

A HOW-TO GUIDE TO THE CHAI MITZVAH IGNITE PROGRAM



INITIAL STAGE

FORMING
GROUPS

MARKETING
AND PR

INCENTIVE
PROGRAMS

LAUNCHING
GROUPS

END OF YEAR

COMMUNITY
COORDINATOR
RESPONSIBILITIES

SAMPLE
BUDGET

HOW TO RUN THE CHAI MITZVAH **IGNITE** PROGRAM

INITIAL BUY-IN STAGE

6 months prior to Launching:

During the first year of the Ignite program the coordinator is laying the ground work. This is the most labor intensive period. Some of the first steps that need to be taken in order to lay the proper foundation for a successful Ignite program are:

1. Schedule a webinar with CM for an introduction to the Ignite program
2. Hire a CM Community Coordinator who works with CM national staff to understand the program and brief CM staff on the community
3. Community Coordinator and Chai Mitzvah staff work with local organizations to envision specifically how Chai Mitzvah will be promoted in the community
4. In many cities we recommend working with umbrella organizations to create an advisory group of diverse community people to help launch the campaign. This advisory group of Chai Mitzvah ambassadors participates in the Chai Mitzvah program and then helps recruit the groups for the following year.
5. Set goals, including:
 - # of groups and participants
 - Engagement measurables such as:
 - #% of participants who report increased participation in community programming or opportunities
 - #% of participants who have been matched to opportunities by facilitators
 - #% of participants who accessed and participated in the exclusive portal or on social media
 - #% of participants who attended exclusive networking events
6. Set operating yearly budget
7. Schedule a time for CM staff to visit the community and meet with key stakeholders

FORMING GROUPS

Consider the social networks within your community. In addition to synagogue groups, think about social spheres that make up book groups or friendship groups. Are there groups that meet at the JCC and may want to infuse some meaning into their meetings?

Here are some steps to take when forming Chai Mitzvah groups:

1. Develop a comprehensive pipeline of prospects
2. Set up meetings to network within the community
3. Host a launching/visioning meeting with key stakeholders, rabbis, potential group facilitators etc.
4. Secure group facilitators who obtain registrations, order materials, and calendar the meetings
5. Utilize Chai Mitzvah's marketing materials to promote the program. These include templated post cards, videos, emails and business cards. All correspondence relating to the Ignite program should utilize the Chai Mitzvah/Ignite brand.

MARKETING AND PR

*A powerful way to promote Chai Mitzvah is to create the feeling of belonging to a movement. Here are some ways in which we used marketing materials and promotional strategies to send the message about joining or starting a Chai Mitzvah group. Use the strategies that work in your community. **At the end of this guide are snapshots of the materials.***

1. Printed Materials: press releases, newspaper ads, bulletin inserts, collateral materials such as postcards, brochures, etc. (CM can provide templates) which are distributed around the community
2. Website: Community Coordinator* works with national staff to create website portals and newsletters
3. Video: CM will create a customized video for your community
4. Link to community portal on Chai Mitzvah website: publish on YouTube, embed on Federation websites, share on social media
5. Digital Marketing: digital ads on organizations' websites and on social media
6. Facebook
 - Create a page for campaign (Ignite Hartford facebook page)
 - Develop posting schedule - Ask local CM graduates to post
 - Audience acquisition - invite people to like the page
 - Ask organizations and synagogues to promote the page
7. Email Marketing
 - Bi-monthly newsletter
 - List groups running
 - Highlight participants
8. Other marketing ideas:
 - Banner in central locations
 - Lawn signs
 - Posters
 - Table at community events or in front of a store
 - Network at community-wide events
 - Button Campaign - wear CM buttons during the month of May
9. Event ideas
 - Kick-off rally
 - Meet-ups
 - Year end event

**See Community Coordinator job description on page 4*

INCENTIVE PROGRAMS ADDED VALUE

In order to encourage CM participants to have fun, fully engage in the CM program, and to talk about it with their friends throughout the year, it's helpful to offer incentives throughout the year. Incentives include:

1. Creative Community-Wide Calendar of opportunities for Jewish growth, with updates throughout the year
2. Discounts from caterers and vendors for Chai Mitzvah participants
3. Small gifts such as CM buttons, sticky notes, and Shabbat candle lighting kits

LAUNCHING GROUPS AND MAINTENANCE

Holding the hand of Group Facilitators is a major part of the Community Coordinator's job. Before the groups get started, an appointed Group Facilitator needs to order materials, calendar the dates for meetings, and communicate with the Community Coordinator.

