

Hand delivery of Yom HaShoah Yellow Candles takes a fair amount of work to set up but once it is done, the system is easy to maintain. You do NOT have to be an engineer, but you must know your way around an Excel spreadsheet.

This was designed to work for a synagogue with about 250 members, of which 100 families have at least one child in the Religious School.

Here's how the system works:

1. Get an address list of synagogue membership; this is your starting Delivery list.
2. Get a list of Religious School children (we have about 100).
3. Eliminate Religious School families from Delivery list; make a School Handout list of the oldest Religious School child in each family. These should be handed out to the children, in school, about a week or two before Passover. Give the lists to the teachers in each grade along with the yellow plastic bags and the necessary number of prepped YC boxes.
4. Eliminate "out-of-towners" from the Delivery List (e.g., California, FL, > 10 miles away). We mail the boxes directly to these people at a cost of about \$2.00 each.
5. Take the remaining people on the Delivery List and look up the Latitude and Longitude of the street address. Here's the website to use:  
<http://stevemorse.org/jcal/latlon.php>
6. Add 180 to the Longitude, to make it a positive number.
7. Chart the Latitude/Longitude using chart type "Scatter (XY)". Make another plot of the inner towns close to synagogue, to spread out the concentrated points.
8. Using your judgment, separate the points into zones of up to 15 houses each. Circle each group of points. Put fewer houses in the outer spread-out towns, and more in the inner concentrated towns. **Number the zones.**
9. By reading the Lat/Long of each point, go back to the spreadsheet and fill in the zone for each delivery address.
10. Make up zone lists for hand delivery.

Notes:

I also printed out maps of each zone off the internet and highlighted the location of each house - that really helps out the person making the delivery. I also used colors on the spreadsheet for different things: BLUE for non-delivery, YELLOW for new members, and GRAY for last-minute handouts that no longer needed to be delivered.

This method really works, and it will save your club hundreds of dollars in mailing cost. For a large synagogue, the savings can be in the thousands of dollars.