

# The JEWISH Proclaimer

Autumn-Winter 2008-5769

No. 08-02

## ONLY IF WE ACT, CAN WE HAIL THE FUTURE

NCEJ lifts its grant maximum by 20%.	1
Proclaiming the 615 <sup>th</sup> Commandment, be positive.	1
Let's balance the scolding with good praise.	
Outreach in the U.S.: Roots for the root-searchers.	2
Davis reaches out, Long Beach Taste & Intro.	2
Synagogue or consolidation? Am. Jewish U. says:	2
Hartford's Kabbalat Shabbat with a convert.	3
Barrie, Ontario, & Hamilton have Taste classes.	4

Continuation in Plantation & Palm Beach.	4
Savannah holds another all-dayer.	4
Conversion videos from Skokie on YouTube.	5
Community-wide classes in KC area.	5
Consortium in Perth Amboy for Conservatives.	5
N.C., activity in Charlotte, New Bern, Raleigh.	6
Small Lima temple holds Taste program.	6
<b>Revised application form for NCEJ grants.</b>	7
Ads in El Paso are in Spanish, too.	8
More courses in San Antonio, and Tacoma.	8

## NCEJ LIFTS GRANT MAXIMUM

National Center to Encourage Judaism raises its maximum grant 20 percent, effective with receipt of this issue, from \$1000 to \$1200.

Individual synagogue applicants who've conducted eligible programs may receive a 20 percent bonus on one of your yearly courses if you received a grant from us the previous year. This in effect raises the grant to 60% of the advertising cost.

You can also receive a one-time bonus for each new initiative in welcoming and integrating prospective converts. All applicants are eligible for 2 grants a year, for programs in distinctively different quarters.

Your synagogue thus could receive grants from us totaling well over \$2500 a year.

If you send us an application form made available by your national headquarters--such as the URJ Outreach Office--it receives a bonus credit.

Eligible programs are ones begun in 2007 and 2008 until this Dec. 31; then, 2008 and 2009 in 2009.

Older application forms are accepted. The new form is on page 7 of this *Jewish Proclaimer*.

## PROCLAIMER SENT TO ALL SYNAGOGUES

This issue of *The Jewish Proclaimer* is sent to just about all synagogues in the U.S., a few in Canada, to grant recipients, and some other Jewish institutions.

Individuals may receive a mailed issue with a donation to NCEJ, or can view copies freely on the web.

## HOW TO KEEP JUDAISM ALIVE: THE 615<sup>TH</sup> COMMANDMENT, PLUS

Let's start with the 615<sup>th</sup> commandment.

The 614<sup>th</sup> is Emil Fackenheim's, Don't give Hitler a posthumous victory.

The 615<sup>th</sup> is, in that spirit, Praise Jews and applaud Judaism.

It's the power of positive thinking, in a Jewish context.

We have more than enough scolds—God, the prophets, quidproquo'ers (catastrophe due to malfeasance or omission), tikkunolamers who pile a world's buffet atop the Jews' mite, commentators/pundits/popoffs who regularly put down Jews and Judaism, those for whom any Judaism is not politically or religiously liberal enough or conservative enough.

Let's hear it for Judaism, for a change, solidly and clear, for good reasons.

It has the best framework for behavior, the best history, the most desirable future.

The Messianic age (the world to come) could arrive if we get enough world folk to observe the Jewish concept of one God—an idea, our idea--over all and for all, giving everybody a fair break and damning no one for birth or belief.

So, when we open our doors to let those who are interested know they can learn about Judaism, and can become Jewish if they want, we are coming closer, one person at a threshold, to Messianic time.

Taking ourselves for granted, staying insular, not proclaiming ourselves, is closing the door to the world's good future.

We can act for Judaism. If we do, it can be.

### **Outreach Activity in the United States & Canada:**

#### **TASTED: EXPLORING ROOTS; CURIOUS**

Davis, CA—Goodly number of students at the Taste of Judaism mini-course offered by Cong. Bet Haverim (R) were just "curious," or exploring roots of Judaism and Christianity. Both are good reasons—you never can tell whether somebody just curious today may become more interested tomorrow; and it doesn't hurt to have more Christians know their religion has been adapted from Judaism, and learn what the basic tenets are.

