

H. LEINER & CO.



Name: Rabbi Herschel Leiner & CO.
Home town: Monsey, New York

Michael Rothschild, Director of Chofetz Chaim Heritage Foundation says: “Heshy Leiner’s vast experience gives us X-ray vision on what’s really going to happen when we run a campaign. His thinking about a project is always grounded in Torah. The value of Heshy Leiner is not measured in dollars and cents; it’s measured in hundreds of thousands of dollars.”

Uniqueness Of The Business

In what we imagine to be the perfect world, we would send out an envelope and donations would pour in, effortlessly. But like everything else in life, the Ribono shel Olam wants us to do our *hishtadlus*. Rabbi Leiner conducts his business according to the following core principle: “The foundation of fundraising is communication. It’s not just soliciting. It’s making the case for the institution and putting its best foot forward. Each institution has its own special uniqueness and it’s our job to unravel, reveal, and promote that, to create a beauty with which people will want to connect.”

What really makes Rabbi Leiner stand out in the world of fundraising is the twenty-five years he spent in the trenches, running bingo in smoke-filled rooms, knocking on doors, forging relationships, and working in marketing, finance, and every aspect of business

A marketing and fundraising consultancy with a global clientele of nonprofits and corporations, who avail themselves of Rabbi Leiner’s personal coaching, business, marketing and fundraising expertise.

and executive leadership. With close mentoring over two decades from Rabbi Moshe Sherer, *ztz”l*, Rabbi Herman Neuberger, *ztz”l*, and Rabbi Avraham Moshe Silberman, he has helped put together over \$100 million in donations and venture capital for dozens of corporate and nonprofit clients.

He is brilliant, focused, and creative — about that, everyone agrees. But his “roll up my sleeves and do whatever it takes” approach, and his talent for seeing “over 600 Jewish institutions in the USA who all need money” as 600 distinct organizations with unique characteristics and appeal, is greatly respected and admired.

Source Of Pride

Rabbi Leiner meets constantly with boards and professionals, and together, they are upgrading the levels of professionalism and accountability in institutions. Donors appreciate, and now expect, the highest levels of responsibility in how our institutions are run. Yeshivas Shor Yoshuv, where Rabbi Leiner raised the funds to build a magnificent \$15 million campus in Lawrence, New York, is one of the most beautiful yeshivah



Rabbi Leiner lecturing at a recent fundraising seminar held by H.LEINER

campuses in the USA, and one of many projects with which Rabbi Leiner is proud to be associated. Now he has direct involvement as consultant for dozens of nonprofit institutions and corporations, around the globe that impact Klal Yisrael and has provided invaluable guidance to *rabbanim*, *roshei yeshivos*, CEO’s and all levels of executive leadership: “It’s a personal *zechus* and a joy in my life to go into marketing and fundraising consultancy.”

A Story That Happened

“You also have to be creative in this business. I was doing a fundraising dinner for a large yeshivah. I wanted to show the progress of the campus, but all we had at that point was a huge hole in the ground. I hired a film crew and a helicopter and we took an aerial view of the foundation, and showed it at the dinner. We inspired one donor to immediately make a \$500,000 pledge at the dinner, and all he saw was a gigantic hole! But really, he saw much more than that. He saw the potential.”

Rabbi Leiner reflects: “We have to face reality. Many major donors have either cut back, or their financial situation has changed and they are no longer supporting at the same level they used to. A good, healthy institution needs many large donations, and also, many donors. Many times you can have a half-million-dollar donor who started out at the \$1,000 or \$5,000 gift level. So if we’re intelligent, we should be strategically looking to expand our *donor* base, not just our *donation* base.”

The Future

“We must have *siyata d’Shmaya* and trust. We’re

FUNDRAISING PROJECTS
AT 12 SCHOOLS/ORGANIZATIONS
MADE 30% MORE MONEY
IN 2009 THAN IN 2008*

WHAT DID THEY ALL HAVE IN COMMON?

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expanding Torah and we’re doing the will of HaKadosh Baruch Hu. When there is an abundance from Hashem, we notice the *Yad Hashem* in every way.”

Closing Comment

“I truly believe in my heart that there is enough money to cover the shortfalls of all the *mosdos* and *chesed* institutions in America. People are willing to be educated and to meet their full potential. Anything that comes with *mesirus nefesh* has a special place in Shamayim. The institutions I worked with in 2009 raised 30 percent more funds than in 2008. I see no reason why 2010 can’t be an equally inspiring and prosperous year.”

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