

# Guide for organizations to participate in the Mitzvah Lelsrael Challenge

“Am Echad, Lev Echad.”



# MITZVAH LEISRAEL



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## 1. What is the Mitzvah LeIsrael Challenge?

We are a challenge 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 challenge** 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 challenge** 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 challenge** on social media.

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

It will greatly help the challenge 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 challenge 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 challenge 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 challenge.

**10. How do we know we are really contributing to the global challenge?**  
→ 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, supporting someone in any way possible, 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 challenge 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