

## **AZA and BBG Global Shabbat 2013/5774**

November 8-9/5-6 Kislev

*Parshat Vayitzei*

Whether in Toronto or Tampa, Philadelphia or Tel Aviv, Atlanta or London, Miami or Sofia, Shabbat comes around every Friday night. It is one of the great unifiers among us. It happens every week, without fail, as a 25-hour span of time that starts on Friday evening at sunset and goes until Saturday night, and it allows us all to partake in our own way, and yet feel part of something so much larger that is happening throughout the BBYO Order and for Jews around the world.

Shabbat is a naturally powerful experience, but it takes thoughtful planning to build your Shabbat practice so that you can be purposeful in how you want to celebrate, and guide a group through a meaningful AZA and BBG Shabbat experience.

### **What is Shabbat?**

Shabbat may be Judaism's most distinctive practice, as well as one of its longest-lasting contributions to the world. A weekly 25-hour observance, from just before sundown each Friday through the completion of nightfall on Saturday, Shabbat is more than just a day off from labor. It is a day of relaxation and celebration with family and friends and of communal prayer and personal reflection. It marks the end of the week, and showcases the separation that occurs between one week and the next, allowing for much needed recovery. Shabbat is also an opportunity to highlight how Jews have traditionally perceived their relationship with God and with the world around them.

### **What is AZA and BBG Global Shabbat?**

AZA and BBG Global Shabbat is our opportunity to celebrate Judaism's most holy of days as a part of a movement, simultaneously, worldwide.

AZA and BBG Global Shabbat is unique because while we are all connected in our celebrations, each community -chapter, town, city, council, region, country, can make it their own, choosing with whom they want to partner, how large their celebration will be, and what it will entail.

In the last two years the AZA and BBG Global Shabbat experience expanded its reach by allowing the members of BBYO to vote on the themes. Over a thousand teens voted and selected themes like *L'Dor V'Dor Anachnu Mishpacha* "From Generation to Generation, We Are Family" for BBG in 2011, and *Hinei Mah Tov Umah Naim, Shevet Achim Gam Yachad*, "Behold, how good and how pleasant it is, for brothers to dwell together" for AZA in 2012. In addition, members from across the globe have helped create resources for your communities to use in planning for your own AZA and BBG Global Shabbat. AZA and BBG Shabbat programming has reached thousands of individuals (AZA and BBG members, parents, friends of AZA and BBG members, siblings, alumni and other members of the Jewish community) through over 100 different programs run across the globe. The types of programs ranged from chapter based to region/country based and the content ranged from various traditional Shabbat services, to Saturday elective programs, to Sunday community service programming.

In 2013/5774, AZA and BBG Global Shabbat is ready to set new records, but that can only be done through your involvement. For those interested, there will be an AZA and BBG Global Shabbat Steering Committee. The committee will help prepare resources for all members, will be an asset to those in other communities with planning questions, will be a spokesperson in their own community, and will help report on the plans and successes of AZA and BBG Global Shabbat programs in our all

communities. Steering Committee applications can be found on the new [AZA and BBG website](#).

### **The Components of a Shabbat ‘Experience’**

AZA and BBG Global Shabbat celebrations can take place any time between Friday evening and Saturday evening, and can include any/all of the following:

#### **Friday Evening**

- *Kabbalat Shabbat* services (welcoming of Shabbat)
- *Ma’ariv* (evening service)
- Friday night dinner
- Friday night *oneg/tish* (experience filled with *z’mirot* (songs), stories, or other programming)

*There are so many different rituals and practices that go into Friday night. Choosing a component means understanding what comes along with it. Check out this all-encompassing resource on [My Jewish Learning](#) that covers many different parts of Friday night practice.*

#### **Saturday Morning**

- *Shacharit* services (morning services)
- *Torah* service or *D’var Torah* (corresponds to the weekly *parsha* or *Torah* portion)
- *Musaf* services (added after the *Torah* service on *Shabbat* and *Yom Tov* (holidays))

#### **Saturday Afternoon**

- Saturday programming (often a great opportunity for reflection, relaxation, etc.)
- *Mincha* (afternoon service)

#### **Saturday Evening**

- *Seudah Shlishit* (evening meal)
- *Havdallah* services (closes Shabbat and separates the ‘holy’ *Shabbat* from the rest of the week)

When we think about Shabbat we often think about the places where we celebrate. We go to synagogue. We have dinner at home with families or friends. But this holy day is about so much more than that, and with AZA and BBG Global Shabbat you are making it about [community](#). How do you want to tie your celebration as a community, to the practices that you choose?

