



2013-2015 Torch Awards - Application

Before you submit this application, please print out and review the "2015 Torch Awards Overview," available on the FJMC website.

Please complete the following information. The font for all submissions should be Times New Roman. Please embed photographs of your program into this file. This completed document will be submitted to us as a Word file, named in the format: "FJMC TA 2015_ChapterName_ProgramName.doc"

Please email your completed application to: torchaward.fjmc.2015@gmail.com. If you have difficulty, please contact the Torch Award Co-Chairs for assistance at the above email address.

Clubs participating must be in good standing as of March 31, 2015 (Club dues and Membership list received by FJMC). Programs to be considered for an award must have taken place between April 1, 2013 and April 15, 2015. Entries must be received by April 22, 2015.

Section 1: Title

Club Name: Beth El Temple West Hartford Men's Club_#217
Current Contact: Martin Melnick
Program Name: Israel Advocacy Programing

Section 2: Contact information

Person completing form
First Name: Martin
Last Name: Melnick
E-Mail: marty.melnick@gmail.com

Club President at time of Convention
First Name: Jacob
Last Name: Kovel
E-Mail: eaglewars@aol.com

Current Club President
First Name: same
Last Name:
E-Mail:

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Section 3: Category

Please choose up to two (2) selections. Please note, you can only win in one category. The co-chairs reserve the right to reclassify your program.

- Club Administration
- Community Outreach
- FJMC Other
- Fundraising
- Health and Wellness
- Hearing Men’s Voices
- Jewish Observance
- Israel / Masorti
- Keruv
- Men's Club Shabbat
- Programming for Younger Men
- Shomrei Ha’aretz
- Synagogue Service Project
- World Wide Wrap
- Youth Programming
- Shoah Yellow Candle
- I’m not sure, select for our club
- Best Overall Activities** **To apply for this award, please see specific instructions in “2015 Torch Award Overview,” available on FJMC website**

Section 4: Program overview

Brief Summary - Please explain your program in 2-3 sentences.

Israeli Advocacy is taking a major new focus with our incoming FJMC International Leadership. At International convention an in depth training program will be held for the first time. Most of our FJMC clubs will not be able to attend. The goal of this Torch submission is to give clubs nationwide an example on how one club was able to run 15 Israeli Advocacy initiatives in two years. To create many of these programs we worked through multiple agencies and Temple clergy to make contacts and prepare content.

Detailed Summary - Please answer the following questions. Be as detailed as possible.

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- What were the goals of your program? Are there specific problems or challenges that it addresses?
- How does your program enhance the image of FJMC, your region, and your club?
- What is its value in building or strengthening your club?
- Who is your target audience? (i.e. congregation at large, chapter, community)?
- How does your program support FJMC's mission, Involving Jewish Men in Jewish Life?
- Describe the source of your program and its unique aspects. Is this an original program or an adaptation or enhancement of a previous program (if so, which one)?
- Please attach planning and marketing materials, as well as budgetary planning so the program can be replicated by other clubs.

Detailed Summary

The goal of this submission is to create a simple recipe that any FJMC club can follow to build an Israeli Advocacy Committee. This is a major new focus of the FJMC International board.

The Beth El Men's club is proud to be one of the leading FJMC clubs nationwide bringing Israel Advocacy to our temple community. It all started with attending a Mercas Israel Advocacy training weekend at Pearlstone. After Pearlstone training the first task was to get our Temple board and Clergy on board. That was the easy part. The Temple board made the position one that reported to the executive committee and the committee selected a committee chairperson.

The committee was named the "Israeli Engagement Committee"

Recruiting committee members was the next step. Our Rabbi made some suggestions and we made announcements at each of our men's club programs about the new committee and generated interest from many attendees. The committee was formed within three months.

We got our clergy on board and suggested programs started to roll in. Additionally we began working with the Israeli programming arm of the Hartford Jewish Federation JCRC. The JCRC began asking us to co-sponsor programming ideas with them. The director of our religious school began to bring us ideas from his contacts and another source of programming immersed. ADL stepped up to be a program partner.

Creating an effective and impactful Israeli Advocacy Committee is not Rocket Science and following this simple recipe can help make your Men's Club run well attended programs year round.

Questions: Contact Martin Melnick, Beth El Temple West Hartford Men's club
Marty.melnick@gmail.com

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The program had the following content.

1. Men's Club and JCRC co-sponsor: Israel Innovation movie, "Israel Inside" and speaker
2. Men's Club co-sponsor: Holocaust survivor and author - Berman
3. Israeli PJ Shabbat - with Rabbi Garber - Israel themed Shabbat for preschool children with Israel flags and Israeli themed snack
4. Men's Club co-sponsor: Raz Newman - on being an elite soldier in Israeli army
5. Soul Songs co-sponsor - Israeli dinner, Israeli music and farmer (organic - learned in Israel)
6. Magen David Adom - co-sponsored with Men's Club - speaking to adults and Hebrew School children
7. JNF - co-sponsored community breakfast
8. Israel Engagement Committee co-sponsored - Yom Haazmaut packages to all Beth El college students
9. Israel Engagement Committee co-sponsored with the ADL of CT - to send "Myths about Israel" to all college students
10. "Stand with Israel" videos emailed to college students and their parents to open the dialogue about Israel, anti-Semitism on campus
11. Committee submitted monthly news articles about good things happening in Israel to be published and mailed monthly in Temple Topics
12. Worked with AIPAC - for Israel awareness, education and advocacy - sending more people to Policy Conference – AIPAC speaker at Men's Club Breakfast
13. Attended the Hartford Jewish Federation JCRC Israel Committee meetings. This working relationship created many new programming ideas.
14. The Israel Engagement Committee promoted Birthright - helping to bring awareness to Beth El members - articles in the Temple topics, emails shared with college students

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15. Promoted Birthright trips for individuals with intellectual disabilities

The programming was designed to inform and educate our Beth El community, and our greater Hartford Community. It was promoted internally and externally to the community through flyers, email, mailed temple bulletin, press release of our flyer to the community.

