

PROJECT
INSPIRE.

Presents:

The Shabbos Inspire Experience Toronto & Thornhill

One Shabbos, One City, One People

April 30th / May 1st

Citywide Shabbos Hospitality

Some of the larger participating programs are:

- Viewmount families hosting less affiliated families
- Westmount Shul hosting less affiliated families
- Shaarei Shomayim Cong. "The Welcome Shabbat"
- Families of the Thornhill Kiruv Vaad hosting less affiliated
 - Clanton Park families hosting less affiliated families
 - Thornhill Woods Shul hosting less affiliated families
- Shomrai Shabbos families hosting less affiliated families
 - Thornhill Community Shul hosting less affiliated
- Agudah North families hosting less affiliated families
 - Ohr Somayach On Campus Shabbaton
- Shaarei Tefillah families hosting less affiliated families
 - NCSY/Torah High Shabbaton
- Partners In Torah mentors hosting their students
- Kol Torah Cong. families hosting less affiliated families

Find out how your shul can get involved

AND YOU!

Invite Your Neighbour, Relative Or
Co-worker To Your Shabbos Table

Join Us For A 15 min.

Citywide Conference Call

"How To Host A Less Affiliated Shabbos Guest"

Tues., April 27th at 9:30 pm

1.800.920.7487

followed by code 14582678 & #

For more information please contact
Rabbi Moshe Zionce Director, Project Inspire Toronto
416.782.6283 mzionce@projectinspire.com

In accordance with halacha, all invitations should be offered to those within walking distance or sleeping arrangements should be provided. Consult your Rav.



Shabbos "How To" Kit

One Shabbos, One City,
One People

In the enclosed kit, you will find many helpful tools and advice on how to host a successful Shabbos meal for someone less affiliated. This kit was created for the frum person. Please be sensitive; it should not be brought to the table with your guest present.

Email: rachelli@projectinspire.com & receive your Free "SHABBOS TABLE KIT" complete with an amazing story to be read at your seudah! & Enter To Win A \$500 Subsidy To the Project Inspire Convention In Stamford, CT. on May 7th (see back cover).

This coming Shabbos, April 30th through May 1st, 2010, will mark Project Inspire of Toronto's first annual city-wide Shabbos experience, otherwise known as The Shabbos Inspire Experience. During the Shabbos Inspire weekend, the members of our community will open their hearts and homes to our less affiliated neighbours, co-workers, or relatives, and invite them for a Shabbos meal. For some unaffiliated Jews, this will be their first taste of Shabbos ever. This revolutionary initiative will be the culmination of the unique efforts of many individuals across Thornhill and Toronto who have taken upon themselves the responsibility of making a change in the city. There are many Shul Shabbatons, user-friendly minyanim and oneg Shabbos get-togethers to attend and to bring your friend to throughout the city.

Far too many Jews in Toronto are not experiencing the beauty and warmth of Shabbos. For the many who have B"H traveled the journey back to a Torah life, **Shabbos was often the spark that ignited their flame.** It is easy to overlook just how much inspiration Shabbos can provide. A family convening together for a meal, an atmosphere of love and respect with interesting, relative words of Torah might be what we are used to, but is something many people have never experienced. It is a chizuk for us just knowing the tremendous gift we are so fortunate to possess. It would be a shame not to share it with others.

We would like to offer a special thank you to all those who dedicated many hours in helping to make this initiative a reality. You took the responsibility to make a difference. May Hashem bless all your efforts to inspire those around you, and may the incredible mitzvah of reaching out to Hashem's children bring you only nachas, joy and bracha in your lives and the lives of your families.

Sincerely,

Moshe Zionce

Rabbi Moshe Zionce
Director, Project Inspire Toronto
mzionce@projectinspire.com
416.782.6283
www.kiruv.com

be inspired



Shabbos "How To" Kit

How To Invite

Inviting someone you know can be intimidating. Regardless of the closeness of your relationship with the person, we somehow find reasons to put it off, and eventually it never gets done. Shabbos Inspire is like the call to action. It is a reminder that if we don't act now, we won't act later.

