



# Outreach

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NEWSLETTER

## NJOP Announces a Major Launching

By: Ephraim Z. Buchwald

The launching of NJOP's new Crash Course in Jewish History is a truly auspicious milestone in the devel-

opment of the National Jewish Outreach Program. The Crash Course in Jewish History is the first program that NJOP has added to its "repertoire" since its founding in 1987. NJOP has

always been very careful not to stray from its original mandate, in order not to lose focus on what it hopes to achieve. Over time, we've seen many good programs whose impact has been diluted because of too broad and too rapid diversification. Spread so thinly, even effective programs cease to be effective. So why is it that after so many years, NJOP has decided to "break the rules"?

Over the years, it has become apparent to us that many American Jews are simply "afraid" of Judaism. Some have unpleasant memories from their youthful synagogue experiences or from Hebrew School. But most are basically afraid because they fear the "unknown." So many Jews simply have no sense of the depth and breadth of Judaism and the impact of its revolutionary ideas on the world. They know about the many "don'ts" that are associated with the Sabbath,

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**Read All About NJOP's 10th Annual Dinner in Our Special Mini-Edition (See Center Insert)!**

## Best Chicken Soup in America!



*And The Winner Is...*

"There is no doubt," declared Rabbi Ephraim Buchwald in his opening remarks at the Chicken Soup Challenge Cook-off, "that food is an integral part of Jewish life.

Unfortunately, many people associate Jewish observance with a lack of eating-fasting on Yom Kippur, the restricted diet of Passover, and the foods forbidden by kosher law. The Shabbat Across America Chicken Soup Challenge sought to not only remind people that Jewish life can be fun and delicious, but that many traditional foods have significant meaning in Jewish life." The rabbi went on to explain the significance of several Shabbat dishes, such as gefilte

fish, kugel and cholent. Referring to the Talmud, Rabbi Buchwald also noted that Judah the Prince, the first century rabbi, once shared a Sabbath meal with a Roman friend, Antoninus, who insisted on taking home the recipe. When Antoninus made the soup himself, however, it just wasn't the same. He came back and demanded the secret ingredient, which he was certain that Rabbi Judah had omitted. "The secret ingredient in that soup was Shabbat!" declared the great sage. The National Jewish Outreach Program's goal is to give every Jew a taste of Shabbat through Shabbat Across America/Canada.

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## 3rd Annual Food & Wine Tasting Extravaganza

How do you improve a program that has been a blow-out hit for two years running? That was the tantalizing challenge facing Amy Vogel as she began planning the Third Annual Food and Wine Tasting Extravaganza. Amy need not have worried. With its perfect blend of good friends, flavorful

food and excellent wine, NJOP's Food and Wine Tasting has become a highlight of the annual social calendar, and this year was no different. The November 17th event, hosted at the Roosevelt Hotel, drew a sell-out crowd of well over 400 guests.

New to this year's Food and Wine Tasting Extravaganza were the Grand Raffle and Chinese Auction. At \$20 a piece, or 6 for \$100, each Grand Raffle ticket represented an opportunity to win one of 51 different prizes - everything from sports tickets to a porcelain serving dish were up for raffle. For those who preferred to know exactly what they were trying to win, NJOP offered 16 Chinese Auction packages,

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*Great Food and Great Service!*

(continued from page 1) The Chicken Soup Challenge was the brainchild of Richard Dukas Communications, NJOP's creative PR firm. A high profile national advertising campaign in Anglo-Jewish newspapers across America brought NJOP hundreds of recipes, each claiming to be the formula for the best chicken soup in America (and we have no doubt that each and every one of these recipes

# Shabbat Across America's

makes a delightful chicken soup). Alas, not everyone could be a winner. With the help of celebrity chef Jeffrey Nathan, host of the PBS series *New Jewish Cuisine* and co-owner of Abigail's, one of Manhattan's premiere kosher restaurants, five finalists were chosen and brought to New York for a February 24th cook-off.

The five finalists, each from different communities and different backgrounds, heard about the contest in a variety of ways. Paulette Rochelle-Levy of Santa Monica, Calif., a psychotherapist, teacher, artist, and the author of *Dancing with the Divine: Prayers & Meditations for Movement & Stillness*, as well as a graduate of NJOP's Level I and Level II Hebrew Reading Crash Courses, received a postcard announcing the Chicken Soup cook-off and immediately submitted her recipe. Others read of it in their local papers or were told to enter by friends who had personally enjoyed their culinary efforts.

On Tuesday, February 24th, start-

ing at 8:30 AM, the contestants joined Chef Nathan in Abigail's kitchen to prepare their soups. Jerry Greenberg of Belmont, Calif., a retired 40-year veteran of the computer industry, has been cooking since he was 12 years old and has a professional kitchen in his home, so he did not find the restaurant facilities overwhelming. Rosely Himmelstein of New York, N.Y., who works in educational publishing, found the professional atmosphere supportive, especially the assistance of the Abigail's staff. All of the contestants agreed that the morning spent cooking together was thrilling.

Despite the tantalizing smell of homemade chicken soup that filled the air during the cook-off finals of this national contest, a subtle tension hovered over the restaurant. Veronica Gold, an assistant professor of education at Assumption College in Worcester, Mass., nervously watched the judging, noting that it was intimidating to have people tasting and commenting on her soup. On the



Jerry Greenberg Stirs His International Ingredients: Yucca Root, Coconut Milk and So Much More!



Paulette Rochelle-Levy Checks Her Ingredients: Parsley, Check; Mushrooms, Check...But Where's Her Apple?



Gail Barzilay Makes Certain Her Soup Is Just Right.



## National Jewish Outreach Program

989 Sixth Avenue, 10th Floor  
New York, NY 10018  
(646) 871-4444 • 1-800-44-HEBREW  
e-mail: info@njop.org  
website: www.njop.org

**NJOP Founder and Director**  
Ephraim Z. Buchwald

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(continued from page 1) kosher eating, and sexual conduct. But they have no awareness of the wondrous contributions that Judaism has made throughout the millennia to the world and to humankind.

NJOP's professional staff suggested, and NJOP's Board of Directors agreed, that it was necessary to add a Jewish History component to NJOP's basic programs, in order to try to overcome the sheer ignorance and disinformation that is rampant in our society and that even involved Jews too often associate with Judaism. The major impetus behind the creation of this program was NJOP Board member, Alec Ellison, a high-tech investment banker, who harbors an abiding regard for Jewish history. He single-mindedly nudged us, coaxed us and encouraged us, to develop the Jewish history program.

It was not an easy task. The first draft of five basic lectures was based on presentations given by Rabbi Mordechai Becher of the Gateways

Organization. This was then reviewed and edited by Jonathan Ray, PhD, currently teaching in the Jewish Studies department at Yale University. Drafts for review were also sent to other experts and educators. The overall writing and editing was done by Sarah Rochel Hewitt, who, over her years with NJOP, has established for herself an outstanding reputation for producing innovative and erudite materials.

Now that the curriculum is complete, the key to the success of the new crash course will be funding. We expect that the cost of introducing the History Crash Course and the initial marketing campaign will be about \$500,000, with annual marketing expenses estimated to be about \$250-300,000. We hope that those NJOP supporters who appreciate the value of this Crash Course in Jewish History will be prepared to dig a bit deeper into their generous pockets to help pay for this important launching.



# Chicken Soup Challenge

other hand, Gail Barzilay, of Westport, Conn., who works for the Israeli Ministry of Tourism, said she wasn't nervous, but she nevertheless stayed away from the crowds while the judges tasted each of the soups.

