

# The JEWISH Proclaimer

**OUR ADDRESS HAS CHANGED.** Fax is gone.  
**NEW STREET ADDRESS.** Please note.

Summer – Autumn 5772/3-2012 No. 12 - 2

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**This Jewish Proclaimer is mailed to over 3200  
Jewish synagogues and organizations in the U.S.**

## NEW PROGRAM: 60-75% GRANTS FOR POSITIVE ADVERTISING

### NCEJ HIKES GRANT CAP 4%

National Center to Encourage Judaism raises its maximum grant to \$1250, effective immediately.

For a synagogue that received a grant from us the previous year, with this 20% bonus you can now win a \$1500 maximum grant. With eligibility for two grants a year, that's a cap of \$3000 a year.

For Taste and Intro-type programs, the first year's grant is 50% for most grantees. (URJ Taste grantees, 25%.) Synagogues receive 60% the next year, including our bonus. Consortia and other entities continue at a 50% level.

### RUN POSITIVE, JEWISH ADS AND NCEJ WILL HELP YOU. HERE ARE PROTOTYPES.

If your synagogue runs an ad extolling Judaism, featuring a basic tenet—such as one of these prototype ads below—you can receive an NCEJ grant up to 75% of the media cost.

Here's what we'd like to see:

Run an ad, at least 2 inches by 2 columns, featuring an approach such as these below, or your own pre-approved. When you hold the advertised service, ask who's there because of the ad—a show of hands will do it—and let us know, in the application, along with your comments. With newcomers expected present, the service should be explanatory.

The first such ad you run, NCEJ will contribute 60% of its media cost, to a \$1250 maximum. The second such ad, 65%. The third, 75%. For NCEJ

grant purposes, there should be 6 months between such services—but you're free, if this works, to run your own, of course, as often as you like. One ad per service, for the grant.

NCEJ wants to see if your community will respond to an ad about Judaism that is forthrightly positive.

Most synagogue ads are namby-pamby, prosaic, boilerplate. Some are downright puzzling. Take the long-used outreach ad headline, Judaism is more than a bagel. Does that give the prospective convert much to chew on?

(Synagogues that are so downright scared of their non-Jewish congregants' disapproval they won't promote Judaism's religious distinctiveness at all are another story.)

We like ads that give your community some inkling why Judaism is such a great framework for life. Even your members might like to know!

How many Jewish ads have you seen that emphasize any of the many positive elements of Judaism, that touch on the essential question, Why be Jewish?

You aren't limited to just the headlines, themes, and content that we suggest here. We're open to your own ideas, too. E-mail your own draft to us, and we'll tell you quickly if you have a winner. If we agree—you're in line for a grant after the ad, service, and your application.

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**NATIONAL CENTER TO ENCOURAGE JUDAISM**, a nonprofit foundation, invites synagogues and other Jewish institutions, as a light unto the nations, to reach out to and encourage more to be Jewish.  
1109 Ruppert Road, Silver Spring, MD 20903-1020. 301-593-2319. E-mail: [NCEJudaism@verizon.net](mailto:NCEJudaism@verizon.net).  
Web: [www.NCEJudaism.org](http://www.NCEJudaism.org). This is the 2<sup>nd</sup> and last issue for 2012. (No issues in 2011.) Editor: Ash Gerecht

If this works for you—you have enough people showing up to make it worthwhile, and they ask you questions, and perhaps sign up for a Taste or Introduction program, or just keep showing up, then you may have tapped a reservoir of curiosity in your community that can translate, eventually, into attracting, getting and keeping more Jews.

We'll point out again—if you gain one member from a positive, forthright, welcoming approach, you may have helped your budget by \$20-30,000 over the next decade of membership.

Our 60% grant means your own ad dollar brings about \$2.50 in ads; our 75% grant brings \$4 in ads.

### WHY JUDAISM IS DISTINCTIVE

Its concept of God is universal—you don't have to believe to be covered, unlike other monotheisms. God is abstract—an idea, not an element, nature, animal, human, or idol. Judaism's primary emphasis is here and now, for a better community ahead of personal salvation.

Would you like to learn more?

You're welcome at Synagogue AlefBet. Address. Services 7:30 p.m. Friday, 9:30 a.m. Saturday. Talk with Rabbis Micah Shafitz and Tilly Benda. Info: Phone number. Web. Email....