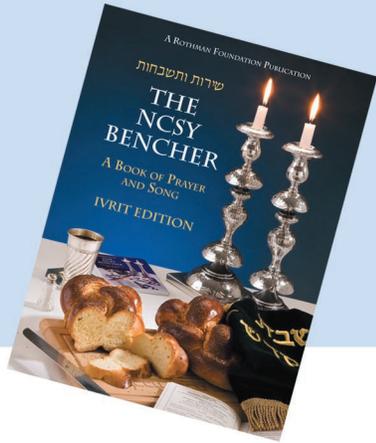
First, think about someone in your life who is less affiliated. It can be your neighbour, co-worker, relative or even someone you bump into often at a playgroup, park or bank. We all have daily interactions with people whom Hashem sends our way with the intent of helping them become inspired.

Next is the actual invitation: It is up to you if you would like to share with your potential guest that there is a community-wide Shabbos hospitality initiative. Be aware that it could be a sensitive issue if not expressed properly. No one should be made to feel like someone is out to get them. The Shabbos is a community-wide unity initiative; Jews coming together to share in the beauty and relevance of our heritage. Here are a couple example invites:

1. "Hi David. I have been meaning to have you and the family over for a while now and was wondering if next Friday night works for you? We would love to have you join us for dinner. My wife makes a fantastic challah, and the kids would have a great time!?"
2. "Hi David. I've been meaning to invite you for a Shabbat meal for the longest time. We're having a community-wide Shabbat get-together and I would love it if you would join us. It will be a laid-back and fun atmosphere. You can bring the whole family. I think you'll really enjoy it." (Optional: "What do you say? I'm buying!")

The key is to be as natural as possible. Be yourself!

make the call



Shabbos "How To" Kit

Some Pointers

General Pointers

1. The first thing to know when having "newcomers" as Shabbos guests is that Kiruv is in Hashem's hands. Our task is to help our guests feel comfortable & accepted.
2. With all matters of kiruv, it is of utmost importance to be sensitive to the misconceptions or views of the other person. Think about where your guest is coming from and how to best accommodate his/her needs.
3. A guest might mistakenly switch the lights on or off or do another melachah. Don't show any displeasure. It is important to be aware that your acceptance will encourage commitment in the long run.
4. The most important part of the experience is for your guest to enjoy themselves. Therefore, all you really have to do is care for another Yid. When people feel cared for, they are touched and moved. Ninety-five percent of outreach is caring.
5. Due to the unique nature and beauty of Shabbos, **Shabbos sells itself. Simply allow it to happen.**

A Step-By-Step For The Meal

1. Show interest in your guests: Ask them about themselves early on in the meal - it breaks the ice. Shmooze and involve your guests in discussions throughout.
2. Provide explanations: If you like, explain the "religious" parts of the meal in an understandable way. Keep it short and sweet. See the next page of this kit for some beautiful explanations. If you are uncomfortable explaining - don't worry. It adds to offer a nice explanation, but if you don't explain, it doesn't detract.
3. Use an inspirational story: When the time is right, share a story. We have an amazing Toronto hashgacha pratis story never before printed in the "Shabbos Table Kit." (Contact rachelli@projectinspire.com to receive your copy).
4. Divrei Torah: See the "Shabbos Table Kit." (On the Shabbos of April 30/May 1 the entire city will be reading the same Divar Torah!) In general, it should be short and easily understood (not heavily based on posukim), with a moral, relatable message. A vort about achdus is ideal when trying to bring other Jews closer. If you do parsha questions with your kids or have children who say divrei Torah, it is a wonderful experience to see children learning Torah. Make sure your guests don't feel left out. Always explain and involve them.
5. Zemiros: The famous NCSY bentscher with English phonetics is ideal. In addition, the short songs at the back are easy to catch on to. Singing a repetitive melody without words is an excellent way to involve your guests.
6. Dessert: You can arrange for other families on the block to join you for dessert.
7. Bentsching: Again, the NCSY bentscher is ideal. Singing the bentsching, in whole or in part, is a great idea.