Also, many forget that Shabbat is about marking these 25 hours separately from the rest of the week. Here is an excerpt from [Abraham Joshua Heschel’s work](#) that can help you think about the separation of Shabbat from the rest of the week. Use it to prepare for brainstorming on how you will celebrate the difference of this holy day from the rest of the week.

## **Who/What is involved in Creating Your Plan?**

Before you can begin to create your AZA and BBG Global Shabbat plan you need to make sure you have your initial planning team assembled.

1. Who is the adult point person/people working on the AZA and BBG Global Shabbat? My city/council/regional staff? One of my advisors? A Director of Jewish Enrichment (DJE)? A local rabbi?
2. Who is/are the teen leader(s)? Have/should chair(s)/committee be involved by either application or by appointment? Is this part of a regional convention that has a steering committee or coordinators that need to be involved? Are the Chapter Sh'lichim involved? Are teen leaders involved that represent different chapters, high schools, synagogues, and/or areas of town included?

*Note: It is highly recommended that you involve as many adults/teens in the planning process as possible in various ways. Remember that it is important to set the stage from the start, but if things change along the way, bring new people in as soon as they are needed and stay flexible.*

3. What sorts of tools/education do you need to arm yourself with before you can begin brainstorming? In order for you to move into the next step of the planning process for your Shabbat it is important to make sure you understand the components listed under *The Components of A 'Shabbat Experience'*. Shabbat has a lot involved in each component. Be sure to examine some of the initial resources included above so that you fully understand what each piece means. If you are going to choose to have a Shabbat dinner as (or a part of) your AZA and BBG Global Shabbat program, you will need to know that two rolls of *challah* are needed to say the *motzi* (blessing over the bread), and two candles are needed to say a separate blessing. You will also need grape juice to say *Kiddush* (blessing over wine/grape juice), and should have a station set up with water and a bowl for those who would like to say the blessing for washing hands. Alternately, if you decide to include *Havdallah* as (or a part of) your AZA and BBG Global Shabbat program, you'll need to make sure you have a special *Havdallah* candle, a cup of grape juice, and a box of spices. All of these things are important to consider in setting up for your goals and brainstorm. Do you have access to them? How will they affect your preparation? Will you need to change a menu? These are just some things to consider early on, as you want to make sure you understand the role a component plays in Shabbat before you select it as part of your AZA and BBG Global Shabbat program.

## **How do you Create a Plan for AZA AND BBG Global Shabbat in Your Community?**

As with planning any program, using *The Guide to Programming Excellence*, is a great place to start.

**Step 1 - Goal Setting:** Setting goals from the outset will help determine the shape and substance of your AZA and BBG Shabbat programming.

Ask yourself the following questions:

- Do we want to use AZA and BBG Global Shabbat to help build our community?
- Do we want to use AZA and BBG Global Shabbat to show our members how we can meaningfully celebrate Shabbat?
- Do we want to use AZA and BBG Global Shabbat to explore Pluralism with our members?
- Do we want to use AZA and BBG Global Shabbat to engage new members, reach out to 8<sup>th</sup> graders, and invite siblings/parents?
- Do we want to use AZA and BBG Global Shabbat as a time to teach/engage new, potential leadership in our Council/Region/Country?

These are just a few examples of questions you might ask yourself when setting goals, feel free to add others. We recommend creating anywhere from 2 – 4 different goals.

Once you have answers to these questions and have created your goals, ask yourself what are 2 – 3 things per goal that will need to happen to accomplish these goals. Here are some potential questions to help you identify the 2-3 things per goal you want to accomplish.