Keeping the "buzz" going in the community can be a laborious but exciting task. Some of the Community Coordinator responsibilities are:

1. Tracking groups and participants by encouraging them to sign up with CM so they can receive monthly updates and newsletters, be part of the global conversations, and receive tree certificates
2. Posting monthly offerings for social action and learning opportunities (Bucket List) on the Ignite City Portal
3. Looking for opportunities to publicize the program in the community
4. Inviting participants to meet-and-greets once a month: schedule these for the same day each month, so that participants can plan ahead; add them to Outlook, Google, and iCal calendars; provide incentives to participants at the meet-and-greets – food and perks (swag, coupons to local shops)
5. Sending out a Chai-light about participants and the projects they have taken on to keep people connected and inspired
6. Finding opportunities to start new groups throughout the year
7. Communicating with CM staff throughout the year by copying CM on all community-wide correspondence
8. Visiting at least two meetings of each registered group

END OF YEAR

Wow, you did it! This was a great year for Jewish engagement. Take stock of how many people are more deeply connected to the community and their Judaism.

1. Make sure all participants are registered with CM by the end of February so they can receive the JNF Tree Certificates and End-of-Year Completion Certificates from CM
2. Work with existing organizations and groups to identify next year's groups
3. Plan an end-of-year celebration and invite all the community participants. Encourage them to bring a friend so that more people will be inspired by Chai Mitzvah

Please note:

Although most Chai Mitzvah groups begin in October, CM has 12 monthly Sourcebooks so that groups can start at any time during the year. Every CM group is on the same topic each month. We require a minimum of 9 sessions to complete the program as well as the completion of the "Bucket List" items of personal commitments to learning, social action, and ritual-spiritual practice. These can be done personally or as a group. We suggest that the end-of-year celebration involves all who are engaged in the program even if they have not completed it. Many groups continue for 2 years using the same materials (There are usually many more resources in our Sourcebooks than are used in any given session. There are also additional "overlays" such as Business Ethics, Mussar, and supplemental readings that can be used.) It is our experience that after the two years, Chai Mitzvah participants are more engaged in their community and will continue involvement in other ways.

COMMUNITY COORDINATOR

JOB DESCRIPTION

10-15 hours per week, depending on the season

RESPONSIBILITIES

- Year One: Recruit 3-5 groups who will become CM ambassadors to begin the program
- Starting in January of year one, with support from the ambassador group, begin to bring CM to the general community to form groups for beginning of year two
- Plan and implement visioning meeting of community leaders, both lay and professional, people who could potentially put together groups, and ambassadors
- With the support of the ambassadors and the umbrella organizations, begin to recruit and brand CM
- Set goals/metrics for success for the community
- Ensure that facilitators for each group are appropriately registered and participants are registered
- Make sure groups have ordered materials
- Participate in Ignite City coordinators' webinars
- Research and advertise opportunities within the community for social action, learning and ritual (ongoing)
- Obtain "perks" from local vendors such as discounts at grocery, caterers or Judaica store
- Visit each group a few times a year
- Create monthly community meet ups and publicize them
- Find opportunities to promote CM in the community (events)
- Weekly check-in with national staff
- Use CM templates for marketing and PR
- During year 2 work with organizations to form groups for year 3
- Plan end of the year celebration

SAMPLE BUDGET

FINANCING THE CHAI MITZVAH IGNITE PROGRAM IN YOUR COMMUNITY

Chai Mitzvah was intentionally designed to be a low-cost, turn-key program to be easily implemented in communities. Chai Mitzvah believes in collaborating with communities to reduce redundancy and cost. We believe there is an abundance of opportunities available (supply) and work diligently to increase participation (demand).