Feel free to take what you want from these general guidelines. **Most importantly, relax and enjoy your guests!**



Shabbos "How To" Kit

Explanations

It may be helpful to give some simple explanations. Nevertheless, they are not essential. It is your sincerity and the warmth of your table that will leave the greatest impact.

Eishes Chayal and Birchah Habanim

It is almost part and parcel of the human condition to take for granted the most precious things we have - our family and loved ones. On Shabbos, we take the time to appreciate one another. "Eishes Chayil - A Woman of Valor," written by King Solomon over 2000 years ago, is said in honour of the woman of the family in appreciation for all that she does. The wise King Solomon understood the essence of marriage: "A happy wife is a happy life!" We also appreciate our children by blessing them with physical and spiritual bounty.

Kiddush

During the week we spend much time running around achieving and trying to be successful, with little time to spare. We are bombarded by computers, e-mails, cell phones, deadlines, and results. On Shabbos, we take a deep breath and leave all that behind. By ceasing our weekday activity, we are able to spend time with our families and appreciate the beauty of life. During kiddush, we are cognizant that there is a Creator who runs the world and gives us all that we have. It is a time to stop doing and focus on being instead. Kiddush helps us go into Shabbos with this awareness. (Explain that they can fulfill their mitzvah of kiddush (and hamotzei) if they simply answer amen at the appropriate times with the family).

Washing Hands

Ask them if they know how to wash for bread. It is important that your guest feels comfortable at all times and they don't get "scared off". Therefore, if they don't do a perfect job washing don't worry about it. Explain or demonstrate how to wash. If need be, help them with the bracha or get a child to do so. You could leave the page open with the bracha for washing found in the "Shabbos Table Kit" beside the sink. Instruct them ahead of time about the "no talking rule." The following explanation might be helpful: Human beings have the capacity to eat in a dignified and spiritual way or to devour food like animals! Our hands represent our actions, and washing represents the purity of our actions. We wash our hands to remind ourselves that the meal should not be an end unto itself, but a means to a higher purpose, giving us the energy to do actions that are meaningful and pure.

The Challahs

We eat two challahs to symbolize that Shabbos is the source of blessing. The Jewish people in the desert received a double portion of manna on Friday in honour of Shabbos. Shabbos gives us the time and space to stop and appreciate all the physical bounty we have. This, in turn, brings more blessing into our upcoming week.

The Salt

Salt does not decompose, and is therefore a symbol of our eternal relationship with G-d. Even when we eat our meal we bear in mind that there is an Infinite Being who has taken care of us throughout the generations, and is the source of all the blessing we have in our daily lives.



Shabbos "How To" Kit

Some Dos & Don'ts

The Week Prior to the Shabbos

1. Connect with your guests over the phone a few days before Shabbos. If guests are being "set-up" at your home, give him or her a call to introduce yourself. Let them know that you are looking forward to meeting them.
2. Ask if they have any dietary needs, i.e., vegetarian, food allergies etc.
3. It is beautiful if you can ask if your guest(s) would like to bring a friend, in particular if they are coming alone.
4. If possible, acquire some "NCSY benchers" from your local Judaica store (it is ideal if both your guest and your family use them).

Erev Shabbos

1. Tape the bathroom lights
2. Encourage your children to take naps.
3. Explain to your family that you are having "newcomers" for Shabbos and that they should be sensitive and do whatever they can to help make your guests feel comfortable.
5. Use mevushal wine or grape juice (most poskim say it is needed with a secular person present).
6. If your guests arrive before Shabbos, be warm and welcoming even if amid preparations.
7. Inquire if the female guests would like to light candles. If not, explain that you will light for your family and them as well.

Before the Seudah

1. On the chance that your male guest does not have a yarmulka, gently offer him one. Have bobby pins attached.
2. Prepare appropriate seating beforehand. Have your guests seated as close to the head of the table as possible.
3. If they bring flowers on Shabbos, try to display them. If they are cut, you can take them and put them in a vase without water (provided you can take off the paper without ripping). If they bring a flower pot, ask them kindly to place it down in an appropriate place. Be sure to say that you really appreciate their thoughtfulness.
4. If they bring food: (Fight the itch to check for a hechsher in front of them) If kosher, serve at the meal.