The eclectic array of judges for the Chicken Soup Challenge finals included: U.S. Congressman Anthony Weiner from Brooklyn; Marty Markowitz, Brooklyn Borough President; Arthur Schwartz, host of "Arthur Schwartz with Food Talk," a daily WOR radio program; Michael Steinhardt, the legendary hedge fund manager and noted philanthropist; Helen Nash, well-known author of several acclaimed kosher cookbooks; David G. Marwell, Ph.D., the director of the Museum of Jewish Heritage; Rabbi Shlomo Riskin, Chief Rabbi of Efrat, Israel; Sarra Schwartz, NJOP board member; and, of course, Chef Jeffrey Nathan.

Before the testing began, Chef Nathan explained that the five soups were all natural recipes, with no additives such as



Rosely Himmelstein Consults with a Pro.

MSG or other types of meat. While all the recipes used only chicken, vegetables and spices, there was great variation among the five soups. Nathan reminded the judges that the most important element in their scoring was to be flavor...and the tasting began.

After much deliberation, Rosely Himmelstein's soup--a traditional, comforting broth made with root vegetables, including parsnip, sweet potato, and rutabaga--was selected as the winner. A life-long resident of Manhattan, Rosely has spent many years working in the field of educational publishing. The mother of two and the grandmother of two grandsons, she says that her recipe is the result of a long evolution that began with watching her mother make chicken soup and "includes a little family, a little friends, and my own innovations.

Not to mention that it is always served with affection and pride."

In addition to being "coronated" with NJOP's Chicken Soup chef's "crown" and, of course, earning

the richly-deserved bragging rights, Rosely was ecstatic to receive the grand prize trip for two to Israel, as well as a gift certificate to Abigael's, and other fun prizes.

For a copy of the winning recipe, please visit [www.njop.org](http://www.njop.org) or send a S.A.S.E to the National Jewish Outreach Program with a note requesting the winning recipe or all five final recipes. ★



Veronica Gold Stirs in Her "Secret Ingredient"-- Cream of Wheat Cereal



Soup Judges David G. Marwell, Jeffrey Nathan, Michael Steinhardt, Helen Nash, Marty Markowitz, and Rabbi Shlomo Riskin

The Jewish History Crash Course is currently being offered on an experimental basis throughout the North America, and refinements are being made regularly as feedback is received.

With the launch of its new Jewish History Crash Course, NJOP is truly "making history." We believe that the

Crash Course will prove to be a very popular option for Jews who are seriously interested in finding out what Judaism is all about. It's a truly fascinating course. We hope, as well, that all our supporters will eventually enroll in the course or avail themselves of the taped lectures that will be available. ★

## NJOP ACKNOWLEDGES WITH GRATITUDE THE FOLLOWING RECENT DEDICATIONS:

### 2003 EDITION OF REISHITH BINAH

Dedicated in loving memory of Mia Adler, z"l, by Ruth and Dr. Seymour Adler

### 2003 EDITION OF REISHITH BINAH

Dedicated in loving memory of Frida and Ernst Cornell, z"l, by Jane and Alan Cornell

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Dedicated in loving memory of Michael Deutsch, z"l, and Leonard Goldstein, z"l, by Helena and Marvin Goldstein

### HIGH HOLIDAY BEGINNER SERVICE POSTERS

Dedicated in honor of Mary Siegel and in memory of Harry Siegel, z"l, by Andrew R. Siegel

### JEWISH HISTORY COMPANION GUIDE

Dedicated in honor of Rabbi Yitzchak Rosenbaum, by Andrew R. Siegel

### SHABBAT ACROSS AMERICA/CANADA HANDBOOK

Dedicated in honor of Mary Siegel and in memory of Harry Siegel, z"l, by Andrew R. Siegel



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*Editor, Sarah Rochel Hewitt*



Learning Hebrew in Wyoming

## Cheyenne, Wyoming

There are only 500 Jews in the entire state of Wyoming. 200 of them live in Cheyenne, 100 in Kasper and the rest are scattered throughout the state. This year alone, 3% of the Jews of Cheyenne, that's 7 people, signed up to study Hebrew at Mount Sinai Congregation. The students were so enthusiastic about learning to read that they voted against taking a break on the Wednesday evening before Thanksgiving – learning to Read Hebrew was more important to them than the holiday preparations

Chanah Winter, the Hebrew Reading Crash Course teacher, knows what it feels like to be a beginner. Indeed, she only learned to read Hebrew at a Hebrew Reading Crash Course 18 months before she began teaching this class. But Chanah diligently pursued the study of Hebrew on her own because she was deeply moved by the realizations of how precious a gift it was to be able to recognize the words in the Bible and to be able to follow the Hebrew texts at services.

The Hebrew Reading Crash Course has been a unifying experience. In a community where everyone belongs to the same synagogue, regardless of their personal affiliation - Orthodox, Conservative or Reform - learning to read Hebrew allows them to feel a deeper connection to the synagogue experience. And it does so in a non-threatening environment. Chanah explained that one student said that she feels that "it is great to be learning with a group, to hear everyone struggling with 'abba ba' (father is coming)." And while everyone struggles during the first class, at the end of Read Hebrew America they'll all read "abba ba" as easily as they can read "father is coming."



## Tikrit, Iraq

What kind of care package can NJOP send to the valiant American soldiers stationed in Iraq? How about a few dozen copies of the Reishith Binah, NJOP's premier Hebrew reading primer. When NJOP received this request from Rabbi Dovid Goldstrom, one of three Jewish chaplains serving in Iraq, we were thrilled to help our soldiers.

While there is no definitive way to tell how many of the US troops currently serving in Iraq are Jewish, Rabbi Goldstrom had 30 soldiers in attendance at his High Holiday Services in Tikrit, 100 Jewish personnel attended services in Baghdad and an unspecified number came to a service in Mosul.

Having already offered Shabbat and holiday services and classes on Torah and Basic Judaism in Iraq, Rabbi Goldstrom decided to offer the Hebrew Reading Crash Course to his soldiers because "It works, and Jews want to be able to read Hebrew." Additionally, reading Hebrew and being part of Read Hebrew America "ties Jews together across borders and backgrounds." Rabbi Goldstrom has also taken advantage of their unique location by taking soldiers to visit the cities of Ur (where, according to the Bible, Abraham was born) and Mosul, (Nineveh, another prominent Biblical city mentioned in the Book of Jonah), as well as other cities of Jewish historical significance.



St. Paul's Hebrew Graduates

## St. Paul, Minnesota

Knowing the importance of making Jewish learning accessible, Dahlia Vloder, the principal of the afternoon school at the Talmud Torah of St. Paul (Minn.), scheduled a Hebrew Reading Crash Course for the school's parents and members of the community at large. Learning Hebrew, Dahlia emphasized, is a way for people to "have access to the language, which is the core, the essence, of being able to delve into classical Jewish literature, the Bible, and Jewish prayers."

Lydia Schultz, the librarian at the Talmud Torah of St. Paul, volunteered to teach the class. She had already taught both the Level I and the Level II of NJOP's Hebrew Reading Crash Course at her local synagogue and was more than happy to once again assume the role of teacher. "It's my way of paying back the community for helping me learn years ago," Lydia said, when explaining her enthusiasm for the program.

Each student came with his/her own level of proficiency, or lack thereof, and a reason for wanting to learn Hebrew. Participants with children that were enrolled in the Talmud Torah have found that their children are often eager to help them. One parent asked her 2nd grade daughter to make certain that she was pronouncing the words properly. On one page, the mother showed Lydia a plain straight line drawn by her daughter...indicating that mom didn't do so well. On all the other pages, however, her daughter had put a smiley face...mom got it right.

