



## ***Are You On The List?***

In 2009, 556 synagogues and Jewish centers participated in  
**SHABBAT ACROSS AMERICA/CANADA**

Don't miss the opportunity to be on this year's list for March 2010. Sign up for the biggest, boldest continent-wide event unifying Jewish communities across North America. NJOP has everything you need: the program, publicity material, posters and more! Free! Add your congregation/organization's name to the hundreds that will be participating in this extraordinary event!

**Friday Night, March 5, 2010!**



Brought to you by the  
National Jewish Outreach Program  
989 Sixth Avenue, 10th Floor, New York, NY 10018  
646-871-4444 - [saa@njop.org](mailto:saa@njop.org) - [www.njop.org](http://www.njop.org)



**888-SHABBAT**  
888-742-2228

# The National Jewish Outreach Program is pleased to present the 14th annual SHABBAT ACROSS AMERICA/CANADA on Friday night, March 5, 2010.

**SHABBAT ACROSS AMERICA/CANADA** is the acclaimed international program that offers every North American Jew a positive and joyous Shabbat experience, underscoring both the unity of our people and a whole hearted commitment to *Ahavat Yisrael!*

**The continent-wide multimedia marketing and advertising** campaign of SHABBAT ACROSS AMERICA/CANADA is designed to serve as a most effective tool for both outreach and inreach. You'll also have access to NJOP's Social Media Coordinator, who will supply free training and assistance in utilizing social media websites to find and invite your own membership, as well as unaffiliated members of your local Jewish community, to your synagogue for this event.

**NJOP will make available** to your synagogue or Jewish organization all the materials that you will need to welcome newcomers into your congregation/organization and to introduce both unaffiliated local Jews and your own marginally-affiliated members to the beauty of Shabbat.

**An exhilarating evening** is created by transforming an ordinary Friday night dinner into the extraordinary SHABBAT ACROSS AMERICA/CANADA experience. NJOP has an easy-to-use outline for a stimulating explanatory service and engaging educational materials to be used throughout the evening. Add to that mix a sumptuous meal and special Shabbat songs, and you have a lock on a great program. (Congregations provide their own catering and generally charge about \$15-\$20 per person.)

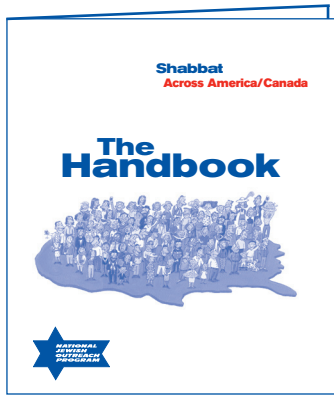
**It really works!** Since its first auspicious year, SHABBAT ACROSS AMERICA/CANADA has given more than half a million Jews, in 2,017 locations, a unique Shabbat experience!

**Find out more or register now:** Just complete the Registration Form, or simply call NJOP's Regional Program Coordinators at 888-SHABBAT (888-742-2228)!

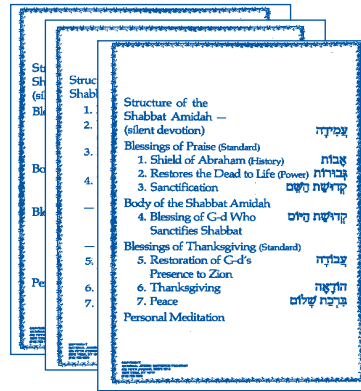
**NJOP Goes Green!** "The Handbook" (a multi-page guide that walks you through the event step-by-step, from recruitment through follow-up) and other SAA promotional materials will be downloadable after your registration has been received. You will also find publicity materials, and other user-friendly resources.

- WHAT NJOP REQUIRES OF YOU**
1. Although NJOP expects and even encourages your organization to be creative with the SAA/C program, a kosher dinner must be included as part of the program. Why? We feel the dinner is an integral part of the Friday night Shabbat experience - it's where friends and families, neighbors and newcomers, can sit together and share the warmth of Shabbat.
  2. We expect you to compile a list of the names and addresses of all participants and return the information to NJOP by March 15, 2010. We request this so that:
    - A) NJOP can send each participant a survey and follow-up list of programs.
    - B) NJOP can provide reliable data on the success of the program to our donors.
    - C) NJOP can assist you in providing follow-up programs to participants.
  3. Each location must assume the responsibility for inviting its local community participants. NJOP's marketing and advertising campaign serves ONLY to create a general "buzz" about the event! You may also access a most helpful Publicity Packet to enhance your marketing efforts.
  4. Please respond to our calls, faxes and mailings. We are here to serve you.

