



Zionist  
Leadership  
Academy



WORLD  
ZIONIST  
ORGANIZATION



# ZIONIST LEADERSHIP ACADEMY

A joint initiative by the World  
Zionist Organization and  
Keren Kayemeth Lelsrael-  
Jewish National Fund

## THE VISION

The Department of Non Formal Education at the World Zionist Organization in cooperation with the Resource Development and External Affairs Division at Keren Kayemeth Lelsrael (KKL-JNF), 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. It is time to develop and extend a new generation of leaders/donors who can fill the shoes of their parents and grandparents by continuing the tradition of leading and giving.



## THE PROGRAM

To achieve this vision, the Zionist Leadership Academy program has been established to develop and empower a highly select team of leaders 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 January 2027 .**

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 midterm summit in the spring and a graduation summit in Israel, 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 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 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 are expected to become board members of the local KKL-JNF offices.

# 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 government officials, 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 midterm world summit in the spring.
- A graduation summit, to be held in Israel.

6

Graduates of the program are expected to continue to be involved in the ZLA Alumni activities, mentorships and gatherings as well as involvement in KKL-JNF boards in their countries.

7

Graduates of the program will receive a diploma and will become Bogrim/ Alumni of the ZLA family.

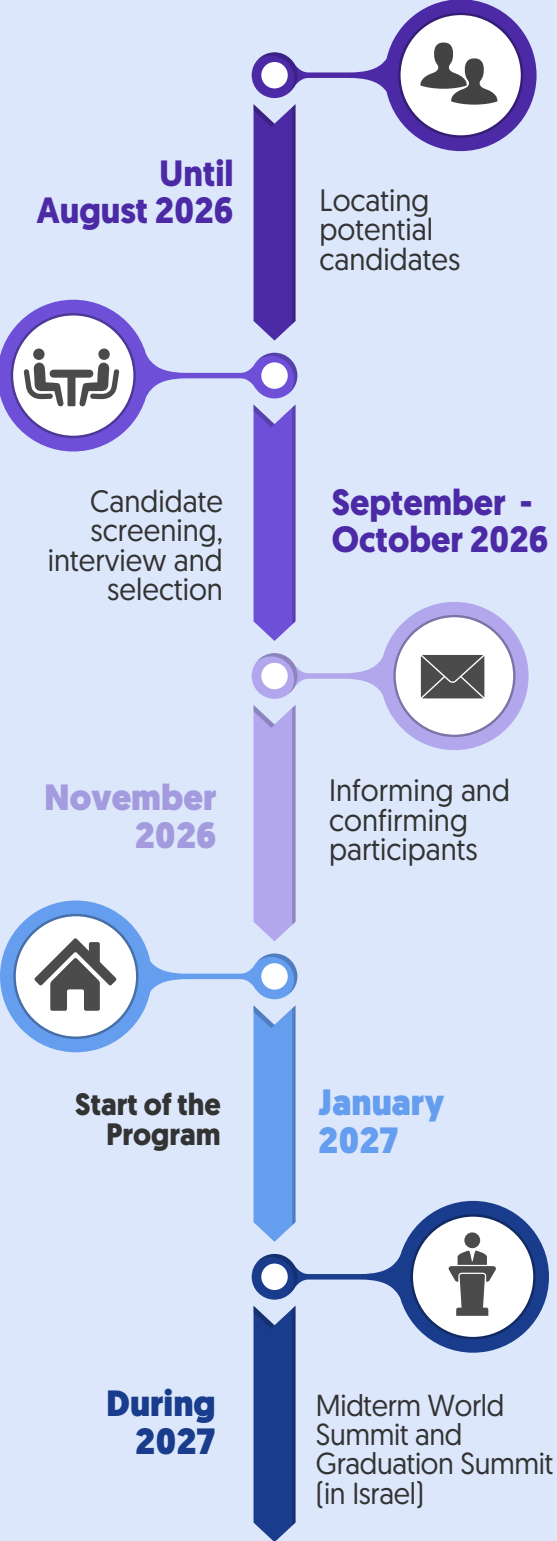
## CRITERIA FOR THE SELECTION OF PARTICIPANTS

Each country/community/ZLA alumnus 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 entirely in English).
- Willing to commit to **full participation**.
- Willing to potentially mentor future participants.

All the above criteria are recommendations, rather than preconditions. Each candidate will be evaluated individually based on his presented merits. Part of the selection process may include discussing potential candidates with the local KKL-JNF office.

## TENTATIVE SCHEDULE (changes may occur)



# CONDITIONS FOR PARTICIPATION

✓ Reading articles and preparing questions before each meeting.

✓ Each participant, as part of the training, will be asked to fundraise to a project in Israel or make a donation to it.

✓ 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.

\* The opening of the program is conditional, depending on the final number of applicants completing the screening process and the final approval of KKL-JNF and the WZO

**FOR MORE  
INFORMATION**  
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