Unexplored Jewish heritage?  
Interfaith couple?  
Curious about Judaism?

**a taste of JUDAISM**

...Are you curious?

Three weekly sessions on the modern Reform Jewish perspective on living in today's world

Offered at **Congregation Bet Haverim** on three Tuesday evenings in December

For information on class dates and times, locations and how to register, please call **530.758.0942**, or e-mail office @ **bethaverim.org**

**Admission is FREE**

Sponsored by the Union for Reform Judaism

Jewish SPIRITUALITY Jewish VALUES Jewish COMMUNITY

The 288-member congregation had 7 conversions in the previous year.

The Fall '07 program drew 28 people, 2/3 not Jewish. Five were interested in converting. The Hahnukkah timing increased interest, notes membership chair Joy Cohan.

The rabbi followed up with all who wanted additional information, and an Introduction program.

#### Among student comments:

—"Have attended services and classes and felt the synagogue was a welcoming community, that it is committed to respecting and sharing with other faith communities."

—"Some future grandchildren may be Jewish."

—"This was a wonderful intro by an excellent teacher. Class was indeed very interesting & inclusive. It has made me feel somewhat more connected though I must say I remain noncommittal."

—"I was raised without much in the way of religion and disconnected from my Jewish heritage but never feeling like I belonged as a Christian. The class has helped me realize that I was raised with a Jewish

sense of ethics devoid of the religion & much of the culture. I am very interested in learning more."

—"Need to learn more. Considering conversion."

—"Partner is Jewish and I'd like him (and our daughter) to explore their spiritual sides...I appreciate your commitment to share the beliefs of your community with 'those outside' your faith."

#### **LONG BEACH: INTRO & TASTE BOTH**

Long Beach, CA—Temple Israel (R) has a successful Taste as well as Introduction course.

The 502-member congregation had 8 conversions from last July through this January.

Its 3-week Taste course had 42 attendees, with Rabbi Steven Moskowitz estimating about 2/5 will proceed to formal conversion. On class conclusion, he invites students to attend specific events and further study, and to receive members' e-mailings,

A recent convert on the membership committee invites the student to attend a small group session with him, to explore conversion. The attendee also is invited, two months ahead, to the Intro class.

**Considering Conversion?**

**Temple Israel**  
of Long Beach

Explore whether the wisdom and traditions of Judaism provide the pathway to a spiritual life you have been searching for.

**INTRODUCTION TO JUDAISM COURSE**  
WEDNESDAYS, 7:00-9:00 PM  
BEGINNING JANUARY 16, 2008 FOR 18 WEEKS  
Taught by Rabbi Steven Moskowitz at Temple Israel  
Tuition: \$350 (including books worth over \$140)  
A partner/spouse may attend at no additional cost.  
\$275 (for members of a URJ congregation)  
Early registration recommended so books are available prior to the first class

Call The Temple Office For More Information  
(562) 434-0996  
3538 E. 3rd Street, Long Beach, CA 90814  
www.tilb.org

#### **SYNAGOGUE VS. CONSOLIDATOR AMERICAN JEWISH U. WEIGHS IN**

Los Angeles—Can the techniques and success of American Jewish U's Introduction to Judaism program be copied elsewhere in the Conservative movement?

Director Rabbi Neal Weinberg, who attracts hundreds yearly to his classes, seems to doubt it.

He tells us: "I think our program is unique in that most conversion programs are run out of local synagogues whereas we are at a large academic institution. Our location in Los Angeles has us between West Los Angeles and the Valley, the two major population centers for Jews in the city.

"Moreover, our program is set up solely to educate those people who are interested in becoming Jewish and my job is full-time as the director to help and

guide those people through the process of conversion.

"Many local rabbis do not have the time to do what I do in teaching weekly classes, counseling students, correcting required paperwork, leading Shabbatonim, etc. Our program was set up in Los Angeles so that rabbis would send students to our Introduction to Judaism Program for their education and conversion and then we send these students who are Jewish back to the synagogue community ready to live a Jewish life."

In the year preceding the Nov. report 140 students converted. Attendance in the fall classes ran 484, 334 of them not Jewish, with 192 interested in converting. Fees are \$18 registration, and \$308/479 single/couple for the 63-hour 18-week course.

