Yom HaShoah
Yellow Candle
2014 / 5774
Implementation Guide

Yom HaShoah is on April 27-28, 2014

“Light a Candle, Preserve a Memory”™

Federation of Jewish Men’s Clubs, Inc.
475 Riverside Drive, Suite 832  New York, NY  10115-0022
1-212-749-8100
e-mail: international@fjmc.org

In cooperation with

Men of Reform Judaism
633 Third Avenue, 6th Floor
New York, NY  10017
212-650-4100  fax 212-650-4189
nftb@uahc.org

United Synagogue of Conservative Judaism
820 Second Avenue
New York, NY  10017
212-533-7800  fax 212-353-9349
info@uscj.org

www.fjmc.org
The FJMC is excited to announce:

**FJMC 1,000,000 Candle Challenge to the World**: We invite and challenge our members and the world on April 28th, 2014 to help light 1,000,000 candles to remember the over 1,000,000 Jewish Children that perished during the Holocaust. Every candle lit is important - it symbolizes each child and says: “you were important; you made a difference in the brief time you were here.”

**A New label on our Yom HaShoah Yellow Candles** features the beautiful artwork of world renowned artist and survivor, Dubie Arie: This artwork, 20 years in the making took 7 years to paint, and is part of a larger piece: Exodus. It in turn is a small part of Dubi Arie’s masterpiece: “THE MISSION UNDER THE WINGS OF G-D AND THE SHADOW OF AMALEK - Commemorating over 3,500 years of Jewish history. It’s intense spiritual power makes one feel mesmerized by its sheer magnitude. You can see and get more information about the Mission and other works of art by Dubi Arie at http://www.dubiarie.com.

We encourage you to order your Yom HaShoah Yellow Candles™ online from the FJMC Store. We have worked hard to make ordering online an easy process for all of us. Go online and order your candles today: http://fjmc.org/catalog/yom-hashoah-yellow-candles

**Answer the challenge: Light A Candle, Preserve A Memory!™**

Register today: http://fjmc.org/content/million-candles-registration

The FJMC estimates that thru our Yellow candle program, over 4,000,000 yellow candles have been lit on Yom HaShoah (the Day of Remembrance). Our ultimate goal is to light one candle for each victim of the holocaust. This year we are challenging the world to light 1,000,000 more candles on Yom HaShoah!

It was not just the Jewish People who were the victims of Nazi Germany’s infamous criminal cruelty. Therefore, we are reaching out to both Jewish and Non-Jewish communities. And they are responding! Many non-Jewish groups recognize the need to make sure the world never forgets. They too are lighting candles on Yom HaShoah!

Participate
What can each of us do? Talk about it. Get involved. Be counted as someone who has not forgotten. Log onto the FJMC’s website – www.fjmc.org - and register that you will light a candle. Order your candles today for you and your synagogue featuring artwork by renowned artist and survivor, Dubie Arie.
Register and be part of the 1,000,000 Candle Challenge!
http://fjmc.org/content/million-candles-registration

GENERAL ADVICE:
Order candles as early as possible. Early-bird discount extends until December 31, 2013. See discount schedule on back of bulk order form. Here are some suggested specific program dates to keep in mind:

September 16  
Ordering period for “early bird” discounts begins

December 31  
ORDERING PERIOD FOR “EARLY BIRD” DISCOUNTS ENDS

Note: Direct-mail candles sent out by FJMC will be delivered via standard bulk mail in mid March, about four weeks prior to Yom Hashoah.

January 20  
Submit an article to your organization’s bulletin or newsletter.

February 20  
Arrange for a reminder to be in your organization’s bulletin or newsletter prior to Yom HaShoah.

February 20  
DIRECT MAIL SHIPMENT ORDER DEADLINE

March 1  
Submit News Release to Jewish and general local media outlets (printed and web-based groups).