BUDGET

Income

Chai Mitzvah Grant – *CM offers a \$25,000 grant, paid out over two years to compensate a program coordinator. We expect 10 -15 hours per week devoted to CM (depending on the time of year). See above for a detailed description of coordinator's responsibilities.*

Expenses

- Coordinator's Salary – *paid for in part by Chai Mitzvah grant*
- Registration and Materials:
 - Organizational Registration, per organization - \$72* (paid by organization)
 - Sourcebooks - \$36/set plus shipping (paid by participants)
 - *No-registration fee for informal friendship groups.*
- Instructors – *funding source varies – The CM program supports lay leaders running groups, through training and webinars and very easy to follow materials. Many groups run without a professional. Many rabbis and professionals are willing to teach groups for no fee. Sometimes groups will pay for a particular teacher to teach. CM suggests \$75 or \$100 per session. Some organizations have a budget to pay for instructors, such as independent living facilities, JCCs and Federations.*
- Publicity - funded by community*

We recommend using the established community marketing channels at little or no cost to the Chai Mitzvah program.

**Chai Mitzvah will provide social media support, including online facebook page for the city, at no cost to the community.*
- Marketing - funded by community
The community can determine how much to spend in order to promote Chai Mitzvah.

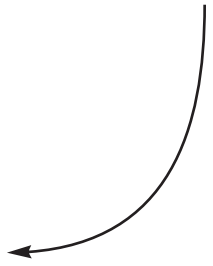
MARKETING MATERIALS

*Here is a sample of the Ignite Hartford marketing materials.
All of these can be customized for your community.*

LAWN SIGN



*These colorful,
eye-catching signs
were placed
throughout on lawns
the community to
brand the Ignite
Hartford initiative.*



IGNITE HARTFORD WEBPAGE

The Ignite Hartford webpage serves as a hub for members to see the ever-growing list of groups forming, as well as a place to check out social action or community-wide learning opportunities. The content is updated frequently.

Customized video available

ORDER MATERIALS CONTACT US
860.206.8363
info@chaimitzvah.org

GALA COCKTAIL RECEPTION ABOUT US CURRICULUM GROUPS DONATE f t y i

Ignite HARTFORD

CHAI MITZVAH
www.chaimitzvah.org/ignitehartford

Ignite Hartford Promotional Video

Start a Chai Mitzvah group with friends, colleagues, or in your synagogue or organization. Take on the Chai Mitzvah challenge and infuse Judaism into a professional or friendship group.

REGISTER

Ignite Hartford Groups Running:
BBYO Connecticut Valley Region
Bess and Paul Sigel Hebrew Academy
Beth David Synagogue
Beth El Temple
Beth Sholom B'nai Israel
Congregation Beth Israel
Duncaster
Downtown Lawyers Group
Emanuel Synagogue
Farmington Valley Jewish Congregation
Hamilton Heights
Hebrew Health Care
Hebrew High School of New England
Hoffman SummerWood Community
Jewish Federation of Greater Hartford
JTeen Connect
Mandell JCC
Mikveh Bess Israel
Sharon Holtzberg Friendship Group
Steeplechase Group
Temple Sinai
Trinity College Hillel
Chavurah 613
Young Israel of West Hartford

NEW GROUPS FORMING!
Men's Business Ethic Group

Chai Mitzvah participants are choosing how they will be growing their Judaism by putting items on their "The Jewish Bucket List" in the areas of social action, spiritual practice and further study. We'll be posting wonderful opportunities happening now.

Like the Ignite Hartford Facebook page for Live updates- get involved!

BROCHURE

This brochure describes the program in depth.