The program includes support groups led by a professional therapist, who then is a resource for people needing such help. All graduates get a letter yearly on AJU's adult ed classes. AJU asks converts to speak to prospective converts at Shabbatons and an Elderhostel program.

The Louis and Judith Miller  
**Introduction to Judaism**  
PROGRAM

The Miller Introduction to Judaism Program is a stimulating and meaningful 18-week course geared towards Jews and non-Jews who want to learn more about Judaism, in addition to those considering conversion.

**WEST VALLEY/CONEJO**

CLASS BEGINS: THURSDAY, OCTOBER 11, 2007, AT 6:30 PM  
No class Nov 22, Dec 20, 27

9 classes at Temple Aliyah: 6025 Valley Circle Blvd, Woodland Hills  
9 classes at Temple Beth Haverim: 29900 Ladyface Ct., Agoura Hills

INSTRUCTORS: RABBI CAMRAS, ORENSTEIN, SPIEGEL, VOGEL & WEISSMAN

Classes also begin monthly at American Jewish University, Bel Air:  
• Sunday, November 26, 2007, at 6:30 pm  
• Sunday, February 3, 2008, at 1:30 pm

Call for information:  
(310) 440-1273 • www.ajula.edu

ZIEGLER SCHOLES  
RABBINIC STUDIES  
AMERICAN JEWISH UNIVERSITY

36ATT2B

#### Among student comments:

- "It is wonderful of the AJU to offer this."

- A teacher, Rabbi August, "was a natural and enthusiastic about teaching. She engaged students during the entire session. She managed to make every student participate while making the lesson fun."

- About another teacher, Rabbi Shevitz: "Very chill dude!"

- Also about him: "He was very easy to contact and meet with. He made me feel much better about the conversion process."

#### **HARTFORD SHABBAT WITH CONVERT**

West Hartford, CT—Cong. Beth Israel (R) returns on its own for an NCEJ grant a dozen years after its previous one, while participating in the regular Reform Rabbis consortium.

It holds a Kabbalat Shabbat service in which a convert tells her own story.

The testimony includes:

"Finally, I acted on what I had wanted for so many years, to feel a part of something bigger.

"For many years, I was searching for beliefs before determining that my beliefs coincided with those of Judaism. Growing up I had no religious beliefs and I longed to 'connect' with a religion that would suit my life...

"What does Judaism mean to me and why do I want it in my life? The simple answer to the question is, this fits. It is where I fit and it fits me."

The 990-family synagogue had 4 conversions the preceding year. Its fall '07 2-session Taste class had 48, 9/10 not members, about half not Jewish, with middle-aged the largest sector.

Follow-ups include an Interfaith Outreach Shabbat service, a community dinner, and another session in Spring '08, before an Intro and another Taste course in the fall.

The Outreach Shabbat in Nov. '07 had about 300 attending, including 50 non-members, instead of the usual 100, with a guest musician, and a conversion ceremony. At the next one, in Fall '08, attendees will be asked to wear name tags, says Administrator Abby Mayou (860-233-8215).

Her additional advice: Start planning the event early, get publicity every way you can, invite a special guest speaker or musician, make the service special.

The temple prepared a 14-page liturgy for the service.

It also has a bibliography of resources for interfaith families, and a reading list for Hanukkah/Christmas.

#### Among reasons for attending Taste classes:

- Reconnect to my Jewish community.

- Give Judaism one more chance—bad memories of Hebrew School/Synagogue.

- Non-Jews with Jewish grandchildren.

#### Among student comments:

"Best parts of the course were: Explanations of why Jews do not believe in Jesus as the Messiah; handouts with definitions; discussion of Cain/Abel; and how commentator Rabbis work in Talmud..."

-“I feel I may have found a home.”

-“Best part of the course was the responses to questions from non-Jews.”

## ONTARIO CONG. HAS 25 TO TASTE

Barrie, Ontario—Am Shalom Cong. (R), in this city of 125,000, with perhaps 500 Jewish families, has 25 attending its Taste minicourse, with 4/5 of these not Jewish. The 75-member synagogue completed its building in fall 2004.

