



## Implementation Guide for the World Wide Wrap



Leadership Innovation Community

a program of the Federation of Jewish Men's' Clubs, Inc.

**Join with our people.  
Participate in the Mitzvah.  
Experience the Wonder & Joy of Tefillin.**

**Register today  
[www.worldwidewrap.org](http://www.worldwidewrap.org)**

## **MAKE THE COMMITMENT FOR YOUR CLUB AND YOUR CONGREGATION!**

### **UNITE WITH YOUR FELLOW JEWS ACROSS THE GLOBE AS WE WRAP & ROLL TOGETHER!**

- **Every Men's Club wants to help with Minyan!**
- **Every Men's Club wants to help with Adult Education**
- **Every Men's Club wants to work with our youth!**
- **Every Men's Club wants quality programming!**

## **THIS IS IT: THE WORLD WIDE WRAP!**

You never heard of it? Where have you been? Do it!  
You have done before? Then do it again!  
You need some help? You need some new ideas? Here it is!

## **What is the WORLD WIDE WRAP?**

On this day, try to have all Jews everywhere put on TEFILLIN.

Sounds crazy! No? But now . . . it is a TRADITION!

You may ask, "How did this tradition get started?"

IN THE BEGINNING there was an idea, a vision, a dream!

Picture this in the eye of your mind: It is the first week of February. The sun rises. It is time for *minyan*. Jewish families across the globe will gather together at Shul and put on *Tefillin*! They will experience the mitzvah and wrap themselves in the words and spirit of holiness. You and your Shul will be a part of this experience!

### **Background**

The mitzvah of wrapping Tefillin is one of our most basic rituals. Yet for many of us it is removed from our daily lives; somehow a relic of the past rather than a vibrant and vital spiritual experience.

During its 1999 Biennial convention the Federation of Jewish Men's Clubs premiered its groundbreaking film "The Ties That Bind". This film, at once both inspirational and instructive, shines a new light on the experience of *Tefillin*. Through interviews, excerpts from the *midrash* and other texts, as well as a step-by-step guide to actual practice, the film provides the incentive for many men and women to adopt this mitzvah in their daily lives.

The response was overwhelming. Charlotte, North Carolina resident Leonard Stern was one who was inspired by this experience. “Laying *Tefillin* was a totally foreign concept in Little Rock, Arkansas where I lived. Even as I became religious otherwise, I tended to turn down any opportunity to learn more about it. I now realize what a wonderful gift God has given us”, he said.

Stern was President of the Men’s Club at Temple Israel in Charlotte and organized a program known as the “100-Man Wrap” in April of 2000. On a bright spring Sunday morning, more than a hundred men and women gathered at an outdoor *minyan* to *daven* the daily *Shacharit* service led by Rabbi Murray Ezring. Extra sets of *Tefillin* were available for first-timers and seasoned wrappers served as “personal trainers”.

“The Wrap was an incredible experience for our congregation,” said Rabbi Ezring. “Over the weekend, we held a series of programs about the meaning of spirituality in Jewish life and how men, in particular, can draw closer to God through *mitzvot*.”

The success of the 100-Man Wrap deserved to be broadcast through-out our Movement and “The World Wide Wrap” was born.

This guide will provide you with all that is needed to successfully participate in the World Wide Wrap. Remember, check our website [www.worldwidewrap.org](http://www.worldwidewrap.org) for updates, programming ideas, publicity materials and more.

**And like riding a bike, once you get the basics down, and practice a little, you’ll never forget.**

**REGISTER TODAY!**

[www.worldwidewrap.org](http://www.worldwidewrap.org)

## **WHAT IS THE WORLD WIDE WRAP?**

Early in the month of February of each year, men and women in Conservative/Masorti communities around the world will gather together to pray. The mitzvah of wrapping tefillin will be shared, encouraged and taught.

## **HOW DO WE PREPARE FOR THE WORLD WIDE WRAP?**

The success of this program depends on careful planning and preparation. Publicity for the program should begin in the fall coinciding with increased synagogue attendance during the High Holidays. Here is a suggested timeline and a few programming ideas:

**Appoint a program chair and committee.** This should be done NOW. The chairman will coordinate the program and work closely with the Men’s Club and Rabbi and other synagogue arms to ensure its success.

