



IDEAS FOR YOUR MITZVAH PROJECT

Thank you for choosing **THE SURVIVOR MITZVAH PROJECT** as your mitzvah project!

THE SURVIVOR MITZVAH PROJECT is the only project in the world providing direct financial aid to those elderly and forgotten Jewish Holocaust survivors scattered throughout Eastern Europe who are sick, impoverished, isolated and receive no financial aid from any other organization and no reparations from the German government. Their families and communities destroyed by the Nazis, these elderly survivors struggle in their few remaining years, lacking the means to buy even the most basic human necessities: food, medicine, heat and shelter. Many live in horrific conditions, without family or caregivers. Our project, by bringing help quickly and directly to these survivors, helps ensure that they live out their last years with some measure of comfort, support, and dignity.

Here are some things you can do to help raise funds for the Holocaust Survivors and to help raise awareness of this urgent humanitarian effort:

- **CREATE A "GIVING CIRCLE" with your friends and family. Include our announcement card (template provided on Mitzvah Kit disc) with your Bar/Bat Mitzvah invitation** telling everyone that you have chosen THE SURVIVOR MITZVAH PROJECT as your mitzvah project, include a donation envelope and urge them to donate in your name.

If your invitations have already been sent out, you can send a flyer and a donation envelope (both available on the enclosed disk) to everyone on your guest list, telling them about your project and the urgent need to help.

Also, you can send out informational packets to people you feel might wish to contribute to this cause. If only 10 people contribute \$100, you have raised \$1000!

- **GO ONLINE:**

Write or Blog about THE SURVIVOR MITZVAH PROJECT, and if there is a teenage section in your local Jewish newspaper (such as "TRIBE"), write about/blog the project and urge others to make this their mitzvah project as well. Find other Jewish papers online and do the same. The more people who get involved, the more lives we can save.

Social Networking: on Facebook, Twitter or any other social networking community you use -- spread the word about your mitzvah project. Go viral!

On Facebook, "like" **FRIENDS OF THE SURVIVOR MITZVAH PROJECT** and join our cause **TIME IS RUNNING OUT – HELP A HOLOCAUST SURVIVOR TODAY!** Encourage your Facebook friends to join as well! You can also follow us on Twitter (Survivor Mitzvah)!

Email the website <http://www.survivormitzvah.org/> to everyone you know and encourage them to donate and forward it on to their family and friends. Mention that they should visit the LETTERS section. Usually people read a few letters and immediately donate, so this is a great way to help. Periodically, re-email the site to everyone as a reminder.

Email our videos to your guests so they can see the people they are helping:

"SOMEONE IS WAITING" <http://www.youtube.com/user/SurvivorMitzvah>

"FAMILY OF STRANGERS" <http://www.youtube.com/user/familyofstrangers>

- **SET A GOAL for yourself for fundraising:** We try to supply each survivor with just \$150 per month, so \$5000 will help 50 survivors for 1 month, and so forth. \$1800 will support one survivor for one year.

- **ASK YOUR SYNAGOGUE to put THE SURVIVOR MITZVAH PROJECT on their list of recommended mitzvah projects** for Bar and Bat Mitzvahs.

Get your parents involved! Have them contact your Rabbi and/or Bar/Bat Mitzvah coordinator to spread the word about the mitzvah project. Also, see if your Synagogue will honor your mitzvah project by including it in their newsletters and publications. Sisterhoods and Social Action Committees should also be contacted and asked to donate.

• **RECRUIT FRIENDS** to make THE SURVIVOR MITZVAH PROJECT their mitzvah project. This is very important. Imagine, if only 1000 teenagers across the United States raised \$1000 each, it would raise 1 million dollars for Holocaust survivors who have nowhere else to turn. (\$1000 may seem like a lot of money, but really it is only 10 people making a \$100 donation each.)

• **CREATE YOUR OWN FUNDRAISER:** Get your friends together to help out in a fundraiser. One person raised \$3600 in just 3 weekends doing a car wash fundraiser with friends. Another held bake sales over a period of months raising funds. Yard sales and farmer's market booths are also great ideas. One person's trash is someone else's treasure!

SPORTS fundraising: Sports fans can have swim-a-thons, walk-a-thons, bike-a-thons, or skate-a-thons – where people pledge dollars for every mile you swim, walk, ride or skateboard.

THEATRICAL Fundraising: Join the Hollywood stars who have read letters from Holocaust survivors in front of invited audiences to raise funds for THE SURVIVOR MITZVAH PROJECT. You can create your own theatrical event in your home, school, Synagogue, community theatre or other venue, and charge admission. We will supply you with scripts and materials to make this a big success. This form of fundraising is meaningful, educational, creative and effective. This event touches people's hearts and prompts them to be proactive in helping Holocaust survivors.

RAFFLES: Contact computer stores or companies to donate items such as iPods, iPads or other companies to donate sporting equipment (skateboards, surfboards, etc.), dinners at restaurants, gift certificates for popular clothing stores, tickets to a show or sporting event, theme parks, etc. Then raffle off your prizes! (Rolls of raffle tickets can be purchased at any party store).

• **REMINDE PEOPLE monthly about what you are doing and of the progress of your cash goal.** Try to get people to donate every month (any amount is life-saving).

• **PRINT OUT FLYERS AND DONATION ENVELOPES:** Print out a few hundred of each of the files on the disk provided. These are informational packets and donation envelopes. You can take them to STAPLES or OFFICE DEPOT and print them in bulk, and pass them out to everyone in your Synagogue, family, and circle of friends.

• **AT YOUR RECEPTION/PARTY:**

Have a SURVIVOR MITZVAH PROJECT display table so that people can donate on the spot or take materials home. Our disk has print ready artwork, informational pages, donation envelopes, and beautiful posters for your mitzvah project. People who have done this have raised thousands of dollars at their party. While everyone is celebrating, they can also be part of a meaningful experience.

We can also loan you additional display materials such as posters and books for your party. Additionally, we can provide you with a slideshow and short videos that can be played on a screen or computer.

At your CANDLE LIGHTING CEREMONY, honor your family by making a donation in their name to survivors. We will provide you with certificates that you can hand out to people as you bring them up to light a candle. The certificates give the name of the survivor you are helping. This adds great meaning to the ceremony.

Your Mitzvah Project can be as big as your imagination. There are many fundraising projects that have had success or you can create new and fun ways to raise money on your own.

Remember, most of these elderly survivors were your age when the horrors of the Holocaust destroyed their homes, families and communities. Helping them today is your last opportunity to actually do something about the Holocaust.



The Survivor Mitzvah Project

800-905-6160 213-662-5050

Who saves a life...Saves the world entire...

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The Survivor Mitzvah Project is a 501(c)3 non-profit organization. All donations are tax deductible.