



August 15, 2017

To whom it may concern:

It is with great pleasure I write about my relationship with Gift Development Advisors. Simply put, they are amazing! To date, they have helped my small non-profit raise more than \$10 million for our capital campaign.

Erica Reiter and Michael Halpern are exactly as their business states – they are gifts to my organization. They are developed in their skills and they are great advisors. To put it another way, there is no replacing wisdom, creativity and years of experience when trying to raise money for worthwhile causes.

Wisdom: I have raised money throughout my career, but never on this scale. Michael and Erica's decades of fundraising helped me understand the nuances and particularities of such a campaign. There are pitfalls one must avoid and only a person with wisdom can help a fundraiser avoid these. Michael and Erica have done that for me. Even more, GDA understood my organization through and through and brought their years of knowledge to my particular circumstance and enhanced our campaign in tangible ways; in ways I would have never been able to do alone without their wisdom.

Creativity: Because of their passion for the work, Erica and Michael are able to partner their base of knowledge with new and creative ways of looking at an organization's makeup, their fundraising potential and their bandwidth for making a campaign successful. Even more, Michael and Erica believe in the non-profit world and give their all to make a difference in the world.

Experience: With a combined experience of more than five decades, one cannot underestimate the value of the years. Ironically though, fundraising is never old hat for them. Each project is new and different and yet, filled with a depth of expertise, information and knowledge that can only be culled from years of experience. When one hires GDA, they not only get two great people, they get all the experience that comes with them.

I highly recommend Michael and Erica. They are the real deal. With them, your project will be in good hand and you will reach your goals.

Rabbi Richard M. Steinberg
*The Rona Perley Memorial
Senior Rabbinic Chair*

Rabbi Leah Lewis
*Rabbi and Director of Lifelong Learning
The Jaffe Family Rabbinic Chair*

Cantor Arië Manela Shikler
The Hollander Family Cantorial Chair

Beth Shikler, M.S.
Executive Director

Stacy Bleiweis, M.B.A.
Membership Director

Heather Rosenthal
Religious School Principal

Beth Carroll
Temple Co-President

Rachel Harman-Friedman
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Rabbi Bernard P. King z"l
Founding Rabbi

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Sincerely,

A handwritten signature in blue ink, appearing to read "Rabbi Richard Steinberg", with a large, sweeping flourish extending to the right.

Rabbi Richard Steinberg