**The Rabbi and Ritual Director are key to this program.** Encourage the Rabbi to start building excitement for the “Wrap” by including comments about Tefillin and the event into High Holiday sermons and announcements.

**Target specific populations** within your community whom you wish to involve. Target groups could include parents of B’nai Mitzvah children, teenagers, newlyweds, grandparents, lefties (!), women, and so on.

**Be creative!** Develop strategies for each group and program accordingly.

## **Looking for a new world wide wrap program ? Here are some suggestions**

**“Build a Pair”:** (details and specifics about this program are available on our website at [www.WorldWideWrap.org](http://www.WorldWideWrap.org) as well as the FJMC website, [www.FJMC.org](http://www.FJMC.org))

- Religious School instruction and construction of model wooden tefillin.
- Students create their own “Wrap” songs.
- Hold a "Wrap" songs performance at the World Wide Wrap!
- Invite parents, family and friends!

**"Tie In" with Bar & Bat Mitzvah Clubs:** Bar and Bat Mitzvah clubs typically meet on Sunday mornings for a learning minyan attended by parents and children followed by a brunch. On the morning of the World Wide Wrap:

- Coordinate a Tefillin Program with your Religious School Principal and Rabbi!
- Sponsor a brunch and speaker for adult education and youth!
- Invite your Adult Education Committee to participate!
- Invite USY participation!

### **Contact Local Military Units:**

Contact a local military unit and its Jewish Chaplain and together participate in the WWW! Arrange to get *tallitot*, prayer books, and *tefillin* for our Jewish soldiers.

### **TWIN with a Sister Masorti Congregation:**

**What is Twinning?** Contact a synagogue in the Conservative/Masorti movement outside of North America and together participate in the WWW!

Contact a Masorti Congregation in Israel: [www.Masorti.org](http://www.Masorti.org) or a Masorti Congregation outside Israel: [www.masortiworld.org](http://www.masortiworld.org).

Copy your contact to our website and the FJMC WWW chairman for our records.

### **Minyanaire Club:** Create a *Minyanaire* Club!

- Increase daily *Minyan* attendance!
- Membership should be based on attending a specific number of *minyanim*.
- Give a certificate of membership and honor a *Minyanaire* Member of the Year at the World Wide Wrap!

- Maintain a *Minyanaire* Member of the Year plaque to be kept on display with each year's honoree added.

**Collect Tefillin:** Send a letter to members (Widows, etc.) asking for *Tefillin* donations for use by daily *minyanim* and religious school instruction. Recognize and honor donors at the World Wide Wrap!

**Team Tefillin:** Advance teaching about tefillin to B'nai Mitzvah families at houses and/or Bar & Bat Mitzvah Clubs conducted by Men's Club members.

- Recognize Team Tefillin members at the World Wide Wrap!
- Details and specifics available on our website at [www.WorldWideWrap.org](http://www.WorldWideWrap.org)

### **Tefillin Donations for Latin America:**

This year the FJMC has initiated a program seeking donations of Tefillin for our brethren in Latin America. \$150 will guarantee that a set of Tefillin will be delivered to one of our 45 congregations in Spanish (and Portuguese) speaking countries. Ask for donations for this great endeavor and honor donors at the World Wide Wrap!

### **Recruit Other Synagogues:**

Your synagogue does not have a Men's Club?

You know about synagogues without a Men's Club or that are unaffiliated to the FJMC?

Invite them to **"WRAP AND ROLL"** by joining with our brethren across the globe on February 4, 2007 and be part of the World Wide Wrap!

### **Sofer:**

Ask a *Sofer* (a scribe who writes/repairs Torahs, mezuzah scrolls) to be a speaker. He can demonstrate and explain *Tefillin* care and use.

## **SUGGESTED FORMATS FOR THE PROGRAM!**

This will vary from community to community. Here are a few suggestions:

### **MODEL 1: In preparation for the Sunday of the WWW which occurs in early February.**

- Working with your Rabbi, Cantor, and/or educational director, target people who you feel could serve as "personal trainers". Invite them to a special meeting and train them how to teach others how to wear Tefillin. Use **"The Ties That Bind"** as a basis for instruction.
- At the same time, **Plan study sessions or special programs concerned with *Tefillin*** for the general population.
- Schedule a breakfast or brunch with a speaker entitled, **"Wrap Yourself with God: the Mitzvah of Tefillin"**.
- Arrange special showings of **"The Ties That Bind"** during the program.
- Have Tefillin on hand for hands-on practice as well as experienced "trainers" to help those who are learning.