Despite their various backgrounds, the class quickly melded into a cohesive group, inspiring one another to work even harder. In fact, the class has eagerly discussed when to schedule a Level II Hebrew course, using NJOP's *Mah Nishtanah* Passover module, so that they can continue on together. And after that...well, after all, they are still beginner readers and "They were horrified," Lydia laughed, "to hear that modern Hebrew is read without vowels!"

# 6th Annual Read Hebrew America/ Canada Campaign

*"Be a Part Of It"*

## *Chicago, Illinois*

Since 1971, the Chicago Jewish community has been the home of The ARK, a non-profit organization dedicated to the social service needs of the community. From basic counseling to food for the poor to a free medical clinic, The ARK has a full spectrum of programs, including two homeless shelters. Concerned about more than just the physical and psychological needs of its clients, The ARK also provides spiritual enrichment.



*The Aleph-Bet Taught in Chicago*

As part of this year's program, Rabbi Shlomo Tannenbaum, Director of Machon Dovid (The ARK's spiritual enrichment program), decided to incorporate a Hebrew reading program, so he went on-line to find a user-friendly Aleph-Bet chart. His search brought him to the National Jewish Outreach Program's Hebrew Reading Crash Course and Read Hebrew America. NJOP's name rang a bell, and he instantly recalled having seen and heard NJOP's RHA ads for years.

Rabbi Tannenbaum had 6 HRCC students attending the class at one of The ARK's two homeless shelters and another 11 students coming to The ARK offices. For the students who came to the Monday afternoon session at the office, lunch was provided. For many it was the only nutritious meal they received.

The reaction of the students was very positive, noted Rabbi Tannenbaum. Many of the students had learned Hebrew as children but hadn't looked at Hebrew in years. For them, learning Hebrew opens the door to their heritage and, often, reconnects the students to memories of happier times.

## *Park City, Utah*

When Rabbi Josh Aaronson of Temple Har Shalom in Park City, Utah, received an increasing number of requests for a beginners Hebrew course, he knew where to turn. While Har Shalom had never participated in RHA before, they have been regular participants in Shabbat Across America/Canada and were therefore familiar with NJOP programs.

What draws people to learn Hebrew in a young community like Park City, where many move to live a more "outdoorsy" existence? On the whole, the 18 students in the Har Shalom Hebrew Reading Crash Course were beginners. Many of the participants have children in religious school and want to be able to help them with their lessons and to participate with them at services. Others wish to rekindle lost memories. . . memories of time and family past, of Kaddish for a grandparent or the blessing over the Sabbath candles.

Rabbi Aaronson turned to NJOP because he knew that the organization was "very efficient and user-friendly." He was not disappointed. In NJOP's Hebrew Reading Crash Course, Rabbi Aaronson found an effective tool for giving his congregants a working knowledge of the Hebrew language that has proven to be most useful.

## *Edmonton, Alberta*

Beth Israel Synagogue's Read Hebrew Canada Level II was just one piece of Rabbi Daniel Friedman's calendar filled with exciting educational events, many of which were provided by NJOP. In the past year alone, the Edmonton, Alberta, congregation has participated in Shabbat Across Canada, Read Hebrew Canada, the Chanukah Workshop, and the High Holiday Priceless Appeal campaign. Living deep in the northwest climes of Canada, the Jews of Edmonton often feel isolated from mainstream Judaism. Rabbi Friedman, however, has found the NJOP repertoire of programs to be the perfect antidote to this sense of isolation. He especially noted that NJOP's "constant contact, support, materials and advice truly minimize the great physical distance that isolates us."



*Rabbi Daniel Friedman*

Rabbi Friedman's relationship with NJOP goes both ways. While NJOP provides him with innovative programming material and ideas, Rabbi Friedman supplies NJOP with essential feedback and creative suggestions. For instance, instead of offering a separate class on Chanukah, the rabbi used the material of NJOP's Chanukah Workshop as educational programming for a Friday Night dinner at which there were 260 participants.

Beyond the excellent support system and the easy-to-use materials, Rabbi Friedman is most appreciative of NJOP's concern for the entire Jewish community: "Your care and concern for every Jewish person, regardless of their background or geographic location, are what unites *Klal Yisroel* at a time when we must concentrate on what makes our people special. May you go from strength to strength and continue the wonderful work that you do."



# Thank You

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# FOOD & WINE

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## High Holiday Services...Boca Raton Style

Having run High Holiday Beginners Services for the last 4 years, the Boca Raton Community Kollel expected approximately 250 people for this year's program. They were therefore a bit overwhelmed when 400 people showed up to attend Rosh Hashana services, and even more on Yom Kippur.

"Most people went away with a wonderful feeling that they had fulfilled a need," Rabbi Gabriel Ohayan said when describing the overall reaction of the participants.

While some people were drawn to the Beginners Service because it was free, many others came because they were searching for an open and inspirational High Holiday setting. Indeed, the Boca Community Kollel's Beginners Service was precisely what Sherri Klein was looking for.

New to town, Sherri sought to find a warm positive environment where she wouldn't feel as if everyone was looking at her as a stranger. At the Kollel, Sherri felt perfectly comfortable and didn't have to worry about whom to speak to for tickets or where she should sit. The warmth she experienced, the sense of community, even in a room full of strangers, was the

perfect counterbalance to Sherri's "deep seated emotional feelings" of not being able to be with her family for the holidays.

The Kollel staff understood that many participants came because they had no synagogue of their own to attend. Knowing that some attendees had come from as far as 40 miles away, the Kollel staff provided lists of synagogues in surrounding communities so that people could become involved in communities closer to their homes.

A Beginners Service for the High Holidays, however, offers a unique experience. Linda Chase enjoyed the service because it was educational, with everything explained so worshippers could "understand every prayer and its meaning which brings deeper meaning when you pray."

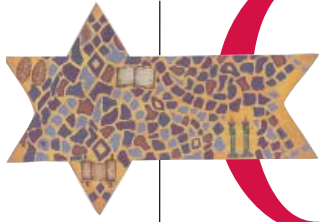
For the Kollel staff, the high point of the services was seeing the large number of participants who were "so into it and were asking very interesting questions," Rabbi Ohayan said.

Beginners Services are popping up everywhere, with more opening each year. For Rosh Hashana/Yom Kippur 5764 (2003), there were 46 Beginners Services in North America registered with the National Jewish Outreach

Program. And this year in Israel, NJOP was happy to note the development of many High Holiday Beginners Services, a seed planted several years ago with Rabbi Reuven Krager of the Rothschild Foundation. As reported in *Jerusalem Post* ("Kol Nidrei for Novices," Oct. 1, 2003), on Yom Kippur, 157 services for novice worshippers were held from Eilat to the Golan, 24 of them at non-religious kibbutzim. Rabbi Hagai Gross, director of Tzohar, one of the organizations involved in this outreach effort, noted that while most Israelis observe Yom Kippur, fewer and fewer come to synagogue. The goal of these services was to "bridge the gap."

That is an aim shared by the National Jewish Outreach Program and the many synagogues and organizations that participate in Beginners programs during the High Holidays and all year long. NJOP thanks them all for their dedication to the Jewish people.