Executive Director
Audrey Lichter
audrey@chaimitzvah.org

Special Projects
Nina Woldin
nina@chaimitzvah.org

Engagement
Ilana Bernstein
ilana@chaimitzvah.org

Director of Israeli Programming
Yosefa Drescher
yosefa@masachai.org.il

Chai Mitzvah Board of Directors
Scott Shay, President
Alan Mendelson, Treasurer
Harvey Arfa
Audrey Lichter, Executive Director

Visioning Committee
Rabbi Daniel Cohen, Lisa Grant, Ph.D.,
Jeff Kress, Ph.D., Ann Baidack Pava,
Bruce Putterman, Stuart Himmelfarb,
Rabbi Marla Feldman

WWW.CHAIMITZVAH.ORG

Chai Mitzvah is a 501(c)3, non-denominational program
generously funded through grants and private donations.

Collaborative partners include: UJA-Federation of NY, Tribe,
BBYO, Jewish National Fund, Limmud NY, Jewish Community
Foundation of Greater Hartford, WRJ and URJ.

LEARNING



SOCIAL ACTION



RITUAL



COMMUNITY



IGNITE Jewish Life in Your Community



What is Chai Mitzvah?

Chai Mitzvah is an independent 501(c)3 Jewish engagement program that spans the spectrum of Jewish practice and is for people from any background of Jewish knowledge and Jewish living.

Chai Mitzvah works through the creation of friendship groups that guide and support each other along the journey.

There are two components to the Chai Mitzvah program:

1. Monthly group learning sessions using the beautifully illustrated curriculum provided by Chai Mitzvah
2. Opportunities for personal growth through learning, social action, and spirituality

Chai Mitzvah provides the framework and guidance to explore a meaningful Jewish life on your own terms, and at your own pace.

Chai Mitzvah builds community, bringing people together across generations and/or similar ages and stages of life, such as empty nesters, B'nai Mitzvah parents, and early childhood parents.

Along with our beautifully illustrated monthly sourcebooks, additional materials are available:

- Family Education
- Teen Program
- Business Ethics

IGNITE Your City! Why do Chai Mitzvah?

You work very hard to create excellent Jewish programming. Imagine what it would be like to have these programs filled to capacity!

Chai Mitzvah's **IGNITE** program increases engagement in communities like yours.

Chai Mitzvah will provide:

- A matching grant to bring the **IGNITE** program to your community
- Customized marketing and publicity
- Coaching and oversight to implement the program
- Onsite visits
- Participation in a global conversation with over 1,000 individuals across the United States, Canada, and Israel who are also doing **Chai Mitzvah**
- For those who complete the program, **Chai Mitzvah** will supply certificates of completion, and plant a tree in Israel for each participant through Jewish National Fund





Which is greater, study or action?

Kiddushin 40b



The Chai Mitzvah program offers a brilliant response to this famous Talmudic debate — *both*.

Participants are learning, doing, connecting with each other and engaging in Jewish spiritual practice, *tikkun olam*, and communal life in ways that I could never have imagined. *It is a Jewish educational game changer.*



*Rabbi Dan Goldblatt,
Beth Chaim Congregation*

At Least Seven Reasons to **IGNITE** Your City:

- 1. Increased Engagement:** Almost 100% of *Chai Mitzvah* participants report that they have increased engagement in the community after the program ends.
- 2. Capacity Building:** *Chai Mitzvah* encourages individuals to participate in the programs and activities your community already offers.
- 3. Networking:** The *Chai Mitzvah* program encourages individuals to create friendship groups and unites people in a community-wide endeavor.
- 4. A Quality Program for a Reasonable Cost:** *Chai Mitzvah* is inexpensive and fun to do, partnering with communities to maximize resources.
- 5. Turnkey and Flexible:** *Chai Mitzvah* provides a proven, easy-to-implement program that has been adopted by thousands of individuals across denominations and levels of engagement.
- 6. All Ages and Stages:** *Chai Mitzvah* has been successfully used with young families, teens, and adults - from millennials to seniors.
- 7. Individualized:** *Chai Mitzvah* is a great way to celebrate, commemorate, connect, and mark a special time in your life. Individuals are encouraged to join with others to explore interesting Jewish topics and discover what's meaningful in their Jewish lives.

