

YOM HASHOAH Yellow Candle™ 2013/5773 HOW TO PROGRAM GUIDE



Yom Hashoah
April 7TH/8TH, 2013
“Light A Candle, Preserve A Memory”

Federation of Jewish Men’s Clubs
475 Riverside Drive, Suite 832 -- New York, NY 10115-0022
Phone: (212) 749-8100
E-mail: international@fjmc.org

In cooperation with:

Men of Reform Judaism
633 Third Avenue, 6th Floor / New York, NY 10017-6778
(212) 650-4100 / Fax: (212) 650-4189
E-mail: nfb@uahc.org

The United Synagogue of Conservative Judaism
820 Second Avenue / New York, NY 10017
(212) 533-7800 / Fax: (212) 353-9439
E-mail: info@uscj.org

Yom Hashoah Yellow Candle™ Local Program Scheduling

GENERAL ADVICE:

Order candles no later than January 15th. This assures receiving an early-bird discount. See discount schedule on back of bulk order form. Here are some specific program dates to keep in mind:

| | |
|---|--|
| September 17 to January 15, 2013 | Ordering period for “early bird” discounts; <i>LAST DAY TO ORDER IS TUESDAY JANUARY 15TH</i> |
| January 31, 2013 | Submit an article to organization’s bulletin or newsletter. |
| February 11, 2013 | Arrange for a reminder to appear in your organization’s bulletin or newsletter, prior to Yom Hashoah. |
| February 21, 2013 | DIRECT MAIL SHIPMENT ORDER DEADLINE |
| March 1, 2013 | Submit <i>News Release</i> to Jewish and general local media outlets (printed or web-based groups). |
| March 4 to March 10, 2013 | If the organization is distributing the candles itself, set up your “packing team.” Start to coordinate details for local hand delivery or for mail distribution. |
| March 6, 2013 | LAST DAY FOR BULK SHIPMENT ORDERS |
| March 14, 2013 | Give announcement to Rabbi or organizational leaders to remind congregants and members to light Yellow Candle on Sunday evening, April 7 th . |
| March 10 to March 20, 2013 | If organization will distribute the candles by hand, finalize delivery squads and establish routes. Determine deadlines for when to prepare the candles and other materials for delivery. Plan around March 8th. |

Direct-mail candles sent out by FJMC will be delivered via standard bulk mail in mid March, about four weeks prior to Yom Hashoah.

| | |
|-----------------------------|---|
| Sunday April 7, 2013 | Erev Yom Hashoah - <i>light candle after sundown</i> |
| Monday April 8, 2013 | Yom Hashoah |

Hint: Have logistics volunteers focus on ordering & distribution of Candles. Program volunteers can plan Yom Hashoah commemorations involving other local organizations.

<http://www.yellowcandles.org>

Ordering & Purchasing Yom Hashoah Yellow Candles

**To qualify for available discounts, your order must be received
no later than January 15th with payment in full.**

To determine how many candles to purchase:

Order one Yellow Candle for each household/member in your synagogue or organization, and for each individual you expect to participate in your community-wide Holocaust programs.

Consider sending Candles to prospective congregants (involve your membership committee).

Consider partnering with another local institutions such as unaffiliated synagogues, museums, day schools or churches. Involve them in learning about this program.

Order additional candles for other Holocaust memorial programs, for displays, for guests at services or for distribution to members of other organizations or groups.

Yellow Candles are shipped **ONLY IN FULL CASES OF 48!** Divide the total number of candles required by 48, to determine the number of cases to be ordered. Also, include with your order the amount of shipping boxes or plastic bags in sufficient quantity to accommodate your selected distribution method (mail or hand delivery routes).

***Order candles for distribution to EVERY member & family in the organization,
as well as for all those participating in Holocaust commemoration programs.***

FOR FURTHER INFO CONTACT

YELCANDLE@COX.NET

Distributing YOM HASHOAH Yellow Candles

There are three general ways to distribute Candles for Yom Hashoah programs.

1. Distributing Yellow Candles by Direct Mail ***[available only in the United States]***

This is an easy way for an organization to distribute Yellow Candles. Order individual candles (minimum of 100 names) from FJMC, to be delivered directly to your congregant list. Direct-mail candles will be sent out about four weeks prior to Yom Hashoah. To utilize this option, follow the instructions on the front and reverse of the **DIRECT SHIP ORDER FORM** enclosed with this guide.