Of the 30 who registered, Administrator Denise Jacobs says, “Many are just curious about Judaism, have seen the synagogue and wanted to come in, while others are searching for a new path, and some have Jewish ancestry.” Five attended who wanted to become Jews “and were looking for an opportunity to learn more about Judaism.”

One man married to a Jewish woman and planning to convert came with his Jewish father-in-law, “and was enthusiastic about the idea.”

“One couple spoke of admiring Jewish values and in particular wanted their family to become Jewish so that their children can be raised in a family suffused with Jewish values. They have begun some Jewish rituals, such as lighting candles on Friday night.”

One attendee comments: “In the past local residents did not have a good understanding of the Jewish faith. These types of sessions build bridges & participants can see more similarities rather than differences.”



## A Taste of Judaism. Are You Curious?

An Introduction in Three Tuesday Sessions  
Dec 4, 11, & 18<sup>th</sup> Must Call to Register

Have you ever wondered or had questions about Jews or Judaism?  
Are you part of an interfaith family? Do you have doubts or  
disappointments with organized religion?

Then our easy-access, open-minded - tested taste of Judasim  
might be just for you - especially if you're a beginner.

Open to the community, Jewish or not.  
No charge to attend, but space is limited.

For information or to register:  
705-792-3949

On the Web at [www.amshalom.ca](http://www.amshalom.ca)



Co-sponsored by the  
Union of Reform Judaism William  
and Lottie Daniel Commission  
on Outreach and Synagogue  
Community

## ONTARIO TEMPLE SCORES ALMOST 100

Hamilton, Ontario—Temple Anshe Shalom (R) draws 95 people to its Taste of Judaism class. Almost all were not Jewish.

The 410-member synagogue had 10 conversions in 2007, reports Laura Wolfson, its educator and cantorial soloist.



**Are you Curious?**  
Explore Jewish Spirituality,  
Ethics and Community

**FOR THE BEGINNER...JEWISH OR NOT**  
January 16, 23 and 30th

**No Cost**  
**But Registration is Required**

Temple Anshe Shalom  
215 Cline Ave. N., Hamilton, ON  
To Register 905-528-0121 ext. 6

Rabbi Cohen there was to offer a follow-up this spring—The Jewish Way-A Course in Basic Judaism, for 8 weeks of 1.5-hour sessions, from both a traditional and Reform perspective, for \$36/members, \$72/non.

## PERENNIAL INTRO IN PLANTATION, FL

Plantation, FL—Temple Kol Ami Emanuel (R) continues its series of Introduction classes. The 15-week course begun last Aug. drew 9 students plus spouses. The 1050-member congregation charged \$250 (125 for members).

While the group was smaller than in the past, it was more “intellectually curious,” reports Senior Rabbi Sheldon Haar.

The temple held a Friday Night Live, outreach Shabbat, last August. It likes timing this before the High Holydays, and would do more advertising.

## OUTREACH SUNNY IN PALM BEACH

W Palm Beach, FL—County Board of Rabbis runs a 16-week Introduction program attended by 16, all but one not Jewish. Fee is \$150 plus \$50 for books. Ads run 1”x2col.

**INTERESTED IN JUDAISM OR CONVERSION?**

PBC BOARD OF RABBIS ANNOUNCES THURSDAY EVENING  
CLASSES BEGINNING ON OCTOBER 11 IN PALM BEACH GARDENS.

Call Peter Eckstein of Temple Israel at (561) 833-8421 or e-mail [peter@temple-israel.com](mailto:peter@temple-israel.com).

## SAVANNAH CONTINUES ALL-DAYER

Savannah, GA—Cong. Mickve Israel (R) again holds its 12-hour Shabbat Introduction to Judaism this past Feb. for the community. Attendance at the free event is 89, 4/5 of them not Jewish.

The 313-member synagogue reports no conversions the past year.

From a lady with two Jewish daughters-in-law: “I have looked forward to this day for all the past year. I was not disappointed!”

Another: “I was born Jewish with no real Jewish

upbringing. I feel much more connected to my faith now.”

And: “When I first read 12 hours, I thought that would be too long. It is not too long!...I learned a lot and saw many similarities with my own Christian faith.”

