



YOM HASHOAH YELLOW CANDLE™

2015/5775 HOW TO PROGRAM GUIDE

Yom HaShoah
April 15th/16th, 2015

"Light A Candle, Preserve A Memory"™

Federation of Jewish Men's Clubs Inc.
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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: nftb@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



WHY YOU SHOULD REGISTER FOR THE MILLION CANDLE CHALLENGE

Join others to total 1,000,000 candles lit on April 15, 2015

- To show your gratitude for the children in your life who don't have to face the Nazi horrors so many children went through in the 30s and 40s.
- To remember the over 1,500,000 children who were murdered by the Nazis.
- Because Anti-Semitism is still commonplace in our everyday lives.
- To honor and remember our brave soldiers who have and are still giving their lives to establish and protect the Land of Israel.
- Six Million – Do not focus on that mind boggling number-instead think of that life, that one who was murdered, who couldn't find a cure for cancer; the one who couldn't write a great love song that you would have danced to at your wedding; the one great athlete who couldn't win a Gold Medal; the one who couldn't be a loving parent, grandparent, brother or sister, aunt or uncle, or cousin.
- To show the Holocaust deniers that their efforts are wasted words! Show that we know what really happened! Show the world that we will never forget! Never Again!
- When you say Kaddish or Yizkor for a deceased loved one, remember the victims of The Holocaust and light a Yellow Candle as the best way to remember those for whom no one is left to say Kaddish or Yizkor.
- Because without you, it's only 999,999.

www.yellowcandles.org



EXCITING NEW PROGRAM IDEAS FOR YOM HASHOAH

How your Club can promote Holocaust Awareness and bring in funds to support your Club's activities!

1. The YH Commemorative Film Festival

The Concept: Teenagers and adults are brought together in the synagogue to watch a series of Holocaust related films. Each film is briefly introduced prior to its showing. Following the conclusion of the film, a brief discussion is held. As people leave they are encouraged to take an YH candle home with them and make a donation toward future Holocaust education. A list of suggested films are found on the website.

Item: The film festival concept can also be used for interfaith work.

2. Youth Essay Contest:

Host an essay contest to award teenagers who write essays focused on Holocaust awareness.

2. A special Friday evening Commemorative service

- a. **The Concept:** In many communities, Holocaust memorial services which take place the evening of Yom HaShoah are drawing fewer and fewer people. By utilizing the Friday evening service closest to YH and adding a few special twists, service attendance can be increased and a memorable experience can be created.
- b. **Preparation:** A letter and phone calls need to be sent to the congregation in advance of the service, requesting that congregants send the names of their family members who perished during the Shoah to the synagogue. These names will be read prior to the recitation of Mourner's Kaddish. The letter should also encourage people to bring any memorabilia of the Holocaust or of their deceased ancestors to the service and to place them on a designated table.
- c. When the names are read, all congregants who have sent in names are asked to rise and to say a few words (if they wish) about their departed relative.

3. Holocaust Poetry

Add a poem of the Holocaust to the Yellow Candle when you are sending them to your fellow congregants. Rick Black, FJMC member and poet, has graciously donated 3 poems that are downloadable from the FJMC website.

For more information on programming about the Holocaust, go to the FJMC website, www.fjmc.org.



YOM HASHOAH YELLOW CANDLE™

Local Program Scheduling

GENERAL ADVICE:

Order candles no later than January 20th. This assures that you will receive the early-bird discount. See discount schedule. Here are some specific program dates to keep in mind:

October 24, 2014 to
January 20, 2015

Ordering period for "early bird" discounts;
LAST DAY TO ORDER IS THURSDAY JAN. 20, 2015

January 20, 2015

Submit an article to your organization's bulletin or newsletter.

February 20, 2015

Arrange for a reminder to appear in your organization's bulletin or newsletter, prior to Yom HaShoah.

February 19, 2015

DIRECT MAIL SHIPMENT ORDER DEADLINE

March 4, 2015

Submit a News Release to Jewish and general local media outlets (printed or web-based groups).

March 4 to
March 27, 2015

If your organization is distributing the candles itself, set up your "packing team." Start to coordinate details for local hand delivery or for mail distribution.

March 11, 2015

LAST DAY FOR BULK SHIPMENT ORDERS

March 15, 2015

Give your announcement to your Rabbi or organizational leaders to remind your congregants and members to light Yellow Candle on Wednesday evening, April 15th.

March 17 to
March 24, 2015

If your organization distributes your candles by hand, finalize delivery teams and establish routes. Determine deadlines.

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

Wednesday April 15, 2015
Thursday April 16, 2015

Erev Yom HaShoah – light candle after sundown
Yom HaShoah

HINT: Have logistics volunteers focus on ordering & distribution of Candles.

