

MICHAEL BETTENCOURT

DRAFT SCRIPT FOR ORT AMERICA CAMPAIGN VIDEO: 2013

[<https://www.youtube.com/watch?v=K59WWQFUOQU>]

(burning candle against black background)

A thought experiment:

What if starting tomorrow -- no, starting today -- in fact, right now

ORT and all of its history just disappeared.

Gone.

(candle blown out with sound effect of breath)

Programs and schools in Moldova, Argentina, Lithuania, Belarus, France, Brazil, Kyrgyzstan, Chile, Latvia, South Africa, Cuba, Uruguay, Haiti, Estonia, Panama, Czech Republic, Germany, Belgium, Switzerland, the Netherlands, Georgia, India, Ukraine, Italy, Liberia, Mexico, Canada, Bulgaria, United Kingdom, Russia, United States, Armenia, Israel -- 300,000 students across five continents all linked by ORT's mission to "Educate and Elevate."

Gone.

The inspiring stories of lives transfigured, the five-generation history of a world transformed --

Gone.

Think about this incredible loss, this emptiness as large as the world.

(candle flame comes back)

But thanks to deep and enduring investments made by you, the sun still rises every day on this shining network of ORT programs -- on ORT Renzo Levi in Rome; on the ORT-KesherNet Centers in Polotsk, Tbilisi, and Gori; on Kadima Mada in Israel or Colegio Israelita de México ORT in Mexico City or the ORT schools in 13 Russian cities or the three ORT colleges in the United States -- the list is of places where ORT does its work each day is long and inspiring.

Since 1880 ORT's supporters have never shied away from doing what needs to be done to keep the ORT mission alive. Investing in ORT has never been just an act of charity. It has always been a declaration of membership in a mission: "Educate to Elevate" has transformed the world.

So our pitch to you is simple: Invest -- now -- in ORT. That's it -- four words that will make a literal world of difference.

Invest. Now. In. ORT.

And we guarantee you the dividend of a better and brighter world. Thanks.