2. Distributing Yellow Candles by Regular Mail

This method gives the organization an opportunity to increase member participation. Order candles with mailing boxes. Include the following items in each box with a candle:

1. Letter from the organization (preferably signed by program chair and Rabbi)
2. Meditation
3. Self-addressed return envelope (for voluntary donations)

Steps for Preparing the Boxes for Mailing

1. Set a date and time for packing the candles.
2. Work out the mailing details with the synagogue or organization.
3. Set up the packing team.
4. Prepare for packing.
5. Deliver to post office at least four weeks prior to Yom Hashoah. This allows time for your mailing to be delivered by USPS bulk mail.

3. Distributing Yellow Candles by Hand

This method is the lowest cost way to distribute candles, and is a great way to present your organization directly to recipients. Some Clubs use a father/child delivery team. It is a good learning opportunity for the kids. Order candles with **yellow plastic door bags**. Include the same pieces in the bag as in the boxes which are prepared for regular mail.

Steps for Setting Up Local Delivery

1. Establish practical delivery routes.
2. Establish delivery squad.
3. Set a date and time for packing the bags.
4. Prepare for packing.
5. Set up an assembly line for the packing volunteers.
6. Set a date for delivery (Sunday morning?) and execute the plan.

Funding a YOM HASHOAH Yellow Candle Program

a. Initial Funding

There are a number of ways to underwrite the initial costs of the program:

- a. Sponsors: This is the best way to fund this program. Every organization has members interested in Holocaust memorial activities. They may be able to finance the project. Each sponsors a case of Candles in honor or memory of someone. Sponsors may be Holocaust survivors, their children or others active in promoting Holocaust remembrance. ***Remember to recognize and thank your sponsors for their contributions (unless they wish to remain anonymous).***
- b. Holocaust Group: If a synagogue has a committee that organizes Holocaust memorial events, the committee may help with funding. Work with them in their budgeting process well before the Candle program year.
- c. Organization: An organization with a sufficient treasury can underwrite the program itself. In virtually all cases, an organization can replenish its treasury (or more) on the basis of the Candle program.

b. Seeking Donations

Most organizations that implement the Yom Hashoah Yellow Candle Program offer members the opportunity to make a donation upon receipt of the candle. This is consistent with the Jewish tradition of giving *tzedakah* in memory of a departed person at the time of the *yahrzeit* (the anniversary of the individual's death).

Ask for a donation of \$18 per candle (the numerical equivalent of the Hebrew word *chai*, or "life"). Most organizations usually recover the initial costs of purchasing and distributing Yellow Candles. All funds raised above that level can result in a surplus to the organization which can be used for its Holocaust programs and related activities. The general return per case of Candles is \$50 - \$100. Some organizations do much better.

Visit <http://www.yellowcandles.org>, the web site of the Yom Hashoah Yellow Candle Program, to find proven exciting programming ideas and guides. By establishing and conducting one or more of these programs or other programs to commemorate the Holocaust and to memorialize its victims, the organization will generate enthusiasm for the Yellow Candle and a higher rate of return of contributions.

Hint: An organization can also recover the costs of Yellow Candles and raise additional funds for Holocaust programs by using the FJMC direct mail option. It is customary to send Yellow Candles to every member of the organization.



Federation of Jewish Men's Clubs

Yom HaShoah Yellow Candle™ Program - 2013/5773

P.O. Box 12582 • Scottsdale, AZ 85267 ♦ yelcandle@cox.net
(800) 391-7293 (after 9am MST) ♦ FAX: (602) 368-6357

BULK CASE SHIPMENT ORDER FORM

Congregation/Organization: _____
Address: _____
City: _____ ST/PROV: _____ ZIP/PC: _____
Contact: _____ Phone _____ e-Mail _____
_____ FJMC _____ MRJ _____ USY/USCJ _____ WLCJ _____ OTHER _____ 1ST TIME ORDER

Does your organization accept Friday deliveries: YES _____ NO _____

Ship To (if different than above address; home delivery is not available):

Attention: _____
Name: _____
Address: _____
City: _____ ST/PROV: _____ ZIP: _____
Phone: _____ E-Mail _____

Order must be received no later than Wednesday March 06, 2013

| <u>Item</u> | <u>Quantity</u> | <u>Cost</u> | <u>Subtotal</u> |
|--|------------------------|--------------------|------------------------|
| Cases of Yellow Candles (48 candles/case) | _____ | x \$ 72/case | _____ |
| Bundles of Cardboard Boxes (48 boxes/bundle) | _____ | x \$ 18/bundle | _____ |
| Packs of Plastic "Door" Bags (250 bags/pack) | _____ | x \$ 25/pack | _____ |

PAYMENT IN FULL MUST ACCOMPANY ORDER **TOTAL DUE:** _____

_____ **Check enclosed, payable to "FJMC"** _____ **Charge to Visa or MasterCard**
PLEASE PRINT CLEARLY

Cardholder Name: _____
Card# _____ Exp. Date: _____ Security Code: _____
Street Address _____
City _____ State _____ ZIP _____
Cardholder Signature: _____



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DIRECT-MAIL ORDER FORM

Yellow Candles are individually mailed in a white cardboard box to members of your congregation or organization. Each box contains a cover letter from your congregation or organization, including a tear-off form for contributions along with a poem, a meditation and a windowed return envelope.