# Outreach

## Dinner Special

### Director's Message:

One of the great thrills that we get at the National Jewish Outreach Program is reading the messages from grateful individuals from around the globe thanking us for providing NJOP's free programs. We've received communications from places as diverse as Quito, Ecuador; Bombay, India; Minsk, Belarus; Bratislava, Slovakia; Istanbul, Turkey; Havana, Cuba; Canberra, Australia; Cheyenne, Wyoming; and Kokomo, Indiana, telling us of the formidable impact that our programs have had on their lives.



Photograph by Doris Levin

We also receive, quite frequently, letters expressing gratitude for the impact that our programs have had on congregations and communities--about the revival that's taken place in synagogue services that were previously sparsely attended, and about the adult bar and bat mitzvah classes that have suddenly doubled and tripled in size. It is truly heartening to hear about the communal havdalah ceremonies held by diverse congregations who come together on Saturday night to bid a united farewell to Shabbat after a stimulating Shabbat Across America/Canada program.

We are delighted to consistently learn from the many NJOP participants about their strong feelings of fellowship toward their teachers and the other students, and their newly-discovered sense of kinship with their local Jewish communities. It is not unusual for a volunteer Hebrew teacher to agree to teach a five session Hebrew reading crash course, but then allow the class to continue for twenty-five sessions, and sometimes even for five or six years!

Continued on page D2

### 10th Annual NJOP Dinner Creating Communities

It was, by all accounts, an extraordinary evening! Virtually picture perfect. The Tenth Annual Dinner is now on record as NJOP's most successful dinner ever! The more than \$1.3 million that was raised for this dinner will be used to bring many more thousands of Jews closer to their Jewish roots this year.

February 3, 2004, was a frigid and sleety Tuesday evening, but close to 600 guests gathered in anticipation of another glorious affair amid the breathtaking decor of the Waldorf=Astoria Grand Ballroom.

Sylvia Freyer, Dinner Co-Chair and NJOP Board Member, welcomed the guests and offered congratulations to the evening's honorees: Eva and Ulo Barad, Rosalyn and Ron Bindow, Michelle and Eli Salig, and Rabbi Yitzchak Rosenbaum. Dinner Co-Chair and NJOP Board Member Tracy Gerber presented Cantor Sherwood Goffin, who led the Israeli and American national anthems with his usual vocal virtuosity.

"Like Moses in the Book of Exodus, [he] has led hundreds of thousand of Jews back to their nation," Dinner Co-Chair Karen Lehmann-Eisner exclaimed in introducing NJOP's Founder and Director, Rabbi Ephraim Z. Buchwald. From his first words, the collective audience was caught in the grasp of Rabbi Buchwald's impassioned address, which set the tone for the remainder of the evening.

Loyal supporters as well as first time dinner attendees literally sat on the edges of their seats as Rabbi Buchwald boldly reviewed the astonishing progress of the fledgling organization that had said "it could," and "did."

"We are here tonight to celebrate outreach. Yes, we are here to celebrate the fact that over the past 16 years NJOP has reached 730,000 North American Jewish souls and taught them Hebrew and Basic Judaism and given them positive Shabbat experiences. Yes, we're here to celebrate that NJOP has pioneered cutting-edge marketing techniques that have allowed us to reach larger numbers of Jews than ever before, and more Jews than anyone ever thought possible. Yes, we are here to celebrate the building of communities--lethargic synagogues that have



Sam Domb and Rabbi Buchwald



Keter Shem Tov Honorees  
Eva and Ulo Barad



Special Service Awardee Rabbi Yitzchak  
Rosenbaum and Rabbi Buchwald



Honorees Michelle and Eli Salig  
and Rabbi Buchwald



Honorees Rosalyn and Ron Bindow



(continued from page D1) *been transformed into vibrant places of worship, adult education classes that are now buzzing with students. We are here to celebrate the marginally-affiliated Jew who learned Hebrew only a year-and-a-half ago, who today is a committed Hebrew teacher. We are here to celebrate the many Jews who couldn't bear sitting in the sanctuary during a Hebrew prayer service, who have now become the mainstays of those services. And we are here to celebrate the clever Chicken Soup Challenge PR promotion for Shabbat Across America, and the launching of NJOP's new Crash Course in Jewish History."*

Rabbi Buchwald went on to mention the all-too familiar statistics: almost 60% of American Jews have nothing at all to do with Judaism. Approximately two million American Jews no longer even admit to being Jewish, even though they have a Jewish parent, or two. Over the past 10 years, the numbers of Jews that have begun worshipping other religions has more than doubled from 625,000 in 1990, to 1.4 million as reported in the 2001 survey.

Unaffiliated philanthropic Jews are giving their charitable dollars outside the Jewish community, to secular causes, to museums, universities and hospitals,

to the exclusion of those causes and services that are desperately needed to insure Jewish survival in America.

"So," said Rabbi Buchwald, "*we are faced with a funding crisis in America. The question then is, 'How can we make up for the enormous loss of resources that are the natural result of increased assimilation and Jewish alienation?'*"

Rabbi Buchwald's answer is Jewish Outreach, and not just NJOP, but Jewish outreach in general!

The rabbi then proceeded to describe a host of individual Jews who have had a tremendous impact on the Jewish world, and did so only because someone reached out to them and made the Jewish community important to them. Among the numerous examples he mentioned were Marc Belzberg, NJOP Board member and director of One Family/ Israel Emergency Solidarity Fund, composer Steve Reich and video artist Beryl Korot, who have focused their acclaimed work on Jewish themes, and Zalman Chaim (Sanford C.) Bernstein, z"l, whose foundations are the world's largest Jewish foundations dedicated to Jewish education. Reaching out to just one Jew, one individual, the rabbi

asserted, can impact on the entire Jewish community. Giving to outreach, he stressed, provides the Jewish community with infinite possibilities and resources to help the most important causes in Jewish life. Many in the audience nodded their heads in approval of the rabbi's message, indicating that they were aware of the facts but had never heard them presented in so cogent a manner.

As the presentations to the honorees began, Elliot Gibber, Chairman of the Board of the Manhattan Day School, attested that Michelle and Eli Salig, Guests of Honor at the NJOP Dinner, are proof of the resources that one couple can bring to bear on the community. Their boundless love and energy for Jewish education has helped bring MDS enrollment to a 30 year high. While the Saligs were not beginners, Eli noted the profound effect outreach had on him. "*... and I, with the benefit of yeshiva education and an Orthodox background, learned more about prayer and our relationships to G-d and each other than I could have ever imagined,*" he said of his "sojourn" in Rabbi Buchwald's Beginners Service.

Guests of Honor Ron and Rosalyn Binday, are equally dedicated to the cause of outreach. They have brought their love of Jewish life into their home and into their synagogue, Scarsdale Synagogue-Tremont Temple, whose rabbi, Rabbi Stephen Klein, noted that the Bindays "*truly build for tomorrow.*" The Bindays have witnessed the impact that increased Jewish education can have, not only on a family, but upon an entire move-



Co-Chair Karen Lehmann-Eisner



Co-Chair Tracy and Sander Gerber



Co-Chair Sylvia Freyer and Debbie Rapps

(continued from page D1) There are fascinating reports of how students and teachers have bonded in mutual enrichment, and how beginners became master teachers in a period of just a year or two. It is not unusual to learn that a formerly-unaffiliated Jew has become the president of his/her temple, and that the children of totally uninvolved Jewish parents are now enrolled in Hebrew school and will soon be transferring to the local day school. The reports are encouraging not only because NJOP is touching lives, but because we are touching and even "creating communities," and slowly but surely transforming the landscape of American Jewish life.