At the Seudah - See previous pages entitled "Some Pointers" and "Explanations"

1. Introduce everyone
2. Let them know that you're as hungry as they are and you'll be eating shortly but first you will begin with a few minutes of singing.
3. You can show them the place in the bencher (again NCSY benchers are ideal).
4. Consider pouring some Kiddush into another cup before you drink. Drink and then pour for everyone from the cup that you poured into (add more wine into that cup if need be).
5. Keep conversation light and friendly throughout.
6. Explain all Hebrew words used in conversation and keep in mind that only Yeshivish people understand Yeshivish.
7. Be cognizant of where your guest is at the moment - lost, frightened, with preconceived notions of frumkeit.
8. Women issues are a BIG one for many secular Jews. If the husband helps serve and/or clean up it will make a wonderful impression on your guest.
9. It goes without saying that the way you treat your spouse and children will make the greatest impression on your guest.
10. Most importantly, sit back, relax and enjoy your guests.

Follow-up

See the next page for ways to make this one Shabbos experience a catalyst for your guest to enjoy a lifetime of further commitment.



Shabbos "How To" Kit

Follow-up

Yashar Koach! You took the initiative and invited someone less affiliated for Shabbos. This is a great first step in cultivating a relationship

The key to a successful Shabbos Inspire Experience is follow-up. Within a few days after Shabbos, begin to think about follow-up. The goal is to remember that you are building a relationship with your friends. Often, one might feel that the participants seem unenthusiastic about further involvement. Remember, Shabbos has long-term effects. We never know the outcome of an inspirational Shabbos meal for people, but we do know that fostering and nurturing the relationships will only bring them closer and give them a more positive feel for their own Judaism.

1. Phone call or visit

Call or visit your friends a short time after having them over. You can ask if they enjoyed the meal and assess if it's appropriate to invite them again.

2. Send a short video

Aish.com is a great place to find short, inspirational videos that will get people thinking. Email one to your friends at appropriate times, like erev Shabbos, holidays or current events.

3. Special Deliveries

Opportunity does not always come knocking on your door. Don't wait, show initiative. Every week is an appropriate time to show up with (homemade) Challah and simply say, "I was just thinking of you." Or drop by before a Yom Tov with an appropriate gift.

4. Holiday Get-togethers

How about inviting your friend over for some donuts and latkes on Chanukah or a meal in your sukkah? What about sharing some ice cream and cheesecake on Shavuot? It's fantastic Kiruv and your family's Yom Tov experience will become even more meaningful.

5. Inviting To Your Simcha

Your Simcha is already planned. Why not include your friend? Imagine if it became the norm that every Simcha included one less affiliated friend. The city would be transformed.

6. Go out for a coffee.

If you feel close enough you can go for a casual coffee and just shmooze about light topics. This may be just the right setting they need to speak with you and feel comfortable.

7. Host a BBQ

Host a BBQ and invite your friend and family.

8. Baking Challah

Challah baking is a fantastic way to share the beauty of a Jewish home with others. Arrange a group of women to bake together and share ideas and dvar Torahs pertaining to challah.

9. Partners In Torah

Partners-in-Torah is a wonderful tool to move others along in their growth when you feel they are ready for it. Sign them up with a partner or sign yourself up to be their learning partner! Contact Susan Zehavi at 416.827.3827, susanzehavi@gmail.com

10. SeeYouOnShabbos.com

Find new guests on SeeYouOnShabbos.com. It is an innovative and easy way to invite less affiliated guests to your Shabbos table.

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Mrs. Debbie Greenblatt

Lecturer, Gateways & Jewish Renaissance Center

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TODAY!**

TORONTO, we want you to experience the inspirational Shabbos of a lifetime! Contact **Rabbi Moshe Zionce** at 416-782-6283 for Toronto special pricing and availability.

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