



GOVERNING BOARD
WORLD JEWISH CONGRESS
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HEADQUARTERS REPORTS

www.worldjewishcongress.org

The WJC website, www.worldjewishcongress.org, administered and managed by the Brussels office, been continuously improved and enhanced over the last months, with new features, more content, and increased support of fund-raising efforts. The site is updated daily with news stories of interest, which are also sent by email to a subscriber list, currently 1,927 people. The 'features' on the homepage are changed regularly to reflect ongoing issues or topics of interest.

Visitors

In the last year the number of daily visitors to the site has almost doubled and continues to rise. The most popular pages continue to be the news pages, followed by the communities section.

For visitors whose country can be traced, the vast majority of traffic still comes from the USA (>60%) followed by Israel, Germany, Canada, Australia, Sweden, Switzerland, France and the UK.

Fund-Raising

The website has been optimised to complement the direct mail campaign and other fund raising efforts of the WJC Foundation. The Brussels office cooperates very closely with the Foundation in order to coordinate fund raising globally. The site has three specific (secure) donation pages (General, Israel & Iran), which have been developed with the WJC Foundation.

In September 2006 the first 'blast' email, on the subject of "Support for Israel," was sent to a list of 60,000 email addresses. This resulted in a ten fold increase in visits to the site on the first day and more than 170 donations totalling nearly \$16,000.

In May 2007 a targeted blast was sent to existing donors to encourage them to renew their contributions online, via the website, instead of by regular post. The blast was sent to 5,500 donors and resulted in a threefold increase in online donations. In light of the general trend of a downturn in donations to the WJC at that time this was felt to be an extremely successful result..

Communities Section

The fact that a large proportion of visitors access the communities section of the website shows that many internet users see the site as an important reference source on Jewish communities around the world. The information in this section is however still quite out of date, as it was initially taken from the 'Jewish Communities of the World', published by the Institute of the World Jewish Congress in 1996.

The next stage of the development of the website will be a thorough overhaul of this section. All affiliates are encouraged to consult the information on the website relevant to their geographical area, and submit updated data where appropriate.

Intranet

All WJC staff and officers have been accesses to a restricted area of the website for staff only: the intranet. This includes a comprehensive contacts database of all the affiliated organisations of the WJC and its regions, as well as associated organisations, with all contact details and lists of officers. It also contains the details of all the staff of the various WJC offices and a searchable events calendar. The intranet is an important resource for WJC staff and is continually updated.

The Brussels office has also developed and maintains a restricted intranet for the WJC's Young Professional Diplomatic Corps.

Publications

The Iran Update is currently emailed weekly to subscribers in English (1,903) and Spanish (178), and it is then posted on the website.

The HQ update is similarly emailed to subscribers (799 English, 133 Spanish) and posted on the website.

Visitors to the website can subscribe to / unsubscribe from either publication, or the daily news updates, directly.

Recent and future developments

The 'media' section of the website has been updated with photo albums of past events, and WJC executive officers. Everyone is encouraged to submit reports and photographs of events to be included on the site.

A secure document repository will be added to the intranet where relevant materials (e.g. meeting schedules and agendas, reports, memos, etc) can be uploaded for consultation by staff and officers.

Any suggestions for additions and/or improvements to the website would be welcomed by the Brussels office.

Report prepared by Morgan Meldrum, Brussels Office
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