### WHY COULD YOU BE JEWISH?

Lots of good reasons: The Jewish concept of God is universal, covers all, not just Jews; it's abstract, not an element, nature, animal or human. No idols. No statues. Jews stress here & now, doing good in life, over personal, future salvation. This make sense to you?

LEARN MORE AT TEMPLE ALEF BET....

Come to services next Shabbat, 9:30 A.M.

The details....

**JUDAISM—YOU'RE WELCOME TO LEARN**

**WHAT MAKES JUDAISM SO DIFFERENT**

**THREE BASIC JEWISH CONCEPTS**

**JUDAISM, UNIVERSAL MONOTHEISM**

**THE JEWISH CONCEPT OF ONE GOD**

**JUDAISM IS ACTION AFTER STUDY**

**JUDAISM STRESSES GOOD DEEDS NOW**

**JUDAISM: A BETTER COMMUNITY FIRST**

**THE FOUR PILLARS OF JUDAISM**

**WHY BE JEWISH? LOTS OF REASONS.**

### TASTE & INTRO PROGRAMS CONTINUE—WHO'S BEST ON KEEPING THEM GOING?

NCEJ continues its Taste and Introduction to Judaism program grants into its 19<sup>th</sup> year.

But it has questions about them.

Take Taste, developed by the Union for Reform Judaism—3 1.5-hour sessions, free, no obligation. A great idea. For years, URJ has given total-expense grants to a dozen-plus synagogues, plus several metro areas. And then? We too have seen, in picking up half to 60% of ad costs (up to a maximum) that relatively few synagogues hold the programs, and far fewer continue year after year.

But consortia keep on going—in San Diego, or Kansas City, Cleveland, Boston, Hartford....

Why don't more synagogues realize that by welcoming more people into Judaism they not only are fulfilling their overall original purpose (may we say mission?) they are also helping to grow their membership—and prolonging themselves?

While we ponder, NCEJ continues its grants for advertising Taste and Intro-type programs to the general community.

Applications are on page 7 of this Proclaimer, and on our website, NCEJudaism.org. Mail them to our new address, 1109 Ruppert Road, Silver Spring, MD 20903-1020, or e-mail them to [NCEJudaism@verizon.net](mailto:NCEJudaism@verizon.net), including the completed application, copies of the media billing and of the ad, and distinctive comments from your students.

### INVITATION TO POST CONVERSION MATERIALS ON THE NCEJ WEBSITE

Would you like to post conversion materials you especially like on the NCEJ website?

Rabbi Stuart Federow of Texas suggests your reading lists, tests or essays you ask prospective converts to write, or the syllabus you use--anything you think other conversion activists could use.

Just send them to us, groundmail or email.

### WHAT IS JEWISH PEOPLEHOOD, IF IT IS NOT BELIEF IN WHAT MAKES JEWS JEWS

There seems so much concern about strengthening and perpetuating Jewish peoplehood—without much discussion about why that should be a good.

Especially, that Judaism centers around its history of asking questions and proposing answers about, yes, the Jewish religion. That thread of discussion through generations is Jewish intellectual history.

All the commentaries start out, in effect, by asking, what does this mean? And coming up with

answers. The particulars change with the generations. The thread strings out.

If we don't focus on what makes Jews Jews, we can't answer the questions we raise about peoplehood. And we can't increase the number of people.

#### A DISPUTATION OF SORTS—ONE Q&A

Brooklyn, NY—A rabbi writes us: “The Talmud (Yevamos 47a) states that when one comes to us with a desire to be converted, we must try to discourage and dissuade the person from converting. This is the ruling in Jewish law by Maimonides (Hilchos Isurei Biah), the Tur and Shulchan Aruch (Yore LDeah chap. 268). This means that not only are we to refrain from seeking converts, but we must attempt to avoid the conversion even when they come to us voluntarily by their own desire.

“How can Judaism be promoted when Jewish law is violated in the process?”

#### The reply:

“You state the Talmud states that a potential convert must be discouraged and dissuaded. I understand that to be limited to three times. The wonderful thing about the Talmud is that it encourages and perpetuates differing opinions.

“Objectors to conversion need also consider Ruth, Moses' wife, Joseph's wife, etc.; that in the Roman empire 2000 years ago there may have been 7 or 8 million Jews and Judeophiles (sans circumcision), and proselytizers were known; that in Christian lands conversion to Judaism was punishable by death in many places (in the 18<sup>th</sup> century, one could convert only in Holland) and there was no open marketplace of religion; that today, in the U.S., there is such an open marketplace, and Judaism has the opportunity to be available to all who want to learn about it and to come in, it need not wither to assimilation out of defenselessness.