# FREE MATERIALS AND SERVICES AVAILABLE FROM NJOP:



**1. The Handbook:** A step-by-step guide, accessible for you to print out after registration, on how to coordinate a successful SHABBAT ACROSS AMERICA/CANADA, from recruitment through follow-up!



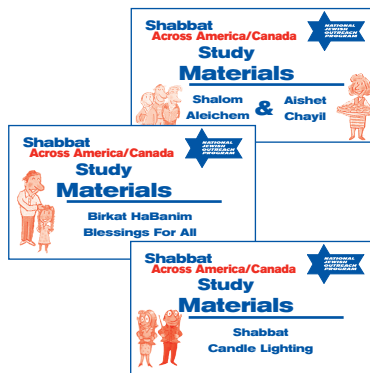
**2. Friday Night Prayer Structure Posters:** Fabulous guides and outlines for the traditional Friday evening Shabbat service.



**3. Counseling and advice:** The NJOP Regional Program Coordinators want to make your preparations for SAA/C as easy as possible. Call them with any of your questions!



**4. Flyers:** Both Full Color and Black and White flyers are available online for personalization and reproduction. You'll even be able to email it to your membership.



**5. Programming Material:** To enable you to make the most out of the evening, NJOP has several additional educational program units available for SHABBAT ACROSS AMERICA/CANADA.



**6. Location Listing:** Return your completed application by January 29, 2010, and your synagogue's or center's name, city and state will be listed on the SAA/C location poster. All registered locations will be listed on our website, [www.njop.org](http://www.njop.org).

## Plus:

**7. Step-by-step Hand Washing and Candle Lighting Posters** to display on the night of the event

**8. A-La-Carte Card** to help you orchestrate follow-up programming

**9. Nametags, Program Holders & Menu Holders:** The SAA/C logo makes these materials attractive accessories to the program.

**10. Advertising and PR** efforts across the continent!

The NATIONAL JEWISH OUTREACH PROGRAM was established in 1987 by Rabbi Ephraim Z. Buchwald in response to the urgent need to address the issue of Jewish assimilation. Since its founding, NJOP has become one of the largest and most successful Jewish outreach organizations in the world. NJOP sponsors the acclaimed SHABBAT ACROSS AMERICA/CANADA and READ HEBREW AMERICA/CANADA campaigns, establishes Beginners Services and offers the Turn Friday Night Into Shabbat, PASSOVER ACROSS AMERICA and SUKKOT ACROSS AMERICA programs, as well as free "Crash Courses" in Hebrew Reading, Basic Judaism, and Jewish History at more than **3,675\*** locations across North America, and in **39\*** countries worldwide. NJOP has successfully reached more than **1,115,000\*** North American Jews and engaged them in Jewish life. Don't forget to visit our website: [www.njop.org](http://www.njop.org).

\*as of 12/09



# SHABBAT ACROSS AMERICA/CANADA APPLICATION FORM

Please return this form, completed, to NJOP by Fax 646-871-0100 or by E-mail info@njop.org

Synagogue/Jewish Center/Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

SHABBAT ACROSS AMERICA/CANADA Coordinator: \_\_\_\_\_

Address: ( Coordinator  Synagogue) \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: ( Coordinator  Synagogue) \_\_\_\_\_

Number at which you can be reached: \_\_\_\_\_

Rabbi/Director: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Program to be held at:  Synagogue  JCC/"Y"  Other: \_\_\_\_\_

Preferred phone number for participants to register: \_\_\_\_\_

In the spirit of Jewish unity and program uniformity, NJOP respectfully requests that the meal served be kosher and that Shabbat be observed.

I agree.

**Application Deadline is January 29, 2010**

**Reminder: Green Alert:** "The Handbook" and other SAA/C materials will be downloadable after your registration has been received. Publicity materials, and other user-friendly resources will also be available online as part of NJOP's efforts to be more environmentally friendly.

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