And: “This event was very special to me and has helped me clear up any concerns I had about converting... Rabbi (Marc) Belzer certainly earned an ‘A+’ for his enthusiasm and spiritual strength that he was able to show throughout the day.”

## CONVERSION VIDEOS ON YOUTUBE

Skokie, IL—Rabbi Jonathan Ginsburg of Ezra-Habonim, Niles Township Jewish Cong., has posted scores of Jewish conversion and other videos on YouTube, in *Converting to Judaism*. You can also access them on [jonathanginsburg.net](http://jonathanginsburg.net), he tells us, and [jewishconversionchicago.com](http://jewishconversionchicago.com). (See *The Jewish Proclaimer* 06-01, for a writeup on a grant to the mixed Orthodox/Reconstructionist synagogue.)

He reports converting 31 students in 2007 through his Chicago Center for Conversion to Judaism, and wonders if any synagogue had more.

Recently, there were 15 students in a long-distance conversion program “from England, Italy, Montenegro, Alabama, Tennessee, downstate Illinois, North Dakota, etc.” His wife is “a former Lutheran minister and runs our programs.”

He adds, “Half (the converts) last year joined the synagogue. I’ve married off quite a few of them. We even have babies now from them.” (847-675-4141)

## KC COMMUNITY-WIDE CONVERSION

Overland Park, KS—Rabbinical Ass’n of Greater Kansas City (Mo-Ks) attracts 33 to the 32-week conversion program begun in 2007. Two-thirds were women. Six in the class were already married to Jews, and had children.

A large number, says Administrator Annette Fish (913-327-4622), “are on a personal journey and religious search based on past experiences.”

The \$125 fee, for textbooks, covers 32 weeks. The course is taught on a rotating basis by Reform, Conservative and Orthodox rabbis, with multiple synagogues represented.

### Among student comments:

–“Though I am confident in my decision to complete the conversion process, I have noticed that there is no pressure on those who have yet to decide.”

–“I read about the class in an ad in the KC Star.”

–“I am especially grateful for the variety of speakers and the panel discussion session because it helps me get to know the mindset and philosophical stances of not only the different movements, but also of the individual rabbis and perhaps their congregations.”

Students combine Jewish learning with doing, as they take part in a Shabbat service and dinner, a havdalah service, observing and celebrating holidays and participating in tzedakah projects. All students have the option of attending High Holyday services. Each rabbinic sponsor was to make certain that a congregational member hosts the conversion students at Passover.

## NJ CONSERVATIVES RUN CONSORTIUM

Perth Amboy, NJ—The Institute for Conversion and Outreach Education of the NJ Rabbinical Assembly (C) holds a 24-session \$550 Introduction course



What is Judaism  
all about?



Always wondered about your religion?  
Thinking about converting to Judaism?  
Getting married and want to set up a Jewish home?  
Then this Introduction to Judaism class is for you

**A journey around the Jewish world  
in just 24 weeks!**

Three locations in New Jersey:

**Hoboken**  
United Synagogue of Hoboken  
115 Park Avenue  
Wed. evenings beginning Nov 1,  
7-9:30pm  
Instructor: Rabbi Robert Scheinberg  
Info and registration: 201-653-6696,  
[rabbih@hobokensynagogue.org](mailto:rabbih@hobokensynagogue.org)

**Perth Amboy**  
Congregation Beth Mordecai  
224 High Street  
Tues. evenings beginning Nov 8,  
7-9:30pm  
Instructor: Rabbi Melinda Zalma  
Info and registration: 732-442-1373,  
[Rabbi.zalma@bethmordecai.org](mailto:Rabbi.zalma@bethmordecai.org)

Basking Ridge: class to begin in the spring; more info: contact Rabbi John Schechter, 908-204-1412



This class fulfills many of the educational requirements towards conversion to Judaism, but interest in conversion is not a prerequisite for the class.  
A project of the United Synagogue of Conservative Judaism and the Rabbinical Assembly, New Jersey Region



attended by 23. The assembly reports 9 conversions in the preceding year among its members.