## MODEL 2: The Day of the Event

- Have some coffee and juice on hand for a stand-up nosh.
- Arrange for continuous showing of “**The Ties That Bind**” as people arrive at Shul. Depending on the practice in your synagogue, it is available both in Traditional format (only men use the tefillin and speak about its importance in their life) and Egalitarian (both men and women use the tefillin and speak about its importance in their lives).
- Encourage all participants to wrap Tefillin together in a “special place”. Depending on your community and geography that could be a scenic outdoors location, in a tent, a grove or parking lot for instance. It could also be in the entry foyer of the synagogue or in the ballroom.
- It is key that everyone can feel the sense of community and the special nature of the event.
- Be sure that “personal trainers” are on hand so that everyone is comfortable with the physical aspects of wrapping Tefillin.
- Morning services should follow with a “user-friendly” participatory or learner service. The input of the Rabbi and/or ritual director is critical to make everyone feel comfortable not only with the experience of Tefillin which may be unique to them, but to prayer which also may not be an everyday event for many.
- Follow services with a **brunch reception**.
- Invite Congregation to a performance of “**Wrap Songs**” performed by Religious School students as part of the “**Build a Pair**” Program.
- Recognize **Minyanaires Club** members. Honor **Minyanaire of the Year**.
- Be sure to recognize, honor and thank the Rabbi and organizers of the program.

## WORLD WIDE WRAP: WHAT YOU NEED TO HAVE ON HAND

All of these materials are available through the Federation of Jewish Men’s Clubs. Check the website for more information.

“**The Ties That Bind**”. The instructional and inspirational film about the mitzvah of Tefillin is a must for this event. Ideally all interested persons will want a personal copy, but certainly several copies should be on hand in the community for viewing and instruction. It is available in both a Traditional edition (men only are shown ‘wrapping’) or Egalitarian edition (both men and women are shown and talk about ‘wrapping’)

**Tefillin.** Many of our congregants no longer own a personal set of Tefillin. This program may be just the incentive that they needed to acquire them. Kosher Tefillin at a reasonable price are available in all sizes from the FJMC. Be sure to have several sets on hand throughout the fall as the excitement builds towards the big day in January.

**Spiritual Guide.** Each participant should be provided with a copy of the new spiritual guide, “First Thoughts: A Tefillin Spiritual Primer”, produced by the Federation of Jewish Men’s Clubs especially for the World Wide Wrap. The guide contains the text of each of the standard blessings associated with wrapping Tefillin, but also includes numerous inspirational quotes and excerpts from text that will provide a sound spiritual basis for this mitzvah.

**Publicity Materials.** The Federation of Jewish Men’s Clubs has produced posters and other publicity materials for your community. On the website [www.worldwidewrap.org](http://www.worldwidewrap.org) and the FJMC’s site,



[www.fjmc.org](http://www.fjmc.org), you will find posters, flyers and more that can be easily personalized to your community, reproduced and distributed.

## **WORLD WIDE WRAP TIMELINE:**

**Today.** Appoint a “Wrap” Chair. Expand into a committee if possible. Have the chairperson meet with the Rabbi, Religious Service Committee, Ritual Director, and Religious School.

Develop a plan, a schedule, and coordinate programming.

Order copies of “The Ties That Bind”, “First Thoughts: A Tefillin Spiritual Primer” and an adequate supply of Tefillin for purchase by congregants.

- “Minyanaire Club”
- “Team Tefillin”
- “Build a Pair” program

**September.** Prepare publicity materials for distribution to attendees at that time and for prominent display in public spaces in the synagogue (publicity can be downloaded from the special web-page).

**October.** Be sure that the “World Wide Wrap” receives prominent mention from the pulpit during the High Holidays. Organize “interest-groups” to focus attention on the wrap.

