



Strategies for Using the *Tzedakah* Box

- Present all the women with a new Torah Fund *tzedakah* box at the opening Sisterhood meeting, after the Torah Fund report.
- Present all the women with a new Torah Fund *tzedakah* box at the Sisterhood Annual Paid-up Membership event, after the Torah Fund report.
- During the first week of Hebrew school and preschool, present the students with the new *tzedakah* box as a gift to take home.
- Include with the *tzedakah* box the new Torah Fund brochure, which explains the benefits of participating in the campaign.
- Celebrate support and participation in the campaign by having a Break-the-Bank Brunch at the end of the year. Instruct the women to bring their Torah Fund *tzedakah* boxes. During the brunch, ask them to open their boxes and count their money, and then solicit them to dig a little deeper.
- During a Sisterhood presentation to a bar mitzvah or bat mitzvah, include the *tzedakah* box.
- Use the *tzedakah* box as a Sisterhood presentation at baby namings.
- Put it into new-member kits from Sisterhood and Congregation.
- Use it in centerpieces for events.
- Include it in a display of Torah Fund cards and materials at all meetings.
- Display the *tzedakah* box in Judaica shops, and give it as a gift with a purchase.

The *Tzedakah* Box Adoption Campaign

Start a "Will You Please Adopt Me?" campaign to help promote and support Torah Fund. Here's how:

- Scan or copy the front and back card panels on this page.
- Personalize the card by inserting your name and phone number.
- Reproduce the card on colored card-stock paper.
- Fold on the dotted line.
- Insert the card in a *tzedakah* box.
- Distribute the box after a presentation at a Sisterhood meeting or event.