The Beth El Men’s Club raised our visibility in our Temple and Greater Hartford community by creating and bring cutting edge Israeli programming to our community.

Creating and running this program incorporated each of the focals of the FJMC.

Leadership: Beth El Temple Men’s Club initiated the concept of Israeli programming and education to our Temple.

Innovation: Finding the resources to build an Israeli Engagement committee. Using Clergy, JCRC and many other community institutions.

Community: Created a series of programs to our greater Hartford community to a stronger understanding and connection with the State of Israel. Reached out to the institutions in our community to create to contacts and content to make an impact in our community.

Program Planning / Timeline - Please provide a timeline of the key tasks, participants, and responsibilities required in order to make this program work. This may be provided as an inserted table or you may replace and insert as an embedded Excel spreadsheet. Please be as detailed as possible, so that other groups may replicate your success.

| Task | Committee/Assignee | Due Date |
|------------------------------------|--------------------|------------------------|
| Get approval from Temple Clergy | Club President | Before planning begins |
| Get approval from the Temple board | Club president | After Clergy buy in |
| Plan and create a committee | Program Chair | After Board approval |
| Network with community resources | Program Chair | After committee formed |
| Begin planning programs | Program Chair | Program approval |
| Use this outline as a guide | | |
| Review Temple Calendar confirm | open dates | Planning |
| Create each program flyer | Program Chair | 60 days before Program |
| Reserve room for program | Program Chair | 60 to 180 days before |
| Submit room layout | Program Chair | 30 days before |

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| | | |
|---|-----------------|------------------------|
| Submit publicity to external publications – | Publicity Chair | 60 days before |
| Get Publicity into Temple bulletin | Program Chair | 30 days before Program |
| Distribute flyer to Temple board | Program Chair | 30 days before program |
| Two Temple wide email blasts | Program Chair | Two weeks before Prog. |
| | | 3 days before program. |
| Rabbi announcement on Shabbat | Club President | Shabbat before program |
| Order food for program / optional | Program Chair | two days before |

Section 5: Certification

I certify that my club has not won a Gold Torch Award for essentially the same program in a previous year. (Previous silver and bronze winners in this category that submit an enhanced application only qualify to be considered for a Gold Torch award.)

Certification: Initials: ____MM____

Section 6: Pictures

See below Program flyer placed on Temple Bulletin Board, Temple topics mailed to congregants, used in E-mail blasts and external publicity.

See Below

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BETH EL MEN'S CLUB and ISRAEL ENGAGEMENT COMMITTEE
BREAKFAST PROGRAM

For the Entire Community

Date: Sunday, December 14, 2014

Raz Newman

Director of Israel Programs at the Mandell JCC



The community is invited to our breakfast program with Israel native Raz Newman, the shaliach at the Mandell JCC. He will be talking about his experience serving the Israel Defense Forces (IDF) in Oketz, an elite combat unit. He will also discuss the recent conflict in Gaza. There will be plenty of time for questions and answers.

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- Place:** Beth El Temple, 2626 Albany Ave., West Hartford
- Time:** 8:45 Morning Minyan
9:15 Breakfast Buffet and Program
- Cost:** RSVP: \$7 (no charge for Men's Club members)
Walk-ins: \$10 (\$5 for Men's Club members)
- RSVP:** Joe Springut - 860-676-9878/dr.EyesJoe@gmail.com by Thurs. Dec. 11
(Contact Joe if you need a ride).

BETH EL MEN'S CLUB and ISRAEL ENGAGEMENT COMMITTEE

BREAKFAST PROGRAM

For the Entire Community

Sunday, March 2, 2014

Gary Perl

**Saving Lives in Israel,
Magen David Adom (MDA)**

We invite you to join us for a breakfast buffet with Gary Perl, Northeast Regional Director, American Friends of Magen David Adom. MDA is Israel's



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medical, ambulance, blood-services, and disaster-relief organization, serving as emergency medical first responders for the state's 8 million people.

Place: Beth El Temple, 2626 Albany Ave., West Hartford

Time: 8:45 Morning Minyan

9:15 Breakfast Buffet and Program

Cost: RSVP - \$7 (No charge for Men's Club members)

Walk-ins - \$10 (\$5 for Men's Club members)

RSVP: Joe Springut: 860-676-9878 / dr.EyesJoe@gmail.com by Feb. 27th

(Contact Joe if you need a ride).

Beth El Temple



Sanctuary



Beverage Service

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Breakfast



Speaker



Section 7: Video

If possible, we ask that you please create a 3-5 minute video describing your program. Feel free to be creative in your submission, but try to include the following components:

- brief introduction, including name and goal of the program
- how did you encourage participation in the program
- how did you make the program meaningful to participants
- impact of the program to your club, synagogue and community



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DO NOT ATTACH VIDEO TO THIS APPLICATION. Files are to be uploaded directly to YouTube, named in the following format:

“FJMC Torch Awards 2015_ChapterName_ProgramName_#”

Please review detailed instructions in the document “2015 Torch Award Overview.”

****REPLACE/INSERT YOUR VIDEO URL(S) HERE****

Video will be provided upon request