Develop a cadre of “personal trainers” for use in “warm up” programming and for the day of the wrap.

The trainers will need to view “The Ties That Bind” and feel comfortable with their knowledge and skills in wrapping Tefillin.

Write and place articles in synagogue bulletin.

**November.** “Wrap Yourself Up With God: The Mitzvah of Tefillin”. This is the time for your “warm-up” programs. Show “The Ties That Bind” and have a special speaker to underline the unique and special nature of this mitzvah. Be sure to serve food!

Continue the monthly bulletin articles.

**December.** It’s time to start gathering pledges of support.

Encourage everyone to “bring a friend” for February \_\_\_\_ and to make a commitment now to be on hand.

Register with the wrap website [www.worldwidewrap.org](http://www.worldwidewrap.org)

The Rabbi should include a weekly reminder during sermons and announcements from the pulpit.

Be sure to have materials in the synagogue bulletin prior to the deadline. This should include a detailed program for the day of the wrap, registration forms and order forms for films and Tefillin.

**January.** Release publicity materials to the local media. Develop a phone tree to maximize participation.

Be sure to plan for a photographer to record the program and to prepare a record of the event for publicity, for Torch Award presentations and for posterity.

**February.** Honor and thank all of those who planned and participated.

Be sure to thank the Rabbi and other professional staff. **Wrap and Roll!**

# SAMPLE BULLETIN ANNOUNCEMENT

## TEMPLE BETH TSOURIS JOINS THE WORLD WIDE WRAP!

On Sunday, February \_\_\_\_, 20 \_\_\_\_, Conservative Jews around the world will celebrate the mitzvah of Tefillin at their morning minyanim, joining thousands of others in the annual “World Wide Wrap” sponsored by the Federation of Jewish Men’s Clubs (FJMC).

We here at Temple Beth Tsouris are thrilled to announce that our community will be part of the World Wide Wrap.

“If you’ve never done it, putting on tefillin looks hard. Yes, it’s harder than putting on your talit. But it’s not as hard as learning to ride a bike.”

The mitzvah of wrapping Tefillin is one of the most basic Jewish rituals. Yet for many of us it is removed from our daily lives; somehow a relic of the past rather than a vibrant and vital spiritual experience.

The Men’s Club and Rabbi Warmandfuzzy are working closely to encourage each of you to be on hand and participate in this mitzvah. We realize that for some of you this may be a new or unfamiliar

experience. To get the ball rolling the Men’s Club will sponsor a special breakfast program on \_\_\_\_\_ (a couple months prior) entitled “**Wrap Yourself Up with God: the Mitzvah of Tefillin**”.

During that program there will be a special showing of the celebrated film “The Ties That Bind” and a special guest speaker who will enhance our understanding of the special nature of this mitzvah.

“I came from a non-religious Jewish family”, said one man who attended a Men’s Club leadership weekend, and “I now realize what a wonderful gift God has given us” he concluded about his newly acquired skill of wrapping Tefillin.

We hope that you will all plan to be hand on the day of the WWWrap, February \_\_\_\_ for we take part in the World Wide Wrap and on \_\_\_\_\_ as we get ready for the big day.

For further information contact Wayne Wrapper at 800-205-2007 or check out our website [www.ourshul.com](http://www.ourshul.com) and like riding a bike, once you get the basics down, and practice a little, you’ll never forget.

**SEE YOU AT THE ‘WRAP’!**

## SAMPLE PULPIT ANNOUNCEMENTS

**(To be Delivered to the person making announcements for Shabbat on the two (2) weeks preceding the date of the Wrap.)**

Sunday February \_\_\_\_, 20\_\_ will be an important event for all Conservative/Masorti synagogues in our Global Conservative Movement.

It is the day for the World Wide Wrap. What's the a World Wide wrap? If you've been reading our synagogue publicity you know that it is a date which has been designated by the Federation of Jewish Men's Clubs, the male volunteer arm of our Conservative Movement, for us to consider how we on a community level can more effectively understand and utilize the mitzvah of tefillin.

Congregations all around the world have pledged specific numbers of people will attend morning services on February \_\_\_\_.