The building blocks that we use to expand our programs are cutting-edge marketing, constantly renewed and re-evaluated educational materials, new and original holiday workshops, and highly creative educational campaigns and contests.

Yes, dear friends and supporters of NJOP for the price of a "jingle on the radio" we can create a renewed and revitalized Jewish community.

For 16 years, you have helped us extend the "arm" of the Jewish star in the NJOP logo, and enabled us to reach out to far more Jews than anyone ever thought possible. Your generosity has made our dreams a reality, and for this we thank you, and we reaffirm our commitment to achieve even more in the future.

Today Rabbah. Heartfelt thanks.

Rabbi Ephraim Z. Buchwald



Board Member Cyrus Schwartz (center) with parents Pari and Henry Schwartz



Karen and David Fishof



ment. Ron believes that "NJOP's pluralistic approach to outreach has contributed to the Reform movement's much stronger emphasis on tradition and Jewish education." Rosalyn stressed that with the many distractions of everyday life, when there seems to be no time for spirituality, NJOP programs "serve to remind every Jew of the importance of Jewish learning and growth."

NJOP programs have touched hundreds of thousands of Jewish lives, both in North America and around the world. Over the past 15 years, it has been, in no small measure, the passion and enthusiasm of NJOP's Program Director, Rabbi Yitzchak Rosenbaum, that has raised the number and quality of NJOP programs to unprecedented heights.

George Rohr, NJOP Board member and one of Rabbi Rosenbaum's first "success stories," introduced Rabbi Rosenbaum by noting that the thriving and flourishing Beginners Service at Manhattan's Kehilath Jeshurun was made possible by Rabbi Rosenbaum's help every step of the way.

In accepting this year's Special Service Award (which will henceforth be known as the Leslie Nelkin Special Service Award), Rabbi Rosenbaum emphasized the need to work with each synagogue individually, to help them reach their highest potential. It is this exuberant passion for helping every Jew that has driven Rabbi Rosenbaum for the many years that he has been associated with NJOP. With characteristic enthusiasm, he stated that the reward of "seeing synagogues become effective outreach centers and listening to people whose lives have been changed by NJOP pro-



Sam Domb and the Honorable Ed Koch



Ruth and Harold Nelkin

grams," has been well worth the effort.

In Dr. Richard Born's introduction of this year's Keter Shem Tov Honorees, he explained that while Ulo and Eva Barad have never before agreed to be honored, they acquiesced now "in the hope of inspiring others to join them in the battle against assimilation."

In a special congratulatory video, Rabbi Israel Meir Lau, former Chief Rabbi of Israel, noted that both Mr. and Mrs. Barad are Holocaust survivors who have built more than a family--they have built a society. "There is no more fitting award for the Barads," the Rabbi stated, "than the Keter Shem Tov, the Crown of a Good Name."

Working, as always, behind the scene, is Mr. Sam Domb, whom Rabbi Buchwald calls "The hero of the Jewish people." It was Mr. Domb who first introduced these devoted supporters, the Bindays and the Barads, to the National Jewish Outreach Program. Having been presented with a special plaque earlier in the evening, Mr. Domb was lauded by Rabbi Buchwald, who related to the audience that Sam Domb's life is dedicated to insuring the survival of the Jewish people.

After congratulating the Barads, the other honorees and all of the guests, Mr. Domb told the story of a little boy who was throwing beached starfish back into the ocean. When questioned about the futility of his unending effort, the child replied "at least the one in my hand is safe."

How appropriate this story is when applied to Mr. Domb himself. As Rabbi Buchwald noted, Mr. Domb's extraordinary support of NJOP, and his encourage-

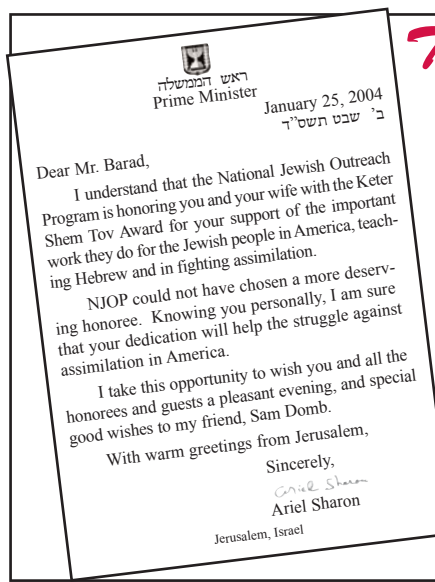
ment of others to do likewise, has enabled tens of thousands of North American Jews to be returned to their "natural environments, to the vibrant sea of Jewish life."

After saluting each of the outstanding honorees, the dinner guests were served two desserts, one for the body and one for the mind. "Hizzoner," former New York City Mayor Ed Koch, the evening's Guest Speaker, ascended to the podium, and in a both humorous and candid manner drove home the message of the importance of outreach. "Because there are so few [Jews] today, 6 million in the United States, 13 million in the world, each of us must be as strong as ten. And you can't be strong if you don't know who you are! You have to know your history! You have to know traditions! [NJOP] makes it exceedingly clear that you have to know that G-d gave us the Shabbat and we should treasure it."

With gratitude to the Al-mighty and to the Dinner Chairs, and with heartfelt acknowledgment of the help of its supporters, NJOP is doing just that. . .giving the sacred treasure of our Jewish heritage to North American Jewry and to Jews the world over. Dinner 2004 was the exclamation point, affirming NJOP's success. And with the help of its gracious and generous benefactors, NJOP will continue to bring Jews back to Judaism, in North America and throughout the world, in unprecedented numbers.



*In Memory of Les Nelkin*  
Forthwith, the Special Service Award will be renamed the Les Nelkin Special Service award



## The Prime Minister's Congratulations

Eva and Ulo Barad both survived the Holocaust in Poland. In response to those experiences, they have dedicated their lives to preserving Jewish life. Founders of Yad Vashem and the Museum of Jewish Heritage, the Barads are also generous supporters of countless yeshivas, synagogues and Jewish organizations. Their passionate activism on behalf of the Jewish people has led them to establish close relationships with the Chief Rabbi of Israel, Israel Meir Lau, who sent video congratulations, and Israeli Prime Minister Ariel Sharon, who sent this letter of accolades.

# Thank You...

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\*Contributions received between  
June 10, 2003 and February 29, 2004



# THIRD ANNUAL FOOD WINE

## A TASTING EXTRAVAGANZA



Co-Chairs Mindy and Fred Miller

(continued from page 1) including: for \$72 a ticket--"See St. Maarten" (1 Week Stay in St. Maarten at The Summit Resort, a secluded private resort overlooking the beach), for \$36 a ticket--"Electronic Elation" (a Canon Powershot S50 Digital Camera, an iPod (20 GB), and the choice of a Blackberry or Palm Tungsten C), and for \$18 a ticket--"Broadway, Broadway" (2 VIP Tickets to RENT and 2 VIP Tickets to HAIR-SPRAY). Each arriving guest received one complimentary \$18 Chinese Auction ticket, and much of the evening was spent debating on the best way to use that ticket (trying for the Knicks tickets, taking a chance on the diamond earrings...etc.). Those who were unable to decide which prize they wanted, simply bought additional tickets to bid on more items.

