

YOM HASHOAH YELLOW CANDLE™ PROGRAM

How Your Club Can Promote Candle Sales, Manage Costs and Generate Donations

Appoint a club Yom Hashoah Yellow Candle Chairman

Let your chairman know that he can communicate any of his club's concerns and questions to FJMC Yom Hashoah Program Co-Chairs Gerry Brin or Eric Weis at info@yellowcandles.org



Create a focused program goal or project.

For example:

- Build a Holocaust library
- Create a Holocaust monument for survivor families in the congregation
- Endow a religious school Holocaust curriculum
- Make a garden for the righteous gentiles
- Fund a school trip to the US Holocaust Museum in Washington DC
- Establish a scholarship fund for students
- Fund summer travel abroad to Holocaust sites

Need help? Contact Eric or Gerry at info@yellowcandles.org

Enlist your Rabbi's support!

- Have your Rabbi prepare a letter in support of the candle program.
- Post this message on the shul website or in its bulletin.
- Send the message to the entire congregation at the beginning of the year.
- Make the congregation aware of the program well before they receive a candle.
- Tie the Yellow Candle program into ritual and educational programs in the shul.
- Get your Rabbi's buy-in to promote the Yellow Candle program from the bimah.

Send a follow-up letter to the congregation from the Yom Hashoah Yellow Candle Chair.

Tell congregants what your club will do with the donation money you collect from the program.

Organize other commemorative events about the Shoah to increase Holocaust awareness.

- Special speaker programs
- Film series on Holocaust-related topics
- Holocaust “Scholar-in-Residence” program.
- Honors events for survivors and their families

Need more ideas? Contact info@yellowcandles.org

Promote Yom Hashoah Yellow Candle Programs

- Use timely announcements in synagogue publications about candle sales and donations
- Keep program announcements updated on the shul website
- Have announcements from the bimah – especially by the Rabbi (did we say that already?)
- Make periodic mailings included with the newsletter or bulletin

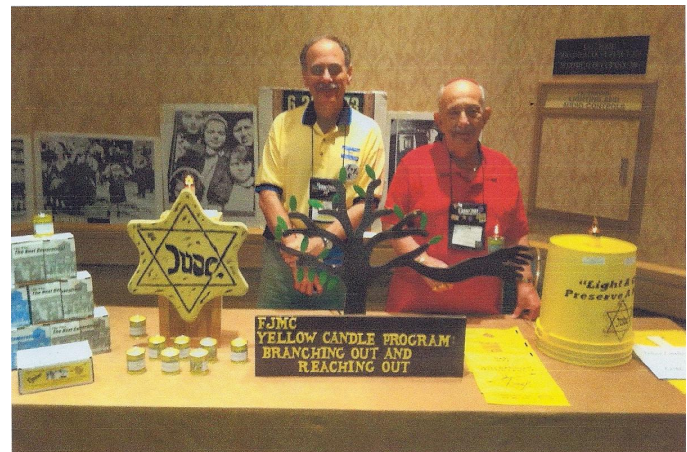
Create a visual program presence

- Put a Yellow Candle display in your synagogue lobby to elevate the program’s visibility.
- Have a volunteer sitting at a table on certain Sunday mornings to chat with congregants and visitors.

Good candidates include:

- Parents or club leaders who know a lot of people
- Holocaust survivor or a family member
- Men’s Club leader

Questions? Contact Bob Weinstein at yelcandle@cox.net



Depress program materials cost

- Cultivate and develop individuals and families to sponsor cases of candles.
- Recognize sponsorships in public, in writing, personally and with gratitude.
- Make it an honor to belong to the Yom Hashoah Yellow Candle sponsor group.
- Create a plaque which honors sponsors.