Please, if you have never learned this will be a wonderful opportunity to do so. If you already wear tefillin please attend this special event and be counted. A Special program has been developed, a special instructional film will be shown, and we’ll have personal trainers and extra sets of tefillin should you not have a pair. **MENTION TIME AND PLACE**



## SAMPLE BULLETIN ADS

These ads are available at the Wrap web-site ([www.WorldWideWrap.org](http://www.WorldWideWrap.org)) in “EPS” form, in both Mac & PC formats, for use in your synagogue or temple newsletters and bulletins. The font used in the copy is “Helvetica” so your layout artist should have no trouble editing the text. We can provide custom ads on request, both in electronic and paper versions.

PLEASE NOTE: All ads need to be customized before use as they refer to a generic temple by name.

**Visit the website! [www.WorldWideWrap.org](http://www.WorldWideWrap.org)**

Starting in mid-January, the Men’s Club will be holding a series of Wrap Sessions after each Sunday morning minyan in January to discuss the hows, whys and spiritual contexts of laying tefillin. Then join us Sunday, February \_\_\_ as we wrap around the world.

**Visit the website! [www.WorldWideWrap.org](http://www.WorldWideWrap.org)**

On Sunday, February \_\_\_\_, Jews around the world will be celebrating the Mitzvah of Tefillin at their Sunday morning minyanim. Temple Israel Men’s Club will be holding a Tefillin Fair and Breakfast after minyan where we’ll discuss how to Wrap Yourself with God. Call Herb Stern for more information. The knot forms a Yud, pointed towards the heart, to remind us to love God with all our heart.

**Join the World Wide Wrap at Temple Israel Sunday Morning, February \_\_, 9:00 am**

Come and be counted: Temple Israel Men’s Club has pledged to draw 125 wrappers to the FJMC’s World Wide Wrap. Celebrate the Mitzvah of Tefillin with us. There’ll be extra sets and personal trainers to help you through the process. Then, afterwards, join us for a fabulous Bagel Breakfast (and more) to discuss "Wrapping Yourself Up with God" led by Rabbi Ezring and members of the Wrap Committee. For further information, call 555-555-1212.

**Visit the website! [www.WorldWideWrap.org](http://www.WorldWideWrap.org)**

**Don’t have a set of tefillin? Purchase a set for only \$135 plus S&H at [www.WorldWideWrap.org](http://www.WorldWideWrap.org)**  
Sunday, February \_\_\_\_\_ at 9:00 am, Temple Israel Men’s Club will join thousands of Masorti Jews around the world to celebrate the Mitzvah of Tefillin. Afterwards, please join us for a bagel (and more) and learn more about this wonderful mitzvah from Rabbi Ezring and others.

## SAMPLE TWINNING LETTER:

Dear Congregation Beth Tikvah:

Shalom! I am the President of the Men’s Club at Congregation Beth Shalom in Pittsburgh, Pennsylvania, USA. Like you we are a conservative Masorti congregation. We are also affiliated with the Federation of Jewish Men’s Clubs, Inc. On February \_\_, 20\_\_ we will be participating in the FJMC’s seventh annual WORLD WIDE WRAP. We invite your congregation to participate with us and your fellow Jews across the globe in the World Wide Wrap and share with us in this Mitzvah.

## **WHAT IS THE WORLD WIDE WRAP?**

On Sunday, February \_\_, 20\_\_, Conservative Jews around the world will celebrate the mitzvah of Tefillin at their morning *minyanim*, joining thousands of others in the annual “World Wide Wrap” sponsored by the Federation of Jewish Men’s Clubs (FJMC).

**What do you need to do to participate? It is easy!**

**Go to our Website: [www.worldwidewrap.org](http://www.worldwidewrap.org) ...**

**Register your Congregation ...**

**Ask your Congregants to gather together on the Sunday in early February, to put on their *tefillin* for a special *Minyan* and be one of the thousands who participate in the World Wide Wrap!**

It is that easy! On our website you will find more information about the World Wide Wrap. Let us know that you are participating in the World Wide Wrap so that we can announce to our congregants that you have joined with us as we celebrate the World Wide Wrap together.

Please contact us at any time for further information or just to learn more about each other.

To learn more about the FJMC visit our website: [www.fjmc.org](http://www.fjmc.org). You’ll find the information under ‘Activities.’