As the room filled to capacity, Deborah Samuels, one of the evening co-chairs, welcomed those present and introduced Rabbi Buchwald. Knowing he was competing with waiting food, Rabbi Buchwald took only a few brief moments to remind participants that their attendance was helping the National Jewish Outreach Program in its vital fight against the mass assimilation of North American Jews. After concisely portraying the contemporary challenge of illiteracy and assimilation, Rabbi Buchwald noted how poignant-



Co-Chair Deborah Samuels Welcomes the Crowd



Guests Test their Knowledge of the Aleph-Bet

ly one may see the words of the Prophet Amos (8:11) today: *Behold, days are coming...[there will be] a hunger in the land, not a hunger for bread, nor a thirst for water, but a hunger to hear the word of G-d.* Jews today are suffering from a hunger to know their heritage, and NJOP is helping to "feed" them.

Before returning to the tasting event, Rabbi Buchwald introduced surprise guest, Lt. Colonel Scott Rutter. Briefly sharing his thoughts as a proud American and a proud Jew, Lt. Colonel Rutter was, until he retired, the highest-ranking Jewish combat officer in the Iraq campaign. Lt. Colonel Rutter was awarded a Silver Star for leading the battalion that captured the Baghdad airport and downtown Baghdad.

When the Grand Raffle prizes were drawn and the Chinese Auction winners announced, NJOP's guests made their way home, well sated from the gourmet feast and delighted to have done their small part to make certain that the tens of thousands of Jewish people who are distanced from their heritage can be saved from this famine -- with the help of the National Jewish Outreach Program. ★



Co-Chairs David & Meredith Horowitz Choose a Raffle



The Auction Had Something for Everyone



Jolienne and Lt. Colonel Scott Rutter



Rabbi Gideon Shloush Checks out the Vast Wine Selection



"Hmmm...How About Some Broadway Tickets?"



Co-Chair Joel Pelofsky

# FOOD & WINE

## THIRD ANNUAL TASTING EXTRAVAGANZA

If you enjoyed the evening's fare, and wish to try a bigger share, then give these sponsors a quick call, we've provided numbers for them all....

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## NJOP LAUNCHES INTO HISTORY

For the past 16 years, the National Jewish Outreach Program has been teaching Jews the language of their ancestors. Now, NJOP is preparing to teach Jews across North America about the *people* who have used that language for 4,000 years.

NJOP's new Crash Course in Jewish History was officially launched on November 6, 2003, at a parlor meeting hosted by Tamar Sadeh Ellison and Alec Ellison at their home in Rye, N.Y. Introducing the theme of Jewish history, Rabbi Buchwald underscored the importance of Jewish education and Jewish history by drawing a frightening historical parallel to the assimilation of the Jews in ancient Alexandria, Egypt, and the reality of contemporary assimilation in major Jewish communities. This was followed by NJOP graduate Ted Davis' dramatic description of how learning Hebrew through NJOP opened up a whole world of Jewish life for him and his family. The evening concluded with Alec Ellison's artful lesson from the fourth lecture of the Jewish History Crash Course.

As a long-time supporter and an NJOP Board Member, Alec has been the primary advocate for the development of a Jewish history program. He

has played an extensive role in designing the Jewish history curriculum and, on October 27, 2003, became the first Crash Course in Jewish History teacher.


Alec's class at the Temple Israel Center in White Plains was one of five locations that were selected to run pilot Jewish History Crash Courses. The class was also "beta-tested" at Flatbush Park Jewish Center by Rabbi Moshe Mirsky, at Beth Israel Synagogue in Edmonton by Rabbi Dan Friedman, at the United Synagogue in Houston by Rabbi Barry Gelman, and at Manhattan's Kehilath Jeshrun by Rabbi Elie Weinstock.

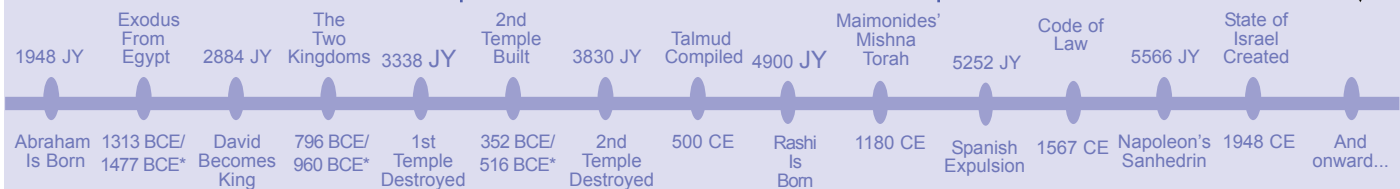
Work on developing the Crash Course in Jewish History began in the summer of 2001, when renowned Gateways Senior Lecturer Rabbi Mordechai Becher presented a five session history crash course at the Jewish Enrichment Center in Manhattan, sponsored by NJOP.

"Aside from presenting a vast reservoir of fascinating historical information, Rabbi Becher provided NJOP with a basic scheme for breaking 4,000 years of Jewish History into 5 sessions and showed how to incorporate humor into history," noted Sarah Rochel Hewitt, NJOP's Publications Specialist. "His lectures served as our

basic outline, although much of his original material was revised to address the specific requirements of our audience."

Once Rabbi Becher's spoken lectures were reformatted into a written lecture guide, the second editorial process began – editing the text to fit the needs of NJOP's multi-denominational locations, trimming excess material, and adding additional ancient and contemporary historical events. The lecture drafts were then reviewed by big-time history buff Alec Ellison, and Jonathan Ray, PhD, who is currently teaching Jewish Studies at Yale University. Finally, this fall, the long editing process was completed, and NJOP was ready to unveil the program.

"We've been studying participant evaluation forms for the past several years to see if there was interest in this sort of program," said Larry Greenman, NJOP's Community Development Coordinator. "The frequent requests for history provided the impetus for NJOP to organize the initial pilot programs." Once NJOP receives feedback from the on-going test programs and last minute tweaks are made, the Crash Course in Jewish History will be offered across North America. 



\*Since there is a difference in opinion over dating prior to the year 335 CE, both dates are shown on the timeline. The date marked with an asterisk is the traditional date. The difference is 164 years.





## NJOP Lights Up The Hamptons

For every action there is a reaction--and many people reacted to the great blackout of 2003 by realizing just how much they take many of the conveniences of 21st century living for granted. This is a lesson, however, that resonates throughout Jewish history as well. All too often, when life has gotten too "easy," Jews have forgotten the blessings of their heritage. This challenge of the American Jewish community was cogently pointed out on August 17, 2003, by Malcolm Hoenlein, the Executive Vice Chairman of the Conference of Presidents of Major American Jewish Organizations, who was the guest speaker at the 3rd annual *Salute to the National Jewish Outreach Program* in the Hamptons.

In an era when vast and, at times, frightening challenges confront the Jewish people, Mr. Hoenlein presented his formula for survival: "You have to have the faith and the courage and the willingness to meet this challenge. It's easy to look at the statistics and say look at all the unaffiliated, look at all the intermarriage, look at all the people who are not involved, and

walk away from it and say it's too much..." The Jewish people have to face their challenges with open arms. This, Mr. Hoenlein, explained, is what makes NJOP so unique. NJOP "doesn't just decry and bemoan the problems, it attacks them."

Support for NJOP's battle against assimilation is what brought many of the two hundred guests to the Westhampton home of Judy and Uri Kaufthal, who so generously hosted the afternoon event.

This year's *Salute to NJOP* actually began on Friday night, August 15th, when the newly opened Hamptons' Prime Grill restaurant hosted a sold-out Friday night dinner with Rabbi Ephraim Buchwald as the guest speaker. Despite the challenge of the blackout, the Prime Grill continued their wondrous ways with food, providing the entrees for the Sunday event. The success of the new Prime Grill, already one of Manhattan's premier kosher restaurants, is another example of the extraordinary revival and flourishing Jewish community in the Hamptons. Just as NJOP supporters came to salute NJOP, NJOP saluted the Hamptons.