“While I recognize that insularity persists among some Jewish sectors, I like the example of Hillel who did reply well to a potential convert. And I like the quality of the Yiddish saying, Whatever we are, we are, but Jews we are. That seems acceptant of a broad range of Jews, as exists now, and existed in ancient Israel. The Tanakh records how Judaism changed, from Leviticus to Deuteronomy to the Prophets, and it has kept on changing, through 17<sup>th</sup> century Poland, the Enlightenment, modern times, and Israel.”

#### EVEN IF YOU DON'T KNOW KIDDUSH FROM KADDISH, BE WELCOMED

Here's a sad and not at all unusual incident written in the Ask Amy advice column in Feb. 2012:

“My mom passed away last year, and according to Jewish custom it's appropriate to go to temple for 11 months to recite the Kiddush.

“We are not members of a temple, so my husband and I visited a few before selecting one that appealed to us. We thought we would attend for a while before deciding about joining.

“However, after months and months of regular attendance, no one from the congregation ever approached us to introduce themselves or welcome us. The silent treatment continued even after services, as the congregation gathered in a more casual setting to say the Kiddush (a less formal blessing) over the wine and bread.

“Was it our place to introduce ourselves to the rabbi and members of the congregation? Or are we just to assume that this congregation is not interested in having us as fellow members?”—*Wondering.*

#### OUTREACH EVENTS AROUND THE U.S.:

##### RABBI DEFENDS REFORM APPROACH

Dothan, AL—A Conservative rabbi's comment, in our Winter 2010 issue, that “Potential converts...are not going to the Reform temples which to them feel too much like the church they are leaving,” draws a response from Rabbi Lynn Goldsmith of Temple Emanu-el here.

“That is not only unfair, but largely untrue,” she says. “Many, many converts have found a home in Reform Judaism, and are very happy with us. The charge that Reform temples are like churches is one that has been levied against us for many years by both Orthodox and Conservative leadership, and it is a canard.”

She adds, “It might behoove all of us to concentrate on the noun, Judaism.”

On another such issue, she comments:

“Sometimes we are our worst enemies. I do chaplaincy work at a Federal Prison near here and have had run-ins with Aleph. They do not consider me a rabbi because I am a woman and will not supply prisoners with materials unless they can ‘prove’ they are Jewish.

“I actually got an e-mail from Aleph telling me that one of the prisoners did not meet their

'standards' and therefore they would not send him anything. Standards indeed. These prisoners are all JEWS in an overwhelming Christian environment. Does it matter if their mother wasn't Jewish or converted Reform? They need to be ministered to just as much as those who meet their 'standards.'"

The rabbi told us, in 2011, "I hope to do Taste again soon. I have done it twice and it is well received, but I am the only rabbi in a 100 mile radius, and my congregation loves adult education."

She cheers us, too: "Please keep up what you are doing; it is so necessary."

### TUCSON STARTS FAMILY PROGRAM

Tucson—Temple Emanu-El, which has perhaps the most widespread outreach program in the U.S., adds a family class, partnering with a day school, Tucson Hebrew Academy. Parents went to a regular Taste class, while children had a separate program with THA teachers. Six families participated in the first, including grandparents.

In calendar 2011 the 680-member temple had 8 conversions. More than half in the conversion class came out of the Taste program.

The 2011 classes, with an advertising budget of almost \$4,800, drew 320, 30% Jewish. Five had a Jewish parent but did not identify as Jewish; 5 had Jewish roots or ancestors. Three non-Jewish families had children in a Jewish pre- or dayschool. A more than usual 18 couples were interfaith. 16 continued with a Taste II class.

In 2010-11, its 11<sup>th</sup> year of Taste, of 315 participants, more than half were non-Jewish. 7 had Jewish roots but did not identify. 13 were interfaith couples. Of non-Jews, 4 had children in Jewish preschools. Of 35 in the year-long Basic Judaism class, 19 were alumni of 2010 Taste courses. Advertising budget was over \$5,300. Temple revised newspaper ads for a more contemporary look.

Temple had 16 conversions in 2010, including a family of 5 converting together.

The temple was pursuing grants to run a year-long Stepping Stones program for interfaith families.