*Add your own reasons - Join the global conversation and **heat up** Jewish life in your city!*

Learn more:
audrey@chaimitzvah.org
860-206-8363
www.chaimitzvah.org



What are people saying about Chai Mitzvah?



Chai Mitzvah's **IGNITE** program helps us find opportunities to create vehicles for engagement for our community. This is a really powerful part of our purpose and our mission."

Michael Johnston,
President and CEO, Jewish Community Foundation of Greater Hartford

"Chai Mitzvah's **IGNITE** program is transforming lives Jewishly."

Alan Mendelson,
Community Leader and Board Member

"I love everything about it!.
Rabbi Ilana Garber,
Beth El Temple, West Hartford, CT



POSTER

*These posters were placed in popular shops
and in every synagogue's lobby.*



Ignite HARTFORD

CHAI MITZVAH
Grow Your Judaism



Learning



Ritual



Social Action



Community

HEAT UP YOUR JEWISH LIFE!

Start a Chai Mitzvah group for the fall of 2016

For more information:

Ilana Bernstein 860-922-0448 or ilana@chaimitzvah.org

Visit our website www.chaimitzvah.org

Like us on: facebook.com/ignitehartford

IGNITE NEWSLETTER

Here is one example of the quarterly newsletter sent out to community leaders and Chai Mitzvah participants.

HEAT UP YOUR JEWISH LIFE!

WWW.CHAIMITZVAH.ORG/IGNITEHARTFORD



Welcome to the Ignite Hartford E-newsletter!

Chai Mitzvah is pleased that you have joined the movement to **heat up Jewish life in Hartford**. You are part of a community of individuals and organizations who are beginning the Chai Mitzvah journey. **There will be more than 25 Chai Mitzvah groups up and running, with more than 200 individuals involved.**

We are looking forward to offering you the opportunity to study together in small groups, network with others and to identify what is meaningful to you in the areas of learning, social action and spiritual practice.

With any questions please contact [Ilana Bernstein](#).



Insider's Look

Through this newsletter, and on our website, you will be provided with an insider's look at opportunities available throughout the community.

As an organization, are you planning a scholar-in-residence program, or a social action event that is open to the community?

Please provide us with program information by contacting [Ilana Bernstein](#), so that we may promote it to Chai Mitzvah participants.

As an individual, your participation in special classes, programs and activities offered by various community organizations will make this experience more meaningful for you.

Heating Things Up - Next Steps for Group Organizers:

For group facilitators, here are a few steps to getting your group off the ground:

- Promote it - We are happy to provide marketing materials and personalized promotional tools. Just contact ilana@chaimitzvah.org.
- Schedule - Set dates for your monthly sessions.
- Order - We provide beautifully illustrated self-guided monthly source books. **Order** the amount you'll need before your first session.

As a participant, don't forget to register!

Members of Chai Mitzvah groups should register to:

- Receive your JNF tree certificate
- Take part in the global Chai Mitzvah conversation
- Receive curriculum updates and the monthly Chai Mitzvah newsletter
- Provide important feedback to improve Chai Mitzvah for future participants
- Remember to fill out your pre- and post- program surveys to receive a Starbucks gift certificate

Chai-lighted Group!

"I am looking forward to being a part of Ignite Hartford and connecting with other young Jewish professionals in the community. It is so special to have a peer network to explore, discuss and share our own Judaism - both professionally and personally, while at the same time illuminating contemporary topics with Jewish texts and wisdom."

- Eric Maurer

Director of JTConnect
and member of the Chai Mitzvah Young Professionals
Networking and Learning Program



**ENJOY- 5% OFF
your purchases at
the Judaica Shop
from September thru June
(eligible only to current
Chai Mitzvah students)**



STAY TUNED...
the next e-newsletter will include dates
for networking meetups starting in November 2016!