Sam Domb, the Master of Ceremonies for the afternoon, has been one of the driving forces behind the Hampton community's revival and growth. "He wanted to show the world, the nations who said that the Jewish people were a rejected people, that the Eternity of Israel will not fail us," said Rabbi Buchwald when acknowledging Mr. Domb's generosity. Sam Domb has "dreamt of the return of the Jews to Zion and Torah and G-d."

The Honorary Chairs for the *Salute to NJOP* in the Hamptons were Rabbi



Marc and Toby Schneier. Rabbi Schneier is the spiritual leader of the Hamptons Synagogue, a focal point of this exciting community. Honored at the *Salute to NJOP* were Esther and Joey Allaham, proud owners of the Prime Grill restaurants. The event was chaired by long-time NJOP supporters Rosalyn and Ron Bunday and Carole and Jack Forgash.

While August 17th started off gray and rainy, once the party got underway the sun came out and the weather was perfect. With sunshine, great food and excellent entertainment provided by Israeli superstar Yoel Sharabi, everyone at the Hampton's event had a glorious time.

The National Jewish Outreach Program would like to congratulate the winners of the Hamptons' raffles: Mira Sofer, who won the Honey Dish and Avi Masliansky, who won both the Tzedakah Box and the silver mezuzah, raffled from the correctly answered Jewish Quizzes. ★



Photos Clockwise From Top:  
(Top Left) Rabbi Arthur Schneier, Mr. Sam Domb, and Rabbi Marc Schneier.

(Top Right) Rabbi Buchwald and Judy and Uri Kaufthal  
(Top Middle Right) Guests Phil Stein and Sandy Cohen  
(Middle Right) Rabbi Yitzchak Rosenbaum and Andy Siegel  
(Bottom) The Kaufthal Family  
(Bottom Left) Rabbi Buchwald with Esther & Joey Allaham  
(Middle Left) Guest Speaker Malcolm Hoenlein



# FROM THE MAIL ROOM

## From a Hebrew Teacher in Israel:

Shalom,

Thank you so much for the packet of materials. I have already found the flash cards very helpful in my Ethiopian group, and several participants have begun using the book to practice reading. Your creative method of clarifying easily confused letters is intriguing and I look forward to adapting the ideas to help my students in their struggle to master Hebrew reading.

Judy Gold  
Be'er Sheva, Israel

## South of the Border

Dear Rabbi;

Today I received the book you sent. It came very fast. Thanks a lot from me and from my kids. This will help us with the Hebrew. My blessings for you and for all the people close to you, and for all Israel. Your actions are helping Jews all over the world.

Thanks a lot  
Ivan Saenz  
Quito, Ecuador

## Rabbi Buchwald's Weekly Message-Reach Out and Touch Someone's Life

I just wanted to send you a note of appreciation. I am truly grateful for the e-mail that I receive from your organization. Please keep them coming...they help me to understand the Torah and its important role in my life!

Thanks  
B. Hoffman  
Utah

## Read Hebrew America/Canada Students Share Their Thoughts:

I decided to study Hebrew because I am tired of only reading transliteration during Shabbat services.

Nancy Salars  
Las Cruces, NM

"This is a great course, I didn't think I was able to do this!"

Marc Hayem  
New York, NY

## INSIDE NJOP: *Rivka and Mindy in the "Oval Office"*



Rivka Bornstein and Mindy Jaroslawicz both came to the National Jewish Outreach Program about 3 years ago. Hired to assist in what was then known as the "Back Office," but since NJOP's move to Sixth Avenue, it has come to be called the "Oval Office" (names reflect the room's actual location and shape), both Mindy and Rivka have become essential elements in NJOP's basic operation.

The "Oval Office" is the "heart" of NJOP. Information on locations and student participation, as well as actual course materials, flow into it and then are smoothly and efficiently pumped back out to their proper destination. In describing the responsibilities of those who work in the "Oval Office," Rivka noted that "Other NJOP professionals develop the ideas and construct the programs and the events. Without us, however, none of it would become reality because we talk to the students directly and we arrange the delivery of the actual materials to the synagogues. We do the type of stuff that others take for granted."

From answering the phones and data entry to coordinating mass mailings and order fulfillment, the "Oval Office" does it all. "We both started off answering phones and doing basic data entry," recalled Mindy, "but as we acquired new technology, enabling us to do more things in-house, our jobs have expanded a lot."

Indeed, in the last three years, the "Oval Office" has taken over receiving the calls for NJOP's two major annual campaigns (RHA/C and SAA/C), sending out bulk mailings, as well as producing and replicating much of the material that NJOP sends to synagogues. All this is done in

addition to entering the thousands of names NJOP receives from class lists, creating and mailing program-appropriate packages, providing customer service, and performing various other important functions. And as NJOP has created new programs and additional materials, the pressure on the job has steadily increased.

Both Rivka and Mindy agree that the key to the efficiency of the "Oval Office" is teamwork. While there are fewer people working in the "Oval Office," those that are there have, for the most part, been with NJOP for several years. Overseen by the indefatigable Lea Schulman, the "Oval Office" staff, Mindy, Rivka, Sofiya Ginzberg, Sara Schulman, and Isabella Ifraimov, have each taken on specific roles, while mastering all of the jobs in order to be in a position to assist each other when necessary.

"In the 'Oval Office,' we also have to handle emergencies...mailings that had to go out 'yesterday' even though there are two other mailings that have to get out ASAP...telephone calls from people who are, um, 'less balanced,' shall we say," Rivka laughed. "On the other hand, we also get to be inspired by the calls we receive from people who are just discovering, or rediscovering, their Judaism."

"It's exciting just to be part of this great effort. It is especially inspirational when we see the ads on the subway or hear them on the radio. It really makes us proud of what we do," Mindy added. And proud they should be, for their efforts have helped tens of thousands of Jews all over the world learn to read Hebrew, enjoy the Shabbat experience, and discover their Jewish heritage. ★

I am enjoying services much more and I am one step readier to go to Israel next year.

A. G.  
Rockland, ME

Thanks for creating a chance to learn how to read Hebrew!

Jordan Lechner  
Highland Beach, FL

I decided to study Hebrew because my kids are in Jewish Day school. They are learning and I want to also.

Patricia Krigel  
Palo Alto, CA

Send Us Your Thoughts...We Love  
To Hear From YOU!  
info@njop.org



Imagine a rabbi's dilemma. Once again, with the arrival of the High Holidays comes the usual swell in attendance. Facing a packed house is a far cry from the 30 or 40 usual Sabbath worshippers. Now is the time to inspire and encourage these "reluctant" congregants and entice them to become active participants in this, their synagogue, their house of worship. But what do they want? That is the question that every synagogue rabbi faces. What is it that the congregants want from their synagogue?

This year, 65 synagogues joined in the National Jewish Outreach Program's efforts to try to help them solve this riddle with it's all new "Priceless Appeal" card.

"Traditionally, the High Holidays are a time when rabbis discuss the needs of the synagogue with the congregants," explained NJOP's Community Development Coordinator Larry Greenman, "Generally this consists of a call for financial assistance, and congregants often receive an appeal card asking them to mark the amount they wish to donate. But synagogues need more than just money," said Greenman, who conceived and executed the "Priceless Appeal" campaign. "The synagogues want their congregants to become active members, with their synagogue being a meaningful center of their lives. This has become one of the greatest challenges in the Jewish community."