Critical to involvement is having classes in various parts of the area. Jewish population is growing in the NW, and now in the SE, says coordinator Mila Vasser (520-327-4501)

In 2011 Assistant Rabbi Jason Holtz started a 20-30s group, YAD, for singles and couples, with a grant from Jewish Federation. This "provides an

Now for the whole family!

**NEW TASTE OF JUDAISM**  
Family Class

Parents explore Spirituality, Values and Community with Temple Emanu-El's Rabbis. Kids enjoy a fun program of stories, crafts and activities.

Sundays, August 15, 22, 29  
1 - 3 pm at  
Tucson Hebrew Academy

FREE and open to all, Jewish or not. Call 327-4501 x27 today!

Temple Emanu-El  
225 N. Camino del Rio  
www.templeemanuel.org

TUCSON  
HEBREW ACADEMY  
3888 E. River Road

easy, no-stress way for those in interfaith relationships to connect with other interfaith and Jewish couples and engage in Jewish activities."

### Student comments intrigue us:

"I have always been interested in Jewish culture and faith. I lived in Brooklyn and became exposed to Jewish culture and community. I married a Jewish man and am interested in raising our kids Jewish."

"Dad was Jewish...Always wanted to know more. My dad didn't practice...."

"My husband is very interested to know more Judaism for he is interested in conversion."

"Our daughter-in-law and granddaughter are Jewish."

"My friends registered and I thought it would be interesting to find out more about Jewish history and practice since my cousins are Jewish."

"I was raised a Catholic but do not feel quite comfortable with churches. Taking this course as I believe the first step I am taking in a long journey..."

"I'd fit in Judaism better than Christianity."

One question: "At my age would conversion work? I had thought of that actually."

"I especially appreciated the open, flexible interpretation of scripture compared to conservative Christians' literal interpretation of the 'word of God.'"

"I enjoyed the idea that if you convert you are enveloped into the community family."

"Have not practiced Judaism for over 30 years."

"My maternal grandfather's family immigrated to this country from Prussia in the 1800s and they were Jewish."

**Why is Tucson's "A Taste of Judaism" #1 in the country?**

"I laughed. I learned. I ate." "The fastest 2-hour class in my life."  
 "At times we argued with the Rabbis. But we also listened to stories I'd never heard before – punctuated by jokes – and Jewish food!"

**From Kabbalah to kugel – everything you've always wanted to know about Judaism, but were afraid to ask...in only 3 weekly classes**

**Free and open to all, Jewish or not**

- Free classes in Central, Northwest and East Tucson
- Daytime and Evening classes, free childcare
- New FAMILY Class at THA for the whole family

**To begin your "Taste," call 327-4561 x27 Today!**

**Temple Emanu-El**  
 225 N. Country Club Rd., Tucson, AZ  
 www.templeemanuel-tucson.org

**Temple Israel**  
 1516 S. 10th St., Tucson, AZ  
 www.templeisrael.org

**PERSONAL FOLLOW-UP IN LONG BEACH**

Long Beach, CA—Temple Israel (R) follow-up to its Taste class includes membership committee inviting students to attend a small group session with a recent convert to discuss issues. Then, two months before an Introduction course begins Rabbi Steven Moskowitz invites each Taste graduate to register.

Of 23 attending the 2010 Taste classes, 5/6 were not Jewish. In Fall 2011, 22 attended, almost 3/4 not Jewish. The 510-member temple had 9 conversions in 2010 and 7 in 2011.

**INTRODUCTION TO JUDAISM**

Taught by Rabbi Steven Moskowitz from Temple Israel

**Wednesdays ~ 7:00 p.m.**  
 Beginning January 11<sup>th</sup> for 18 weeks

**ARE YOU:**

- Interested in exploring Judaism?
- Wanting to become more familiar with the richness of your heritage?
- Examining converting to Judaism?

**THIS IS THE CLASS FOR YOU!**

**TUITION: \$250 PLUS THE COST OF TEXT BOOKS**  
 A partner/spouse may attend at no additional cost \$180 for members of a URJ congregation

Contact us for more information (562) 434-0996 or visit [www.tilb.org](http://www.tilb.org)  
 Class will be held at the Alpert JCC - 3801 E. Willow St. Long Beach, CA

**Temple Israel is a Diverse and Inclusive Reform Congregation**  
 Inspiring Jewish Life In Long Beach for over Eight Decades!

considering converting to Judaism. We would like to raise our children (when we have them) within the Jewish faith."