Involve your synagogue affiliates

- Get USYers and the Sisterhood to help pack candles and prepare them for mailing
- Involve the religious school in local parent/child delivery teams
- Get adult education to cooperate with Kristallnacht programming about the Shoah
- Turn Candle distribution into an event for young families
- Have kosher food and Israeli music during the event; the kids will love it

Manage delivery costs

- Use USPS bulk mail
- Follow guidelines issued by FJMC on the proper way to deal with the Post Office.
- Mailing costs should not exceed \$0.90 per piece if bulk mail is done correctly.
- In-town delivery may be less than \$0.70 per piece.
- Alternatively, eliminate delivery costs by implementing local hand delivery. Follow the method developed by the Brandeis Men's Club of Temple Israel in Ridgewood, NJ, covered in its 2009 Torch Award program.

Maximize program revenue

- Include an appeal in the candle delivery package.
- Have the Rabbi sign (or co-sign) the appeal letter.
- Give recipients a choice of donation levels in multiples of chai (\$18, \$36, \$54, \$72 etc).
- Include the donation form as part of the appeal letter, with a simple tear-off line to make it easy to return. Include a self-addressed return envelope in the mailing for returning donations to the Men's Club.
- Consider putting first class postage on the return envelope; this increases the return rate
- Track donations, from year to year, if possible. Identify those who usually donate.
- **Follow up** with a second appeal reminder letter around Shavuot to increase the responses.

Use FJMC's new "tri-fold" brochure

It's available on the website www.yellowcandles.org. Use it to expand your candle sales and to reach out to other synagogues, affiliates, religious organizations and other groups in your area.

Bookmark FJMC'S Yellow Candle website www.yellowcandles.org

Use it to find Torch Award winning Yellow Candle programs, ordering forms, educational materials, images, FAQs, best practices, guides, etc.

Say thanks

- Send thank you letters to your Rabbi, USY and Sisterhood for their continued support of the Yom Hashoah Yellow Candle Program
- Recognize and thank all the volunteers in as many ways as possible
 - Hold a breakfast or dinner in their honor
 - Use "home-made" certificates or get award blanks from FJMC
 - Create an aura of kovod/respect for those who pitch in to remember the Shoah.

Publicize your Shoah activities in local Jewish and community media

Create news releases and submit photos of your volunteers in action

ZACHOR! NEVER FORGET!

G'DANK! THANKS!

SAMPLE CLUB YELLOW CANDLE BUDGET

Account	Prior Year Actuals	Budget (Current Year)	Actual YTD	Variance (vs. budget)	Variance (vs. prior year)
INCOME ITEMS					
Candle Donations				\$ -	\$ -
Candle Sales				\$ -	\$ -
Case Sponsorships				\$ -	\$ -
Fund Raising				\$ -	\$ -
Region Subsidies				\$ -	\$ -
<u>Other Sources</u>	\$ -	\$ -	\$ -	\$ -	\$ -
Total Income	\$ -	\$ -	\$ -	\$ -	\$ -
EXPENSE ITEMS					
Candles, Boxes, Bags				\$ -	\$ -
Postage				\$ -	\$ -
Scholarships				\$ -	\$ -
Misc Programs				\$ -	\$ -
Misc Supplies				\$ -	\$ -
<u>Misc Youth</u>	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
Surplus (Deficit)	\$ -	\$ -	\$ -	\$ -	\$ -

ORDER QUANTITY CALCULATION SHEET

Candles Boxes Bags

(A) Candle stock on hand _____

(B) # of congregants: _____

(C) # of staff: _____

(D) Needs for programs events: _____

(E) Total order: (B+C+D-A): _____

(F) # of cases to order (E/48): _____

(Note that bags come in boxes of 250 pieces)

(G) Future stock needs: _____

(For distribution to other local organizations etc)

Sample Calculation 1: 9 cases needed for current year. Cost 9 x \$69 = \$621

Sample Calculation 2: 27 cases needed for three places. Cost 27 x \$63 = \$1701

By combining orders from three places, overall cost saving is 27 x \$6 = \$162

Note: \$63 price applies only to "early bird orders" placed by end of the year