1. Will you partner with any other organizations? (Synagogues, youth groups, camps, JCCs, Federation, other...)
2. Who is this program for? (Chapter members, regional participants, community members, parents, families, prospective teens, BBYO Connect participants...)
3. What local people (BBYO members, community members, clergy) have knowledge and experience that may be helpful in putting the program together?
4. How can you achieve the “meaningful” experience you desire?
5. What components of Shabbat will allow you to achieve your goals to the fullest extent?
6. Who is an up and coming leader that we would want to engage? Who is looking for additional responsibility that could help plan AZA and BBG Global Shabbat? Who is a connector that will ensure high attendance at our program?

### **How do you Create Program Content? (Steps 2 - 7 in *The Guide To Programming Excellence*)**

(And what if we already have a convention/program scheduled over November 8-10?)

Each community has its own practice and interests. It is important for you to create programming for AZA and BBG Global Shabbat that fits your community’s needs as best as possible.

To help in creating those programs, a package of resources will be distributed to all members on October 11<sup>th</sup>. These resources will include information on the *parsha* (Torah portion) for the week of AZA and BBG Global Shabbat, resources for various Shabbat rituals, stories about Shabbat and/or the *parsha*, and much more.

**Step 2 - Brainstorming:** The guidelines and recommendation on how to brainstorm are located in *The Guide To Programming Excellence*. Be sure to include all those (and more if you want!) that you identified in Number 1 and Number 2 under ‘Who/What is Involved in Creating Your Plan?’. Remember that the more leadership involvement you have from the adult and teen level, the more buy-in you create for the program, and a key factor to reaching your goals. Also, remember before you bring your group together to brainstorm that you send them this packet and ask them to make sure they do a little reading and educate themselves (if necessary) on the ‘The Components of A Shabbat Experience’.

**Step 3 – The 5 W’s:** As you move into step 3, you may want to consider based on your brainstorm if you need/want to add more adults/teens to your leadership group. It never hurts to bring on additional leadership and get more people involved. You can also look at Page 18 when you get to the question asking ‘How Much You Will Charge’.

**Step 4 – Outlining:** This is a good time to ensure that your AZA and BBG Global Shabbat is representative of full fold programming, represents the Teen Priorities, the Menorah Pledge Principles and the Cardinal Principles, and that the elements of the Educational Framework are included. Be sure to refer to pages 3 -5 in *The Guide To Programming Excellence*.

**Step 5 – Filling Out Programming Forms:** Be sure to fill out the program planning forms on pages 13 – 18 in *The Guide to Programming Excellence*. A full, well written outline is always key to a successful program. It ensures that everyone is on the same page and has all the information they need to facilitate the program.

**Step 6 – Running Your Program:** Practice, Practice, Practice! Just with anything practice makes perfect and rehearsing the program from start to finish for the adult team or others is a MUST! It should be done a day in advance of the program, so that if changes are needed, you have the time to do so. Also, remember that on the day of the program you should arrive to the site with the adult and teen leadership team at least 45 minutes – 1 hour in advance.

**Step 7 - Evaluating Your Program:** How did the program go? You want to hear from those that participated so you can learn for next year. Knowledge is power and knowing what worked and what didn't work is an important step in the planning process.

**Step 8 – Take Pictures and Brag!** Okay, okay, you are right this step is not *In The Guide To Program Excellence*, BUT we want to hear about your AZA and BBG Global Shabbat Program. What kind of program, who was there (teens, chapters, parents, alumni, Connect members, etc.) and we want to SEE what you did. Take pictures/video (if appropriate) and send it to us. You can email it to [azaandbbgshabbat@bbyo.org](mailto:azaandbbgshabbat@bbyo.org)!