IGNITE POSTCARD

This postcard can be customized to your community.



The postcard features a dark blue background with a white tree logo on the left. A yellow flame is positioned above the word "ignite" in a large, white, sans-serif font, with "HARTFORD" in a smaller font below it. To the left of the tree, the text "CHAI MITZVAH" is written in white, with "Grow Your Judaism" in a smaller font underneath. To the right of the tree, the website "WWW.CHAIMITZVAH.ORG/IGNITEHARTFORD" is listed in white. Below the main title, there are four small photographs arranged in a 2x2 grid. The top-left photo is labeled "Learning" and shows a woman reading a book. The top-right photo is labeled "Ritual" and shows a woman with her hands clasped in prayer. The bottom-left photo is labeled "Social Action" and shows a woman talking to an older man. The bottom-right photo is labeled "Community" and shows a group of people smiling. To the right of the postcard, there is a white text area with a blue border. It contains the following text: "Join us as we provide the spark to ignite Jewish engagement in Hartford." followed by "Start a Chai Mitzvah group in the fall of 2016 with friends, colleagues, or synagogue or organization." Below that, it says "Chai Mitzvah offers:" followed by a bulleted list: "• 9 monthly learning resources that are easy to facilitate" and "• Road map for applying Jewish learning to meaningful social action and spiritual practice". Then, it states "\$36 per person - includes learning resources, tee shirt, tree planted in Israel in your honor, certificate of completion, and personal concierge service to match your interests with opportunities within the community." Below this, it asks "Have we sparked your interest?" and provides contact information: "Contact Ilana Bernstein (860) 922-0448, ilana@chaimitzvah.org". At the bottom of the text area, it says "Like us: facebook.com/ignitehartford" and "www.chaimitzvah.org/ignitehartford". At the very bottom of the postcard, there are three logos: the Jewish Community Foundation logo with the tagline "Your Community. Your Legacy. Your Way.", the Jewish Federation of Greater Hartford logo, and the JCC logo with the tagline "YOU HERE". Below these logos, it states "Chai Mitzvah is a 501c3, non-denominational program generously funded through grants and private donations."

Join us as we provide the **spark** to **ignite** Jewish engagement in Hartford.

Start a **Chai Mitzvah** group in the fall of 2016 with friends, colleagues, or synagogue or organization.

Chai Mitzvah offers:

- 9 monthly learning resources that are easy to facilitate
- Road map for applying **Jewish learning** to meaningful **social action** and **spiritual practice**

\$36 per person - includes learning resources, tee shirt, tree planted in Israel in your honor, certificate of completion, and personal concierge service to match your interests with opportunities within the community.

Have we sparked your interest?
Contact Ilana Bernstein (860) 922-0448,
ilana@chaimitzvah.org

Like us: [facebook.com/ignitehartford](https://www.facebook.com/ignitehartford)
www.chaimitzvah.org/ignitehartford

 JEWISH COMMUNITY FOUNDATION
Your Community. Your Legacy. Your Way.

 Jewish Federation
of Greater Hartford

 JCC
YOU HERE

Chai Mitzvah is a 501c3, non-denominational program
generously funded through grants and private donations.

MEET-UP INVITATION

This is one example of an e-invite that was sent out to community leaders and Chai Mitzvah participants on a regular basis throughout the year. We suggest that the Community Coordinator schedule these for the same day each month, so that participants can plan ahead; add them to Outlook, Google, and iCal calendars; and provide incentives to participants.



HEAT UP Your Jewish Life!

Ignite Hartford **Monthly Meet and Greet Events**

In a time when it is more important than ever for us to come together, **Ignite Hartford** invites all members of Chai Mitzvah groups throughout the Greater Hartford community to monthly meet and greet events. It is a wonderful opportunity for people who have a renewed sense of Jewish engagement to get to know each other and further develop relationships.

These monthly gatherings will take place at the Mandell JCC Gallery.

- Hear from a leading expert on each month's study topic.
- November's topic is Tzedakah/Philanthropy with guest speaker Gerry Goldberg.