Comments from director Rabbi Melinda Zalma:

–The program tries for a balance leaving enough time for both Hebrew instruction and the Judaica section. Doing both makes the conversion process, once started, easier. In the Judaica, combining text study and discussion is “in and of itself a very attractive part of Judaism,” students comment. Reunion gatherings of students are being considered, and more personal contact.



One student comment:

—"The class was equally important for me in my conversion process and for my husband, who was born Jewish and raised in a fairly observant household, but who never before had the chance to study Judaism in a structured way. We both came away from the class not only with countless insights about Judaism but also with a strong desire to learn more..."

**CHARLOTTE'S WEB CONTINUES INVITING**

Charlotte, NC—Temple Beth El (R) holds its two Taste sessions a year—a frequency we'd like to see lots of other synagogues emulate—and attracts 50 to the latest one, 3/5 of the students not Jewish.

The 1150-member synagogue has reported 12 conversions in 2007.

"Many more non-members this time around," comments program director Stephanie DiPaolo. "Largest group in a while."

Eleven of the Taste students went on to the follow-up Introduction course.

Among comments:

—"I feel welcomed at TBE. It's very generous to offer free classes to the community. And, unlike Protestant churches, there is no pressure to become a member."

—"I feel less ignorant and more understanding as to the challenges of being Jewish in a largely Christian society, much more enlightened to my friend's 'unaffiliated' Jewishness."

**SMALL TEMPLES CAN MOVE AHEAD, TOO**

New Bern, NC—In contrast to Charlotte, Temple B'nai Sholem here on the coast has 75 members, a growth of five since we reported on it a year ago.

**Taste of Judaism...  
Are you Curious?**

*"Whet your appetite"  
in a three-session exploration of:*

- Jewish Spirituality
- Jewish Values
- Jewish Community

Wednesdays, 7:00 - 9:00 p.m.  
October 10, 17 and 24  
Temple B'nai Sholem  
505 Middle St., New Bern

This FREE adult education program is open to the community.  
For more information or to register, contact the instructor, Marsha Luhrs, at 252-617-5960 or meluhrs@pineink.org.  
Pre-registration is appreciated by October 8.

Sponsored by Temple B'nai Sholem and Union for Reform Judaism  
www.bnai-sholem.org

Its Taste course last fall had 27 attendees, 17 of them not Jewish. "Several have attended our weekly Shabbat services since then and others plan to attend our monthly Torah Study," says Adult Ed/Outreach chair Marcia Luhrs. "Since we do not have any paid staff, that's about all we can offer them right now."

About the students, she notes, one was a lapsed Jew interested in coming back, while a couple of interfaith families may affiliate.

**NC TRIANGLE SETS UP IN TWO CORNERS**

Raleigh, NC—Area rabbis present a 10-week Intro course in 2 locations—Temple Beth Or, here, and Judea Reform Cong. in Durham. Fee is \$25/50. 52 attend. Of the 42 nonmembers, half are not Jewish. Faculty included different denominations.

Beth Or had 6 conversions in the past year.

Follow-up to this '07 program was a Gateways course, due to start this June.

A student comment:

—"The class was taught to inform and not to preach. I enjoyed learning without the overwhelming feeling that I needed to convert in order to participate."

**A Taste of Judaism...Are You Curious?**

Whet your appetite...in a three-session exploration.

**A Taste of Judaism** offers a modern, Reform Jewish perspective on living in today's complicated world.

▲Spirituality ▲Values ▲People

Open to the Community, Jewish or Not

Free of Charge, Space limited!

Saturday, October 27th, November 3rd and November 10th  
2:00 p.m.

Temple Beth Israel-Shaare Zedeck  
Lima, Ohio

**Need Information: Want to Register? Call 419-999-2253**  
**Sponsored by the Union for Reform Judaism**

William and Lottie Daniel Commission on Outreach and Synagogue Community

**LIMA TEMPLE MAKES OUTREACH EFFORT**

Lima, OH—Temple Beth Israel-Shaare Zedek (R) holds a Taste class, with extensive advertising in the local as well as regional weekly papers. The temple has 58 family units, including 20 who don't live in Lima.

27 nonmembers, all but one not Jewish, attend the free 3-session course. Most were middle-aged and older. One woman's two daughters married Jews. One believed her grandparents had been Jewish. Another had been born in a displaced persons' camp in Europe, and remembered her mother's stories about Jewish friends lost in Poland.