## **Shabbat Planning Timeline**

### **Six to Ten Weeks Before**

- Set the date on your regional, chapter and/or community calendars
- Appoint the planning committee and leaders
- Create a timeline with deadlines and schedule meetings
- Set the goals of your AZA and BBG Global Shabbat program and begin your brainstorming
- Set overall plan for what your Shabbat program will look like
- Decide on and reserve venue
- Set budget and cost for participants
- Create flyer and/or other publicity material for your AZA and BBG Global Shabbat program (Templates will be distributed on October 11<sup>th</sup>, but you can begin to prepare your information before then.)
  - Before creating your flyer you must know the following:
    - Theme
    - Location and time of Shabbat experience
    - Cost
    - Audience

### **One Month Before**

- Initial publicity:
  - Mail out flyers to desired audience, post flyers in local hot-spots (like the ice cream parlor, bakery, or diner, Jewish schools and community centers), send out emails
  - Develop Social Media strategy – create a Facebook event and/or group, create a hashtag for Twitter to notify people and increase excitement.
- Set menu if needed
- Identify resources needed for services or programming

### **Three Weeks Before**

- Continue with publicity
- Begin focusing on one-on-one recruitment
- Continue social media campaign with status updates and tweets relating to your program.
- Begin gathering RSVPs
- Set program content, and create *siddur* (prayer book) materials
- AZA AND BBG Global Shabbat resources will be distributed on October 11<sup>th</sup>
- Identify song-leader and/or *shaliach t'zibur* (prayer leader)
- If you do not have a song leader, does your *shaliach t'zibur* (prayer leader) know the prayers?

### **Two Weeks Before**

- Gather all necessary ritual items



- Have you secured enough *siddurim* (prayer books) or made and printed out enough copies of your own *siddur* from [www.buildaprayer.org](http://www.buildaprayer.org)?
- Continue with your publicity
- Continue gathering RSVPs
- Find people who can help set up and clean up the activity/s
- Finalize program content
- Is someone giving a *D'var Torah*? It should be written now.
- Review program with Shabbat committee, teen program facilitators, adult staff, and/or parents

#### **Week Of**

- Finalize RSVP numbers
- Confirm venue
- Send final numbers to the caterer, confirm menu and other details
- Gather all program supplies
- Review program and its details; make sure all involved understand their responsibilities and the content and the entire facilitation team has rehearsed together
- Create seating chart for dinner if necessary

#### **Day Of**

- Write up nametags
- Transport all ritual and program supplies to venue
- Set up and decorate room for services/dinner/lunch/Shabbat programs
- Create hype – get people excited at home and online

## A Sample Letter to the Community

Dear [fill in name of Rabbi, community partner, etc],

I'm writing to explore a partnership opportunity between **NAME** and BBYO. *As you know,* BBYO is a year-round, globally-interconnected youth movement. BBYO serves as a platform for Jewish communal participation and leadership for 6<sup>th</sup> – 12<sup>th</sup> graders through BBYO Connect (for middle school teens) and AZA and BBG (BBYO's high school brotherhood and sisterhood leadership programs). With an emphasis on empowerment, teen participants own part of their experience. This ensures not only that the experience is absorbed, but also that skills are cultivated in a way that fosters their development as change agents and peer role models.

On November 8 and 9, BBYO teens from all across the world will be coming together to participate in **AZA AND BBG Global Shabbat**. This program will give thousands of teens, families and community members a chance to experience a meaningful Shabbat program in their hometown communities, while knowing they are a part of a larger movement that is strengthening Jewish practice and identity worldwide.

This year, *our chapter [or region, community, etc]* will be dedicating our Shabbat to the theme of *[insert theme]*. *[Insert 1 or 2 sentences indicating why you feel strongly about the theme.]*

We know that your organization also values the theme of *[insert theme]* and we would like to explore the possibility of a partnership for this program. By inviting your *[insert audience]* to join us on *[insert time of program]*, we could widen the circle of *teens, families* who are able to take part in this experience. We believe that a larger group will add to the festive atmosphere, and we know that everyone will benefit from the shared experience. Partnering together plugs *organization NAME* community into a network of *insert number total involved* young people and *insert number* alumni that seeks to build a more inclusive, engaging and participatory Jewish community in *CITY NAME*.

I will follow up next week via phone and look forward to scheduling a time for us to discuss further. I am confident that, together, we can keep our community's Jewish youth connected year round.

Sincerely,

[Insert name of members/chapters]