

Guide for organizations to participate in the Mitzvah Lelsrael campaign

“Am Echad, Lev Echad.”

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**MITZVAH
LEISRAEL**



1. What is the Mitzvah LeIsrael campaign?

We are a campaign dedicated to **uniting the people of Israel, sending spiritual strength to our land, and bringing closer the Geulah.**

It is a challenge in which **a person chooses a mitzvah and does it in merit of Israel.** Afterwards, **he/she nominates 3 people** (through his/her social media or personally if he/her prefers), to join the chain and so on.

From every corner of the world, regardless of the level of observance, origin, or ideology, **we can all contribute. All Am Israel are family,** and it is time to conduct ourselves as such.

2. Benefits for your organization

If your organization works in social service, education, Judaism, commerce, community, health, or any other field. **We invite you to be part of this campaign** and change the world step by step.

Any organization can participate.

These are the benefits you can gain by participating:

- People can **do mitzvot through you.**
- You become known and grow organically, in other words; **free marketing.**
- **Strengthens your image** (values, mission, etc.).
- **Strengthens Jewish identity and sense of belonging to the Jewish community** in your organization, the participants, and the community.
- Be part of an **internationally recognized campaign** in the Jewish community.
- Clearly, **generate a positive impact** and help the world.

3. How to participate (Simple Steps)

We invite you to adapt your participation according to the field of your organization.

·**Events: Plan an activity** of the mitzvot challenge **or integrate** the mitzvot challenge **into already scheduled activities** (for example: a social service activity, a shabbaton, Torah class or a mitzva, Shabbat candle crafts, kippot crafts, bikur cholim letters, giving Netilat Yadayim vessels).

·**Community challenge: Encourage** members **to choose and fulfill a mitzva, document it, and share it.**

·**Creative collaboration: Design your own mitzvot dynamic** and tag the campaign on social media.

·**Spreading it: Share the campaign** on social networks, newsletters, and/or community groups.

It will greatly help the campaign if you **encourage participants to share their mitzva and nominate 3 people.**

4. Ideas of Mitzvot

[Click Here](#)

5. Frequently Asked Questions (FAQs)

1. Who can participate?

→ Any Jewish organization: synagogues, schools, youth movements, community centers, businesses, youth groups, minyanim, or even a group of friends.

2. Do we need to ask for permission or register somewhere?

→ No, the campaign is open. Each organization can join immediately without registering anywhere.

3. What if another community is already doing the same mitzva?

→ Excellent! It's not only about being original, but about joining forces. Every mitzva counts and multiplies.

4. Can we choose more than one mitzva at a time?

→ Yes. Some communities choose one mitzva per week, others organize several simultaneously. The important thing is to keep members motivated.

5. And if our community is small?

→ Every action matters. Even a small group can inspire many if they share their example.

6. Can special events be organized around a mitzva?

→ Of course. For example, a Shabbat Mitzvah Lelsrael, a one-day tzedaka campaign, or a youth mitzvot challenge.

7. What kind of material can be shared on social media?

→ Photos of objects (Shabbat candles, tzedaka box, Torah books, etc.), groups performing the action, motivational phrases. Always respecting modesty and the privacy of participants.

8. Does the campaign have a time limit?

→ No, the idea is that it can be sustained over time, although it may be promoted more strongly on certain dates (e.g., Elul, holidays, unity days, times of crisis).

9. Can we use the Mitzvah Lelsrael logo?

→ Yes, you can place it on your materials to show that you are part of the campaign.

10. How do we know we are really contributing to the global campaign?

→ Every time someone does a mitzva with the intention of adding it, they are already contributing. Sharing on social media with the hashtag helps make it visible, but the essence is the action itself.

11. Is money required to participate?

→ No. Many mitzvot are free and accessible: smiling at someone, studying Torah, helping a neighbor, lighting Shabbat candles.

12. What if we cannot share on social media?

→ No problem. The important thing is that the mitzva is fulfilled. Sharing is only a way to grow the campaign and inspire others.

13. Which mitzvot are valid?

→ All of them: big or “small,” the important thing is to do them with good intention.

6. Message from Mitzvah leIsrael

The strength of Am Israel lies in our connection with Hashem and the unity with one another. Your organization can make a difference today. Join #MitzvahleIsrael and let's multiply the light in the world together!

AM ISRAEL CHAI!!!!