Because of the course title, the coordinator, Ms Etta Weintraub. "thought it might be a good idea for

NATIONAL CENTER TO ENCOURAGE JUDAISM -- APPLICATION, 2008-2009

Box 651, Silver Spring, MD 20918 - 301-593 - 2319 - Fax 301-593-2249 - E-mail: NCEJudaism@verizon.net

NOTE CHANGES IN MAXIMUM AND SYNAGOGUE BONUSES, EFFECTIVE IMMEDIATELY

We want to help you let your broad community know all are welcome to learn about Judaism and become Jewish. NCEJ grants, to synagogues, consortia, agencies, regional offices, etc., for 2008-2009 programs, are for a maximum of \$1200 up to one-half the cost of the secular (non-Jewish) press or media advertising. Individual synagogue grantees may win a 20% bonus atop one yearly basic grant, if you received an NCEJ ad grant the previous year, for a \$1440 maximum. Local sponsors of such courses limited to interfaith students are eligible for half a regular grant, without bonuses. You are eligible for two grants yearly for separate programs in distinctly different quarters. Grants are at NCEJ's sole discretion.

Eligible courses are two types: 1) Introduction to Judaism, Taste of Judaism, Basic Judaism, or similar classes. 2) Adult Education classes of interest to prospective converts--these ads must state, "Open to All" or "Open to Jews and non-Jews." Ineligible are such ads as: Institutional, High Holy Day, Shabbat or Shabbaton, membership, Hebrew, Chanukah, Passover, cooking, dancing, or lectures not of interest or help to prospective converts. Aborted programs are ineligible.

Send in your completed applications after your program starts. Include demographic information and class reaction as requested; a copy of the ads (for radio/tv, of text) and of the specific billing. We welcome students' and your comments.

[For course grants, complete Sections (1) & (2); Outreach Shabbat grants, Secs. (1) & (3).]

(1) Organization \_\_\_\_\_ Cong. membership numbers \_\_\_\_\_ Date \_\_\_\_\_
( \_\_\_ Reform \_\_\_ Conservative \_\_\_ Reconstruction \_\_\_ Orthodox \_\_\_ Mix of: \_\_\_ No affiliation \_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

Web? \_\_\_\_\_ Contact(Rab-Ctr-ExD-Adm-Coord-Pres-Chr) & Title \_\_\_\_\_

Ads ran in these venues \_\_\_\_\_

Dates run \_\_\_\_\_ Size of ads \_\_\_\_\_ Total print/air cost of ads \_\_\_\_\_

How many conversions at your synagogue/consortium/institution (specify) last secular\ religious year? \_\_\_\_\_

PROGRAM BONUSES FOR SYNAGOGUES: Award winners are eligible for up to a 20% one-time bonus for each new initiative for ongoing out-of-the-ordinary welcoming/convert-encouraging activities, at NCEJ's discretion. Supply detailed documentation; cursory response doesn't qualify. Examples:

\_\_\_ You actively welcome attendees at oneg shabbat/kiddush with more than such routines as bima announcements or colored cups; rabbi & board take part. \_\_\_ You operate programs to integrate interfaith & converts. More than Dec. dilemma-type sessions or monthly interfaith--what others can learn from and copy. Details. \_\_\_ You supply numerous free pamphlets/booklets on becoming Jewish. You must have a rack or table in an open area, with pamphlets free for the taking any time. Details necessary. Send us the list, and copies of any you yourself have prepared.

(2) COURSE TITLE \_\_\_\_\_ Fee (Members/non) \_\_\_\_\_

Course length: \_\_\_\_\_ # Students: \_\_\_\_\_ (Numbers or %): Members \_\_\_\_\_ Nonmembers \_\_\_\_\_ Jews \_\_\_\_\_ Non-Jews \_\_\_\_\_

In interfaith relationship \_\_\_\_\_ Interested in converting \_\_\_\_\_ Your comments on class makeup? \_\_\_\_\_

Student comments on class (especially desired; use separate sheet): \_\_\_\_\_

What follow-up programs & contacts do you have? \_\_\_\_\_

Your thoughts/suggestions in general about classes, alternatives, follow-ups to increase conversion (separate sheet): \_\_\_\_\_

(3) OUTREACH SHABBAT (Mainly prospective-member events ineligible.) Add details on a separate sheet.