Delivery available only within the United States

Directions for preparing the mailing list are on the reverse of this form

Congregation/Organization: _____

Address: _____

City: _____ ST/PROV: _____ ZIP/PC: _____

Contact: _____ Phone: _____ e-Mail _____

FJMC MRJ USY/USCJ WLCJ OTHER FIRST TIME ORDER

Order must be received no later than Thursday, February 21, 2013

Candles will be mailed standard nonprofit bulk mail about four weeks prior to Yom Hashoah.

| <u>Item</u> | <u>Quantity</u> | <u>Cost</u> | <u>Subtotal</u> |
|--|-----------------|-----------------|-----------------|
| Yellow Candles (includes box, letter, poem, meditation, return envelope) | _____ | x \$5.00/candle | _____ |
| Computer Entry Fee (No charge, if mailing list is sent on a computer disk in correct format) | _____ | x \$0.50/candle | _____ |
| Cases of Yellow Candles (48 candles/case) (For publicity; for use by Rabbi & Cantor, religious school, new members, etc.) | _____ | x \$ 72/case | _____ |

PAYMENT IN FULL MUST ACCOMPANY ORDER

TOTAL DUE: _____

Check enclosed made payable to "FJMC"
PLEASE PRINT CLEARLY

Charge to Visa or MasterCard

Cardholder Name: _____

Card# _____ Exp. Date: _____ Security Code: _____

Street Address _____

City _____ State _____ ZIP _____

Cardholder Signature: _____

INSTRUCTIONS FOR ORDERING YELLOW CANDLES FOR DIRECT SHIPMENT

Minimum Order = 100 candles.

The mailing list required with your order can be either on a computer disk or a printed list.

(A) Send a computer disk by postal mail

- (1) On a disk, CD or thumb drive; in MS Word table or Excel (csv) spreadsheet format
- (2) Prepare database fields as follows:

Name, Address, City, State, ZIP (**FIVE FIELDS ONLY**)

EXAMPLES:

Mr. & Mrs. Sam Schwartz, 222 Candle Street Apt. 2G, Cleveland, OH, 22222

| | | | | |
|----------------------|-----------------|----------|----|-------|
| Mr. & Mrs. Joe Stein | 444 Blue Street | New York | NY | 55555 |
|----------------------|-----------------|----------|----|-------|

Note:

Only the above file format is acceptable. **If any additional fields are included, your data will not be acceptable.** An additional \$25 charge will be imposed if your data is formatted incorrectly but can be fixed. Another file or a printed list will be requested, if the original data is not usable.

(B) Send a Printed List (typed or computer-generated)

- (1) There is a \$0.50 charge per name, for manual data entry of printed lists.
- (2) Use same format for information as described above for computer disks (only include name, street, city, state, Zip). **PLEASE DO NOT SEND LABELS.**

(C) Cover Letter

Only **one (1) original of the congregation/organization cover letter** is required.

(D) Tear-Off Form

To facilitate return of individual contributions to cover the cost of a Yellow Candle program, and to support Holocaust commemoration programs, a tear-off form should be added to the bottom of the congregation/organization cover letter. The format for the tear-off form (to be returned in a standard #10 windowed envelope included in the mailing) includes a return address in the lower left, so that it will show through the envelope window with space for the donor's name and address on the right. Sample letters with tear-off forms can be found in the FJMC Yom Hashoah Yellow Candle Program Guide, or by going on-line to the following URL: (<http://www.yellowcandles.org/>)

(E) Before Sending Order

- Do **all names** have complete addresses, including city, state, and ZIP code?
- Does the **number of names** on the list match the **number of candles** ordered?
- Are the name, address, and phone number for **your organization** included?
- Is the **letter with tear-off form** from your organization included?
- Is full payment for the entire order included?

(F) QUESTIONS? (800) 391-7293 (after 9am MST) or send an email to yelcandle@cox.net