Instead of asking people to make a

## Synagogues Find NJOP's Help Pricelessly Appealing

financial commitment, the "Priceless Appeal" card lists 8 different types of programs that the synagogue would run, and asks each congregant to select those they might be interested in attending. The cards, which were distributed at the service, were then returned to the rabbi.

Rabbi Michael Azose of the Sephardic Congregation in Evanston, Ill., was immediately taken with the idea of the "Priceless Appeal" card. He is working hard to revitalize his small community located just outside of Chicago. Of the 108 families, most only attend services on the High Holidays. He saw the "Priceless Appeal" card as a "good way to get [his congregants] to think about what the synagogue can do for them."

In order to encourage a response, many rabbis discussed the "Priceless Appeal" from the podium. Rabbi Eric Silver of Temple Beth David in Cheshire, Conn., made a brief speech on Yom Kippur about "how we can improve ourselves through Jewish learning." Mentioning the other important appeals in the synagogue, Rabbi Silver pointed out to his congregants that this program "won't cost you a cent, but will enrich you immeasurably."

Congregational responses varied from location to location, but most rab-

bis reported around a 10% return on the cards, as well as a slow trickle of late responses. More important than how many responded was *who* responded...Rabbi Reuven

Tradburks of Kehillat Shaarei Torah in Toronto, Ontario, remarked: "I was very pleasantly surprised by the responses received from our less-frequent participants. Ironically, we offer NJOP's Hebrew Crash Course and Beginners Services throughout the year, but the people who noted an interest on the cards have never come to them." Rabbi Tradburks, and other rabbis who experienced similar patterns of responses, now plan on focusing on these people who have expressed an interest but have yet to regularly attend programs.

NJOP looks forward to using the "Priceless Appeal" cards in future years. "Our job is to help synagogues become more outreach oriented, and one of the primary goals is to reach out to non-active long-time congregants and to new ones. The "Priceless Appeal" card was NJOP's way of directly helping rabbis everywhere," Larry Greenman explained.

The general reaction to this project can be summed up by Rabbi Tradburks, who noted that "For the amount of effort involved, which was minimal because the cards are so well designed, this is an outstanding tool." ★

### Shabbat Across America/Canada

A warm and exciting traditional Friday night explanatory service and a delicious Shabbat meal!

### Make Jewish History Come Alive

A 5 session Crash Course in Jewish History provides an overview of 4,000 years of remarkable Jewish history.

### Interactive Holiday Workshops

Discover new meaning behind the Jewish holidays while participating in hands-on learning experiences.

### Adult Education/Scholar-in-Residence

Get involved with a wide variety of educational experiences. Learn from renowned Jewish teachers.

### Social Action/Tikun Olam

Visit the sick, feed the needy, join a mentoring program...become a community volunteer!

## A PRICELESS APPEAL

Choose the Programs  
YOU Want!

Give Yourself  
the Gift of Judaism...

Simply fold down the tabs of those programs that interest you and we'll try to offer them -- Free!

**Newsletter Readers: Let us know what programs you are interested in by cutting out the "card," circling the appropriate programs and mailing the "card" back in the NJOP envelope!**

### Hebrew Reading Crash Course

Learn to read Hebrew in 5 lessons!  
Or sharpen your Hebrew skills in Level II.

### Crash Course in Basic Judaism

5 lectures defining basic Jewish beliefs about *Belief in G-d, Prayer, Shabbat, Jewish Observance, and Sexuality.*

### Shabbat Beginners/Explanatory Service

Ask questions and learn the tunes, structure and fascinating meanings behind the Shabbat prayers!

### One-on-One with a Study Partner

Study the Jewish topic(s) of your choice, at your convenience and at your pace with your own personal mentor.

### Join an Inreach/Outreach Committee

Reach out and invite your friends and neighbors to participate in positive, joyous, Jewish experiences.

## PLANNING AHEAD WITH ESTATE PLANNING

If you are interested in ways to significantly cut both Estate and Income taxes, now is the time to meet with an NJOP affiliated Estate Planning lawyer for a FREE consultation.

Call Beryl Levenson at NJOP (646) 871-0014 for information.

## DO YOU WANT E-MAIL FROM RABBI BUCHWALD EVERY WEEK!



Register now to receive Rabbi Ephraim Buchwald's Weekly Torah Message. To Subscribe, complete and return this form, or email the requested information to: [subscribe@njop.org](mailto:subscribe@njop.org)

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The National Jewish Outreach Program is determined to offer each and every Jew the opportunity to experience Jewish traditions, and is committed to reaching out and touching every Jew in North America. Your support is most appreciated.

NAME \_\_\_\_\_

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- |                                       |         |                                    |         |
|---------------------------------------|---------|------------------------------------|---------|
| <input type="checkbox"/> Associate    | \$36    | <input type="checkbox"/> Friend    | \$50    |
| <input type="checkbox"/> Contributing | \$100   | <input type="checkbox"/> Supporter | \$600   |
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Make your tax deductible check payable and mail to:

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[info@njop.org](mailto:info@njop.org) - [www.njop.org](http://www.njop.org)

## NJOP Shop On-line NJOP Expands Its Educational and Support Inventory



The National Jewish Outreach Program has taken another step towards keeping up with the "information era." NJOP students and supporters are now able to make tax deductible contributions to NJOP on-line via [www.njop.org](http://www.njop.org), and will soon be able to make on-line purchases of NJOP products as well.

"We've wanted to make this option available for some time now," noted Amy Gugig, NJOP's computer guru. "After researching the different options and putting all the pieces together, we're ready to launch this new side of our website," NJOP's entire inventory of for-sale products, including the *Virtual Shabbat* CD-Rom, *Around the Year with NJOP*, *Reishith Binah* Hebrew Reading Primer, Rabbi Buchwald lecture tapes, NJOP instructional videos, decorative prayer posters, and more, will be available for sale on-line to community leaders and to interested individuals.

The new payment system, which was developed with the latest security provisions, will also make it easier for donors to offer financial support to the National Jewish Outreach Program. Those wishing to make a contribution to NJOP will now be able to do so with the click of a mouse (and a credit card, of course).

On-line ordering is just one of the features of [www.njop.org](http://www.njop.org). Visit NJOP's creative website to learn more about the holidays, hear about upcoming programs, or just to get involved. NJOP on-line, one more way to "be a part of it!"

## IN MEMORIAM

NJOP records with sorrow the following losses

### *Ethel Bernstein*

beloved mother of Richard Bernstein

### *Michael Deutsch*

beloved husband of Sonja Deutsch,  
beloved father of Helena Goldstein  
and Alan Deutsch

### *William Goldberg*

beloved husband of Lili Goldberg

### *Helen Goldstein*

beloved wife of Rabbi Leonard Goldstein,  
beloved mother of Arthur and  
Michael Fried

### *Herbert Greenwald*

beloved father of Rose Landowne

### *Helga Lipow*

beloved wife of Herbert Lipow,  
beloved mother of Jane Cornell and  
Wendy Goldstein, and beloved sister of  
Ruth Wertheimer and Ilse Goldschmidt

### *Frances Rivkin*

beloved mother of Jack Forgash

### *Greta Rothman*

beloved wife of Rabbi Bernard Rothman

### *Rabbi Chaim Swiatycki*

beloved husband of Miriam Swiatycki,  
beloved father of Rabbi Sholom Spitz  
and Mrs. Ayala Barnett



NATIONAL JEWISH OUTREACH PROGRAM  
989 Sixth Avenue, 10th Floor, New York, NY 10018

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