You are invited:

Wednesday, November 30th at 7PM
Mandell JCC, 335 Bloomfield Ave, West Hartford, CT 06117

HOW CAN SOCIALLY RESPONSIBLE AND IMPACT INVESTING BE PART OF MY PHILANTHROPIC PLAN?



As CEO and Co-Founder of GYL Financial Synergies, Gerry provides consulting services to corporations, municipalities, self-insurance funds, non-profit organizations and high net worth private clients in areas that include investment policy, asset allocation and investment management selection and oversight. He also advises clients on the structure and development of qualified retirement plans. Gerry lectures and authors articles on various investment-related topics, and has served as an adjunct professor in the MBA Program at the University of Hartford. Gerry has served as President of the Board of Directors of the Hebrew High School of New England and is a Trustee of Jewish Community Foundation of Greater Hartford.

RSVP to Ilana Bernstein: ilana@chaimitzvah.org or (860) 922-0448.

JEWISH LEDGER ADVERTISEMENTS

HEAT UP YOUR JEWISH LIFE!
Form a Chai Mitzvah group for Fall 2016



ignite
HARTFORD

CHAI MITZVAH
Grow Your Judaism

CONTACT ILANA@CHAIMITZVAH.ORG
WWW.CHAIMITZVAH.ORG/IGNITEHARTFORD



ignite
HARTFORD

HEAT UP YOUR JEWISH LIFE!
Start a Chai Mitzvah group for fall 2016.

*"I'm starting a Chai Mitzvah group with my neighbors at Steeple Chase - a great way to meet new friends."
-Audrey Lichter*

Join with others to *explore* interesting Jewish topics and *discover* what's meaningful to you in your Jewish life.

CHAI MITZVAH
Grow Your Judaism

Have we sparked your interest?
Contact Ilana Bernstein (860) 922-0448, ilana@chaimitzvah.org

Like us: [facebook.com/ignitehartford](https://www.facebook.com/ignitehartford)
www.chaimitzvah.org/ignitehartford

Chai Mitzvah is a 501 c3, non-denominational program generously funded through grants and private donations.

We placed ads in the local Jewish newspaper for 10 weeks, highlighting participants, and providing information on the Chai Mitzvah experience.

Many participants who had not heard about the program from social media or from a synagogue became involved from seeing these advertisements.

CHAI MITZVAH MATCHES

*Shabbat candles
and Chai Mitzvah
matches helped
ignite
our campaign.*



CHAI MITZVAH PINS



*Over 200 people
became a
Chai Mitzvah in
Hartford.
We encouraged
them to wear a
pin for the
Month of May
campaign.*

YEAR END EVENT
POSTER

*Here is Ignite Hartford's Celebration Booklet.
See the many ways in which people grew Jewishly
and connected to their community.*

IGNITE Hartford: Inspire. Connect. Celebrate!

Chai Mitzvah participants, come together and meet each other, and celebrate your journeys.

INSPIRATION FAIR: A showcase of community volunteer opportunities
Open to the public, bring friends to be inspired!

Wednesday, June 14, 2017, 6:30 pm @ Mandell JCC



Be Inspired.

Hear inspiring stories from Chai Mitzvah participants who chose creative ways to grow their Judaism. Discover community organizations with exciting volunteer opportunities in the area.

Connect.

Meet individuals who made a difference this year, and hear their stories. Find out what Chai Mitzvah is all about.

Celebrate.

Celebrate with friends and neighbors.



FOR MORE INFORMATION:

Ilana Bernstein 860-922-0448 or ilana@chaimitzvah.org

Visit our website www.chaimitzvah.org • Like us on: [facebook.com/ignitehartford](https://www.facebook.com/ignitehartford)

Our year-end celebration is a wonderful time for Chai Mitzvah participants to celebrate their experience together as well as a great opportunity for community members to come hear about the Chai Mitzvah program.

This poster is hung in every synagogue and mailed as a flyer to each Chai Mitzvah participant.