Another: "I had been considering conversion for some time. At this class I felt welcomed."

**WE INVITE YOU TO JOIN US FOR OUR NEW CLASS**

**Temple Israel Long Beach**

**A Taste of JUDAISM**  
**BEGINNERS CLASS**

With Rabbi Steven Moskowitz  
 Thursdays ~ 7:00 p.m.  
 October 27, November 3 & 10

**ARE YOU:**

- An unaffiliated Jew seeking a community?
- An intermarried couple?
- Seeking an initial orientation into an adult approach to study Judaism?
- Searching for an entry into Jewish Life?

**THIS IS THE CLASS FOR YOU!**

Please share information about this class with anyone who you think might be interested.  
**FREE OF CHARGE** Preregistration is required.  
 Class will be held at the Alpert Jewish Community Center  
 3801 E. Willow St. - Long Beach, CA 90815  
 Call us at (562) 434-0996 or visit [www.tilb.org](http://www.tilb.org)

Temple Israel is a Diverse and Inclusive Reform Congregation  
 Inspiring Jewish Life In Long Beach for over Eight Decades!

**A Taste of Judaism**  
[curiousaboutjudaism.org](http://curiousaboutjudaism.org)

**JUDAISM** - Curious about Judaism?  
**MORE THAN JUST A BAGEL** FREE classes on Oct 10, 17, 24 at University Synagogue in Brentwood!  
 Click to register now.

**SOCIAL MEDIA FOR L.A. SYNAGOGUE**

Los Angeles—University Synagogue (R) takes to Facebook as well as print to promote its Fall 2011 Taste minicourse, attracting 17, with 13 non-Jews, at the 550-member temple.

Congregation **Shir Hadash**

Stimulate your brain with Adult Ed classes at Shir Hadash

Learn about Judaism through the introductory class Taste of Judaism. The first class begins August 31, 2010 at 7PM in the Shir Hadash Chapel.

For information about Adult Ed classes, please visit our website at <http://www.shirhadash.org/adulted>

Welcome the New Year 5771 with Shir Hadash  
 Shir Hadash offers several High Holy Days services and activities that are free and open to the public. For more information, please visit <http://www.shirhadash.org/hhd> or call the office at 408.358.1751.

**LOS GATOS CONTINUES TASTE CLASS**

Los Gatos, CA—Thirty attend the Taste program Aug.-Sept. 2010 at Cong. Shir Hadash (R), 4/5 not Jewish, and 6 interested in converting. The 615-

After the 18-week Intro course, a student is matched at his request with a congregant, in the Ambassador program. A second follow-up is a 9-session study of 3 to 5 prospective converts with the rabbi. Converts get a free one-year temple membership.

The 2010 Intro course had 22 students, 14 of the 18 non-Jews interested in converting. In 2011, of 18 attending, 10 of the 12 non-Jews might convert.

From the 2011 Intro class: "I am now very interested in learning more about the history and traditions, and both I and my husband are

member temple reported 5 conversions in the preceding year.

Follow-ups include an Introduction course, \$36/72 without books, \$165/200 with; matchup with Jewish buddies, and an interfaith couples group.

The temple provides various Jewish Lights pamphlets, and a 2-page Visitors Guide explaining service and behavior.

One student liked learning "how important giving back to the community is in the Jewish faith."

#### VISALIA ISRAEL FETE LEADS TO CLASS

Visalia, CA—The 40-member Cong. Beit Shalom (mixed) holds an Israel Independence Day festival May 15, 2011, and four people sign up there for an 18-week Introduction course. Synagogue had 15 conversions in the previous 7 years, reports Cynthia Fischer Simonian, director of religious practice. Another such event was scheduled for May 6, 2012, in this largely agricultural community.

#### TASTE AT TALLAHASSEE TEMPLE

Tallahassee, FL—Temple Israel has 29 attending its Nov. 2011 Taste class, 27 not Jewish. The 365-member temple had 5 conversions the preceding year. Many were interested in the Introduction course that followed in January, reports Rabbi Jack Romberg.

The sessions made one student "more interested in Judaism and considering converting."

Another became aware "that Judaism encompasses a whole different world view than I am used to."

One student: "It made me think that my private beliefs are closer to Judaism than the more common beliefs of Christians (Nicene creed)."


Another: "I encountered a belief system so much closer to what I have come to believe that it surprised me greatly and somehow made me feel more at rest with my thoughts."