Title of your event? \_\_\_\_\_ When held? \_\_\_\_\_

Attendance: Your estimate of number of members \_\_\_\_\_ Of nonmembers \_\_\_\_\_ Usual attendance: \_\_\_\_\_

Did you include: Explanations \_\_\_\_\_ Information on classes, or conversion? \_\_\_\_\_ Have pamphlets available? \_\_\_\_\_

Describe how you made this different from your usual service \_\_\_\_\_

Would you hold this service again? \_\_\_\_\_ When? \_\_\_\_\_ How would you change it? \_\_\_\_\_

What advice to other synagogues planning such an event? \_\_\_\_\_

them to sample some traditional food” during breaks—noodle kugel, apple strudel, challah, honey cake, etc.

“We provided free copies of the recipes,” adds Rabbi Javier Cattapan, taken from a Sisterhood cookbook prepared for the temple’s 100<sup>th</sup> anniversary a few years back. “Many cookbooks were sold as well”—at a discount.

“The real reason to have the food was to make Taste a congregational event,” and members of the congregation and board were available during the breaks, for a “taste of real Jews.”

Attendees received a coupon for free admission to the Hanukkah party.

The right time to have the course was a problem the temple struggled with. It’s decided to offer a Taste-type outreach program at least once a year.

**El Judaísmo. ¿Tiene curiosidad?**



**Descubra el judaísmo: las creencias, la ética, la comunidad. El Sabor del Judaísmo abarca tres clases en tres semanas. Este curso gratis está abierto a todos, judíos o no. No se requiere ningún conocimiento anterior.**

Inscríbese hoy para clases iniciándose a fines de noviembre.  
Para más información o para inscribirse, llámeme a Susan

**(915) 613-0598**

Patrocinado por la Union for Reform Judaism  
William and Lottie Daniel Commission on Outreach and Synagogue Community.



### EL PASO ADVERTISES IN SPANISH, TOO

El Paso, TX—Temple Mount Sinai (R), with 375 members, attracts about 40 to its Taste series, although average attendance is about a third less. All were not Jewish. It had 6 conversions in 2007.

Ads were in both English and Spanish papers.

### Student comments include:

-“After taking this course, I feel more welcome to begin the conversion process.”

-“I feel that Judaism expresses a beautiful faith in God that I would like to be part of.”

-“I feel even more compelled to convert. I always feel so welcome at Temple and Rabbi Bach always explains everything so well—he makes it easy to understand.”

-“I was prompted to take this course because my father’s family was Jewish, but I attended Catholic boarding school. Even before learning of my family’s Jewish heritage I was attracted to the richness of the Jewish faith.”

### SAN ANTONIO KEEPS UP ITS GOOD WAYS

San Antonio—Temple Beth-El (R) continues its regular outreach programming, with 57 attending a spring ‘07 Taste course. 52 were not Jewish. It was the first time no one indicated an interest in conversion, observes membership chair Nancy Gerson.

### 30 IS JUST THE BEGINNING FOR TACOMA

Tacoma, WA—Temple Beth El (R) has 30 attending its Taste minicourse, 24 of them not Jewish.

Many had Jewish ancestry but were not Jewish.

Beth El, with 300 members, was considering holding a follow-up 3-session course on holidays, life cycle events, and rituals such as dietary laws. It reports 6 conversions in the preceding year.

A student comment: “I have a renewed interest in continuing the conversion process...I feel more connected to Judaism.”

### LET YOUR LIBRARY HAVE THIS COPY...

If you’re not filing it away, so others can see what others are doing in outreach to their communities.

**NATIONAL CENTER  
TO ENCOURAGE JUDAISM**

**Box 651**

**Silver Spring, MD 20918**

**Autumn – Winter 2008 - 5769**

**No. 08 - 02**

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
SOUTHERN, MD.  
PERMIT NO. 1906

If you are positive about Judaism  
Judaism will be positive to others.  
Many don’t know the door is open  
To this great framework for living.  
We can help you let them know.