EXAMPLES OF INDIVIDUAL PROJECTS

The CHAI MITZVAH **IGNITE** program increases community engagement through Learning, Social Action, and Spirituality. Below are some examples of individual projects from **IGNITE HARTFORD**.

LEARNING:

Continued to learn with the rabbi from the Hebrew High School of New England • Started a conversational Hebrew course • Participated in the weekly class with our rabbi • Learned more about the meaning of the morning prayers • Listened to Jewish podcasts • Learned more about the theological differences between the movements in Judaism • Learned about Jewish practices and especially about my responsibility to my family • Enrolled in different classes offered in the community • Learned about the structure of the Shabbat morning service • Went to Israel with special synagogue trip with other CM participants • Completed my adult Bat Mitzvah • Learned to understand daily and shabbat prayers • Learned more about Breslov Hassidim • Supplemented each session with more materials • Learned more about kaballah • Attended the Rabbi's introduction to Judaism class • Enrolled in a Hebrew class • Learned about the history of Israel • Studied the weekly parsha • Learned about the Shabbat prayers • Wrote a family Jewish history • Studied with the rabbi • Learned more Hebrew • Read books from Jewish book festival • Learned the laws of hair covering • Learned about Friday night Shabbat customs • Learned more about my ancestry

SOCIAL ACTION:

Became more involved with the synagogue's social action committee • Supported an ill friend • As a group, donated 17 bags of kosher for Passover food to the Kosher food pantry • Volunteered at the assisted living facilities • Increased volunteerism in my synagogue • Provided school supplies to children in need • Worked on an endowment campaign for Jewish day schools • Planned a Mental Health Awareness Shabbat • Coordinated a book drive • Helped the synagogue become more welcoming • Worked with Food Share to distribute food on a regular basis • Read with inner city children • Helped with the needs at Jewish Family Service • Worked on Jonathan's Dream Playground (an inclusive playground) to create donor records for the past years • Worked with the Federation senior shopping program • As a group, promoted awareness of and protection against domestic violence

SPIRITUALITY:

Discussed Torah at our Shabbat dinner table • Expressed gratitude for our blessings from God when we ate as a family • Attended a Shabbat retreat • Ran a Passover seder • Attended the Mandell JCC's Women's Seder as a group • Chanted megillah on Purim • Learned to blow shofar • Baked challah • Became more intentional about Friday night rituals • Learned how to do Shabbat blessings • Committed to light Shabbat candles on time • Became more "present" when I light shabbat candles • Put on Tefilin in the morning • Committed to counting the Omer to completion • Went to learner's minyan • Participated in new synagogue services (havdalah, shabbat morning, weekday minyan) • Prayed when I woke up and before going to bed • Continued attending weekly minyan and a few Shabbat morning services • Read Torah a few times a year • Attended morning minyan at least two times per week • Recited morning prayers • Celebrated Havdalah and Shabbat dinner together with my group • Attended services more often



Chai Mitzvah was created as a way to engage participants in a Jewish journey throughout their lives by encouraging them to take some time to reflect on where they are Jewishly and what they would like to achieve.

Chai Mitzvah Ignite was created to increase engagement and strengthen communities. Chai Mitzvah group members participate in monthly group study, and identify what's important to them in the areas of independent study, social action, and ritual/spiritual growth. Chai Mitzvah's networked groups can be found throughout the community in both formal and informal settings and come together periodically to Ignite a city.

We hope you find this guide helpful in creating a successful Ignite program. Please feel free to contact the Chai Mitzvah staff for additional information:

Nina Woldin, Liaison to CM Groups: nina@chaimitzvah.org

Audrey Lichter, Executive Director: audrey@chaimitzvah.org

*Chai Mitzvah is an unaffiliated, non-profit independent 501(c)3 corporation, funded through donations and grants.
Please consider sponsoring a Chai Mitzvah program in your community or making a gift today.*

860.206.8363 • info@chaimitzvah.org • www.chaimitzvah.org