



# 16TH ANNIVERSARY!



**You Belong On This Year's Location Poster!**

In 2011, 512 synagogues and Jewish centers participated in

## **SHABBAT ACROSS AMERICA AND CANADA**

Don't miss the opportunity to be on this year's list for March 2, 2012. Sign up to join the biggest, boldest continent-wide event unifying Jewish communities across North America. NJOP provides you with everything you need: the program, publicity material, posters and more! Add your congregation's name to the hundreds that will be participating in this extraordinary event!

**Friday Evening, March 2, 2012!**

Brought to you by the  
**National Jewish Outreach Program**  
989 Sixth Avenue, 10th Floor, New York, NY 10018  
646-871-4444 - [saa@njop.org](mailto:saa@njop.org) - [www.njop.org](http://www.njop.org)



**888-SHABBAT**  
888-742-2228

**Sponsored by the Melohn family  
in honor of Mrs. Martha Melohn**

# The National Jewish Outreach Program is pleased to present the 16th annual SHABBAT ACROSS AMERICA AND CANADA on Friday night, March 2, 2012.

**SHABBAT ACROSS AMERICA AND CANADA** (SAA/C) is the acclaimed international program that offers every North American Jew a positive and joyous Shabbat experience, underscoring both the unity of our people and a whole-hearted commitment to *Ahavat Yisrael!*

**Social Media** SAA/C will be promoted to our wider reaching social media audience on multiple platforms such as Twitter and Facebook.

**NJOP will make available** to your synagogue or Jewish organization all the materials that you will need to welcome newcomers into your congregation/organization and to introduce both unaffiliated local Jews and your own inactive marginally-affiliated members to the beauty of Shabbat.

**An exhilarating evening** is created by transforming an ordinary Friday night dinner into the extraordinary SHABBAT ACROSS AMERICA AND CANADA experience. NJOP provides an easy-to-use outline for a stimulating explanatory service and engaging educational materials to be used throughout the evening. Add to the mix a sumptuous meal and special Shabbat songs, and you have a lock on a great program. (Congregations provide their own catering and generally charge about \$15-\$20 per person.)

**It really works!** Since its first auspicious campaign 15 years ago, SHABBAT ACROSS AMERICA AND CANADA has given more than 874,000 Jews, in over 2,364 locations, a unique Shabbat experience!

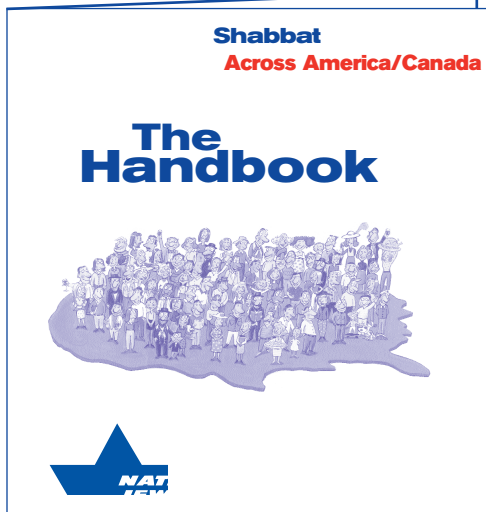
**Find out more or register now:** Just complete the Registration Form, or simply call NJOP's Regional Program Coordinators at 888-SHABBAT (888-742-2228)!

**"The Handbook"** (a multi-page guide that walks you through the event step-by-step, from recruitment through follow-up) and other SAA/C promotional materials will be downloadable, via an emailed link, after your registration has been received. You will also find publicity materials and other user-friendly resources. All materials are available in hard copy upon request.

## WHAT NJOP REQUIRES OF YOU

1. Although NJOP expects and even encourages your organization to be creative with the SAA/C program, a kosher dinner must be included as part of the program. Why? We feel the dinner is an integral part of the Friday night Shabbat experience - it's where friends and families, neighbors and newcomers, can sit together and share the warmth of Shabbat.
2. We expect you to compile a list of the names and addresses of all participants and return the information to NJOP by March 12, 2012. We require this so that:
  - A) NJOP can provide reliable data on the success of the program to our donors.
  - B) NJOP can assist you in providing follow-up programs to participants.
  - C) NJOP can send each participant a survey and follow-up list of programs.
3. Each location must assume the ultimate responsibility for inviting its local community participants. You will receive a most helpful Publicity Packet to enhance your marketing efforts.
4. Please respond to our calls, faxes and mailings. We are here to serve you.