And: "The most attractive to me about Judaism is the wisdom and logical or thoughtful approach to life that it contains, that is, the idea that religion must be able to adjust and modify to an ever changing world."

## JUDAISM...

MORE THAN JUST A BAGEL™

**A TASTE OF JUDAISM... ARE YOU CURIOUS?™**



**Three FREE weekly class sessions in the Rockville/North Potomac area, March 2, 9 and 16.**

*All are welcome, Jewish or not*

**301.340.6818 x612**  
**CuriousAboutJudaism**  
**Rockville@gmail.com**

UNION FOR REFORM JUDAISM  
אגודת רפורמים ליהודים

To register go to:  
[www.curiousaboutjudaism.org/md2](http://www.curiousaboutjudaism.org/md2)

#### TEN SHOW FOR ROCKVILLE, MD, TASTE

Rockville, MD—Ten show for the URJ-sponsored&paid Taste course held at Temple Beth Ami, 7 of them not Jewish. Media included print and Facebook. And bagels, bagels.

#### NJ RABBINICAL ASSN. EXPANDS COURSES

Fair Lawn, NJ—The Institute for Conversion and Outreach Education, of the NJ Rabbinical Association (C) expands its Introduction courses from 2 locations in 2005 to 5 in 2011. About 40 congregations are in the RA.

"People from all over NJ are now able to take the course without traveling great distances," says instructor Rabbi Melinda Zalma.

The group wants to work on follow-up, which has been left to the sponsoring rabbi.

It uses both print ads and Google clicks on a considerable variety of keywords.

The Oct. '09 series of 24 classes drew 56 people, 34 of whom were not Jewish. The Oct. '10-11 series drew 47, 33 not Jewish, in 3 locations.

Fees were \$700 couple/\$600 person. There's been discussion about reducing it. (continue on page 8)

☆ Sons of Jacob Synagogue ☆  
 Adult Education Institute

## Curious about Judaism?

An in-depth **Introduction to Judaism** course  
 (Ideas, values, spirituality, ethics, & customs)

Instructor: **Rabbi Stanley M. Rosenbaum**

**Open to All**

Sunday afternoons, 2:00-4:00 P.M.  
 Ten sessions beginning June 19, 2011  
 Course fee: \$25 + Book & Materials Fee

**Learn, Question, Discuss, Enjoy!**  
 Course meets at Sons of Jacob Synagogue  
 411 E. Mitchell Ave., Waterloo, IA 50702

More info? Register? Call our office at 233-9448

#### INTRODUCTION MEETS WATERLOO

Waterloo, IA—Sons of Jacob Synagogue (C), with 55 members, has 19 at its Sunday afternoon Introduction 10-week (plus 2) course starting in June 2011, all but one not Jewish. Nonmembers paid \$25.

NATIONAL CENTER TO ENCOURAGE JUDAISM -- APPLICATION, 2013-2011

1109 Ruppert Road, Silver Spring, MD 20903-1020 - 301-593-2319 - E-mail: NCEJudaism@verizon.net

We help you inform your broad community all are welcome to learn about Judaism and become Jewish. NCEJ grants, to synagogues, consortia, agencies, regional offices, etc., for 2011-2012 programs, are for a maximum of \$1250 up to one-half the cost of the secular (non-Jewish) media advertising. Individual synagogues may win a 20% bonus atop a yearly basic grant, if you received an NCEJ grant the year before, for a \$1500 maximum—in effect, a 60% grant. Current URJ full-grant Taste program recipients may receive half a regular NCEJ grant as well. You may apply for each of 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- Taste of- 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, interfaith, or lectures not of help to prospective converts. Aborted programs are ineligible.

Send in your completed applications after your program starts. Must include a) demographic information, b) student reactions, c) a copy of the ads (radio/tv, of text) and d) of the specific billing. Incomplete submissions incur delays.

[For course grants, complete Sections (1) & (2); Power of Positive Advertisements, 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 a one-time bonus for each new initiative of ongoing out-of-the-ordinary welcoming/convert-encouraging activities, at NCEJ's discretion. Supply details; cursory response doesn't qualify. Examples:

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

(2) COURSE TITLE \_\_\_\_\_ Date held \_\_\_\_\_ 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 (report the most interesting on separate sheet; pro forma reply causes delay.)