Program volunteers can plan Yom HaShoah commemorations involving other local organizations.

www.yellowcandles.org



YOM HASHOAH YELLOW CANDLE™

Ordering & Purchasing

To qualify for available discounts, your order must be received no later than January 20th 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 new congregants (involve your membership committee).

Consider partnering with other local institutions such as unaffiliated synagogues, museums, day schools or churches. Involve them in learning about the Yom HaShoah Yellow Candle™ program. and the Million Candle Challenge.

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

Bulk Orders of 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
INFO@YELLOWCANDLES.ORG
1-800-391-7293
FAX: 602-354-8595



YOM HASHOAH YELLOW CANDLE™

Distributing

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

1. 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. A letter from your organization (preferably signed by your 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 your 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.

2. Distributing Yellow Candles by Hand

This method is the lowest cost method 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 and yellow plastic door bags. Include the same items 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 squads.
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.

3. 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.



YOM HASHOAH YELLOW CANDLE™

Funding

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 willing to finance the project. Each sponsors a case (s) 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 your 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 donations from Yellow Candle recipients.

B. Seeking Donations

Most organizations that implement the Yom HaShoah Yellow Candle Program™ offer their 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 in multiples 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 **www.yellowcandles.org**, the web site of the Yom HaShoah Yellow Candle Program™, to find recognized 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 Program 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 your organization.*



YOM HASHOAH YELLOW CANDLE™

Bulk Case Shipment Order Form

Order must be received no later than Wednesday, March 11, 2015



P.O. Box 12582 • Scottsdale, AZ 85267 • info@yellowcandles.org
800-391-7293 (after 9am MST) • FAX: 602-368-6357

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/PC: _____

Phone: _____ E-Mail _____

Item	Quantity	Cost	Subtotal
Cases of Yellow Candles (48 candles/case)	_____	x \$ 72/case	_____
Cases of Cardboard Boxes (48 boxes/case)	_____	x \$ 24/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: _____



YOM HASHOAH YELLOW CANDLE™

Direct-Mail Order Form

Order must be received no later than Thursday, February 19, 2015



P.O. Box 12582 • Scottsdale, AZ 85267 • info@yellowcandles.org
800-391-7293 (after 9am MST) • FAX: 602-368-6357

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 ☐ 1st Time Order

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

Item	Quantity	Cost	Subtotal
Yellow Candles (includes box, letter, poem, meditation, return envelope)	_____	x \$6.00/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, 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: _____



YOM HASHOAH YELLOW CANDLE™

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
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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 the 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 the return of individual contributions to cover the cost of the 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: 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 info@yellowcandles.org



YOM HASHOAH YELLOW CANDLE™

How to Pack for Bulk Non-Profit Mailing

The new U.S. Post Office friendly box will save on postage. The non-profit mailing box size is designed for Post Office automatic processing machines. Boxes are packed 48 to the carton and cost \$24 for the carton. The complete weight with inserts must not be less than 6 ounces. If you insert in the box the following: candle, letter from Rabbi, letter from Cantor, letter from President of congregation or Mens Club, meditation and letter from Yom HaShoah Chairman, that should make the 6 ounces. Wrap candle with all letters, #10 return envelope and rubber band.

When you take candles to the Post Office, have them weigh 6 candles and divide by 6 for the proper weight (6 ounces).

Yellow Candle Design Contest

Do you know someone between the ages of 13-18 years of age and their family belongs to a synagogue or a Men's Club that distributes candles for Yom HaShoah? If you do, please have them enter our contest. We will choose the best design to go on our Candle for the year 2016.

First prize will be \$500 cash.

Second prize will be \$300.

Third prize will be \$200.

Contest ends May 1, 2015.

All designs shall be the exclusive property of the FJMC.
Please send your entry to **info@yellowcandle.org**.



YOM HASHOAH YELLOW CANDLE™

Light a Candle, Preserve a Memory



YELLOW CANDLE PRICE

\$72.00 Per Case (48 Candles)

EARLY BIRD DISCOUNT PRICE LIST

FOR BULK SHIPMENT ORDERS

3 to 14 Cases	\$69.00 per case
15 to 24 Cases	\$66.00 per case
25 Cases Or More.....	\$63.00 per case
Candles Shipping Charge: \$2.00 per case	

Direct Mail Price	\$6.00 per candle
Direct Mail Early Bird Discount.....	\$5.50 per candle

FJMC & MRJ Affiliated Clubs Only

No Shipping Charge On Early Bird

All Early Bird Orders Must Be Received
And Paid For By: **January 20, 2015**

For Discounts To Apply

No Exceptions
No Discount Date Extensions