# FREE MATERIALS AND SERVICES YOU WILL RECEIVE FROM NJOP:



## 1. The Handbook:

A step-by-step guide on how to coordinate a successful SHABBAT ACROSS AMERICA AND CANADA, from recruitment through follow-up!



## 2. Location Poster:

Don't be left out! Return your completed Registration Form by January 30, 2012, and your synagogue's or center's name, city and state will be listed on the SAA/C location poster. All registered locations will be listed on our website, [www.njop.org](http://www.njop.org).



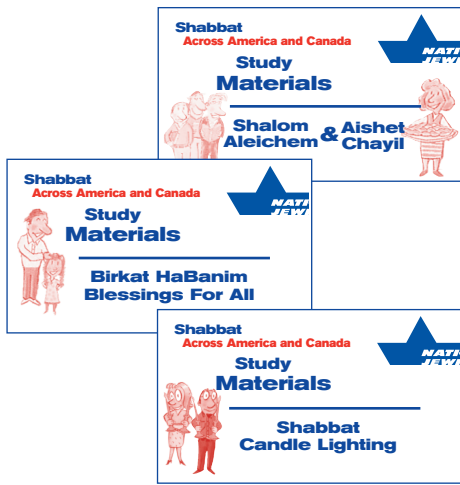
## 3. Flyers:

Both Full Color flyers for local publicity and one Black and White flyer for personalization and reproduction.



## 4. Friday Night Prayer Structure Posters:

Fabulous guides and outlines for the traditional Friday evening Shabbat service.



**5. Programming Material:** To enable you to make the most out of the evening, NJOP has several additional educational program units available for SHABBAT ACROSS AMERICA AND CANADA.

**6. Hand Washing and Candle Lighting Posters:** Step-by-step guides to display on the night of the event



**7. A-La-Carte Card:** A way in which participants can mark (by folding) programs in which they would be interested in the future.

**8. Counseling and advice:** The NJOP Regional Program Coordinators want to make your preparations for SAA/C as easy as possible. Call them with any of your questions!

*Plus:*

**9. Social Media and PR campaign** on Facebook, Twitter, YouTube and more! Over 200,000 daily impressions on Twitter alone!

**10. Nametags, Program Holders & Menu Holders:** The SAA/C logo makes these materials attractive accessories to the program.

The NATIONAL JEWISH OUTREACH PROGRAM was established in 1987 by Rabbi Ephraim Z. Buchwald in response to the urgent need to address the issue of Jewish assimilation. Since its founding, NJOP has become one of the largest and most successful Jewish outreach organizations in the world. NJOP sponsors the acclaimed SHABBAT ACROSS AMERICA AND CANADA and READ HEBREW AMERICA AND CANADA campaigns, establishes Beginners Services and offers the Turn Friday Night Into Shabbat, PASSOVER ACROSS AMERICA and SUKKOT ACROSS AMERICA programs, as well as free "Crash Courses" in Hebrew Reading, Basic Judaism, and Jewish History at more than 4,759\* locations across North America, and in 39\* countries worldwide. NJOP has successfully reached more than 1,323,100\* North American Jews and engaged them in Jewish life. Don't forget to visit our website: [www.njop.org](http://www.njop.org).

\*as of 11/2011



# SHABBAT ACROSS AMERICA AND CANADA REGISTRATION FORM - MARCH 2, 2012

Please return this form, completed, to NJOP by Fax 646-871-0100 or by E-mail [info@njop.org](mailto:info@njop.org)

Synagogue/Jewish Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Mailing Address If Different: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Rabbi/Director: \_\_\_\_\_ Email: \_\_\_\_\_

SAA/C Coordinator: \_\_\_\_\_

Preferred Mailing Address: (if different from synagogue): \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email and Preferred Phone: \_\_\_\_\_

SAA/C emails should be sent to:  Coordinator  Rabbi  Synagogue

Program to be held at: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Preferred phone number for participants to register: \_\_\_\_\_

In the spirit of Jewish unity and program uniformity, NJOP respectfully requests that the meal served be kosher and that Shabbat be observed at the location of the program.

I agree. \_\_\_\_\_  
Please Print Your Name Title/Position

**Register by January 30, 2012  
to be included on the SAA/C Location Poster.**

NEXT STEP: You will be receiving an email from NJOP confirming your participation and containing the necessary links to the SAA/C materials. The Handbook and other SAA/C materials will be downloadable after your registration has been received.

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