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

You have any thoughts/suggestions about classes, alternatives, follow-ups, approaches to increase conversion (separate sheet): \_\_\_\_\_

3. POWER OF POSITIVE ADVERTISEMENTS (See website instructions, or issue 12-2.)

You run an ad featuring a positive approach to Judaism, 2"x2 column minimum, using one of our suggestions or your own approved by us in advance. (We'd like detailed comments from you, on a separate sheet.)

How many newcomers showed up: \_\_\_\_\_ What increase in normal attendance? \_\_\_\_\_

What reaction from congregation on ad and this approach? \_\_\_\_\_

What's your own reaction to having tried this? \_\_\_\_\_

When might you advertise like this again? \_\_\_\_\_

What advice to others thinking about doing this? \_\_\_\_\_

(0812)

A student comments: "I especially found the Rabbi's acceptance and encouragement of people



**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!**

Four locations in New Jersey

<b>East Brunswick</b> East Brunswick Jewish Center Sunday mornings beginning Oct. 10, 9:30am-12pm Instructor: Rabbi Aaron Benson	<b>Hoboken</b> United Synagogue of Hoboken Wed. evenings beginning Oct. 6, 7-9:30pm Instructor: Rabbi Robert Scheinberg
<b>Fair Lawn</b> Fair Lawn Jewish Center Tues. evenings beginning Oct. 26, 7-9:30pm Instructor: Rabbi David Saltzman	<b>Wayne</b> Shoreline Torah class beginning January 2011

Info and registration for all sites:  
Ellen Nassen, 973-285-9772, ellen.nassen@gmail.com  
or [INTROJUDAISMNJ.COM](http://INTROJUDAISMNJ.COM)

This class fulfills one of the rabbinic requirements towards conversion to Judaism, and is not an alternative to the process for conversion. A member of the United Synagogue of Conservative Judaism and the National Jewish Post-Opinion.

who are not perfectly observant but are trying to increase the presence of Judaism in their lives. For example, encouraging us to start with lighting Shabbat candles and having a family dinner, rather than trying to do nothing because we couldn't observe all of the Shabbat rules right away, made it possible for us to take really meaningful steps toward creating a Jewish home."

Rabbi Ronald Roth, the new treasurer, has run his own 3-week minicourse, Explore Judaism, at the Fair Lawn Jewish Center. (Good title!) He's working with a colleague to have more Conservative synagogues offer this, akin to Reform's Taste class.

He says the RA will continue using Google, "A number of people find us each year by Googling a key word or phrase, looking for Intro to Judaism classes."

### BAY SHORE BAGEL AD DRAWS FIFTEEN

Bay Shore, NY—Sinai Reform Temple, with 80 members, uses the bagel ad to attract 15 to its URJ-sponsored Taste class in spring 2011. One-third of students were not Jewish.

**NATIONAL CENTER  
TO ENCOURAGE JUDAISM**  
1109 Ruppert Road  
Silver Spring, MD 20903-1020

**No. 12-02 Summer-Autumn 5772-3 2012**



**A TASTE OF JUDAISM,  
...ARE YOU CURIOUS?**

*Designed for the beginner,  
Jewish or not!*

This free short course provides an introduction to the Hebrew Bible, Jewish views of the nature of God, and social action, community and Israel.

To register for this class, call  
Temple Concord at  
607-723-7355

Classes will meet Wednesdays  
June 8th, June 22nd and June  
29th from 7 to 9 pm at  
9 Riverside Drive, Binghamton  
Admission is **FREE**, but space is  
limited. Registration is required  
by June 3rd.

### 56 REGISTER, 34-38 SHOW AT TASTE

Binghamton, NY—Temple Concord, a 225-membership, registers 56 for its first Taste program in 6 years, in spring 2011, but then 34 to 38 show up for the 3 free sessions, all but 2 of them not Jewish. An earlier program, in 2005, attracted 28. There were 3 conversions in the preceding year.

3/5 of attendees learned about the course from the newspaper ads; 1/8, by word of mouth, 1/4 otherwise, including the website.

In the future, membership chair Lewis Hecht says, the temple will limit attendance to 25, so people can sit in a circle arrangement and see one another, instead of the classroom format the larger attendance required. It will also allow easier viewing of a Powerpoint style presentation.

The temple has a Hannukah House Museum open mid-Nov. through December for scheduled tours.

Be positive about Judaism.  
Advertise positively.  
NCEJ will help you.  
Tell your community  
The positives about Judaism.