY and help increase Jewish pride and love of Israel on campus. Mail to Aish New York, 150 W. 46 St., New York, NY 10036 or go to walk2israel.org to register online.

Full name:

Email:

Phone: Cell:

Address: City:

State: _____ Zip: Age: Gender: M/F

CHOOSE YOUR CAUSE: I will raise funds to:

- Send students on an Israel advocacy trip
- Send students to study in Israel
- Support a Campus Educator
- Support Israel on Campus
- I will choose later

CHOOSE YOUR CHALLENGE: I will walk 100 miles in:

- 4 weeks
- 3 weeks
- 2 weeks
- I will choose later

CHOOSE YOUR FUNDRAISING GOAL: (minimum \$1,000)

- \$
- I will choose later

I WANT TO FUNDRAISE:

- As an individual
- On a team:
 - I have a team already
 - I don't have a team yet. Please choose a team for me.

Please fill out credit card information on reverse.

REGISTER NOW

There is no registration fee for this event. To participate you must commit to raising a minimum of \$1,000. In the unlikely event that you do not raise the minimum commitment, the remainder will be billed to your credit card.

There is also a \$100 deposit to cover the cost of replacing your pedometer in the event of loss or damage. The deposit will be refunded to you at the end of the walk.

Name on card:

Credit card number: Expiration date: /

Print name: Date:

Sign here:

By signing you indicate you have read the above agreement and agree to pay the \$100 deposit and agree to be held responsible for raising \$1,000 by January 1st, 2013. If you fail to raise \$1,000 you agree to pay the remainder yourself.



THANK YOU FOR JOINING WALK2ISRAEL!

As soon as your registration is processed you can expect a welcome email detailing the next step.



WHAT IS FITBIT

The Fitbit Ultra monitors your all-day activity to provide you with real-time feedback on steps, distance, calories burned, and stairs climbed. It wirelessly uploads your data to Fitbit.com so you can gain deeper insight into your daily or monthly fitness and sleep levels with online graphs and charts. Fitbit Ultra can help you reach your exercise, diet and overall wellness goals. In fact, Fitbit users increase their daily steps by 43 percent and have lost an average of 13 pounds.

This can be yours when you join Walk2Israel!



STUDENT TESTIMONIAL

Student testimonial: Going to Israel with Aish was an eye opener. I had been to Israel once before on Birthright but my experience was completely different. Hearing all the inspiring life lessons and learning more about my culture wasn't going to just stop there. Six months later I was back in Israel for the most inspirational and life changing three weeks of my life. Ever since I've left I cannot wait to go back.

-Lauren Dobish

For more information visit walk2israel.org or email michael@walk2israel.org