March 6  
Mail a Yom HaShoah letter from your Rabbi (samples available on website)

March 10  
Arrange to Print Yellow Candle box inserts. (Refer to website)
1. Synagogue President and Men’s Club President letter
2. Meditation & prayer letter with mail merge of children who perished in the Holocaust.

March 11 - April 13  
If your organization is distributing the candles itself: Set up your “packing team, delivery squads and establish routes”. Start to coordinate details for local hand delivery or for mail distribution. (Refer to Distribution examples on website)

March 27  
LAST DAY TO PLACE BULK SHIPMENT ORDERS

April 25  
Synagogue-wide email to remind families to light candle

April 27, 2014  
Erev Yom HaShoah - light candle after sundown

April 28, 2014  
Yom HaShoah

May 29, 2014  
Shavuot follow-up 3rd request: Letter signed by Yellow Candle Chair or co-Chairs. Mail to all who received candles and still have not yet made a donation. Sample letters available on website.
Target dates

March 14  Finalize announcement: Give to Rabbi and organizational leaders to remind congregants and members to light Yellow Candle on April 27th.

March 23  For packing team

March 30  Distribution to Religious School Families

April 7  Bulk mailing

April 13  Mass deliver candles.

Refer to FJMC Yom HaShoah Yellow Candle website for more detailed information and examples.

Ordering & Purchasing
Yom Hashoah Yellow Candles™

REMEMBER: To qualify for available discounts, your order must be received no later than December 31st with payment in full.

How to determine how many candles to purchase

- Order one Yellow Candle for each household/member in your synagogue or organization, and for each individual you expect to participate in your community-wide Holocaust programs.
- Consider sending Candles to prospective congregants (involve your membership committee).
- Consider partnering with another local institutions such as unaffiliated synagogues, museums, day schools or churches. Involve them in learning about this program.
- Order additional candles for other Holocaust memorial programs, for displays, for guests at services, or for distribution to members of other organizations or groups.

Yellow Candles are shipped ONLY IN FULL CASES OF 48! Divide the total number of candles required by 48, to determine the number of cases to be ordered. Also, include with your order the amount of shipping boxes or plastic bags in sufficient quantity to accommodate your selected distribution method (mail or hand delivery routes).

For Help and Additional Information
Contact FJMC Yellow Candle Committee

info@yellowcandles.org
Order Early and Take Advantage of Our Early Bird or Pickup at Warehouse Discounts

For Convenient and Easy Processing Order Online:

http://fjmc.org/catalog/yom-hashoah-yellow-candles

Yellow Candle Retail Prices

$72.00/Case + $2.00/case Shipping & Handling
All FJMC & MRJ Affiliated Men’s Clubs Receive a $3.00/Case Discount on All Orders (Excludes Direct Ship Orders)
$6.00/Candle Direct Ship

Early Bird Discount Prices

All Bulk Shipment Orders
Ordered and Paid for Before December 31st
$2.00/Case Shipping & Handling Waived on All Bulk Orders
25 Cases or More = $6.00/Case Discount

All Direct Ship Orders:
Ordered and Paid for Before December 31st
$0.50 Per Candle Discount = $5.50/Candle
Minimum order = 100 Candles

All Bulk Shipment and Direct Ship Orders
Ordered After December 31st
No Additional Discounts

All Orders Must Be Received and Paid for By the Dates Listed for Any Early Bird Discounts to Apply

Pickup at Warehouse Discounts
$6.00/Case

Note: Early Bird and Warehouse Pickup Discounts May Not Be Combined (You Can Only Get One of these Discounts Per Order)
PLACE ORDER ON-LINE: http://fjmc.org/catalog/yom-hashoah-yellow-candles
OR USE THIS BULK CASE SHIPMENT ORDER FORM (48 candles/case)

Congregation/Organization: ____________________________________________
Address: ______________________________________________________________________________
City:______________________________ ST/PROV: ______________________ ZIP/PC: ____________
Contact: ___________________________ Phone: __________________ E-Mail: ______________________

_____FJMC _____MRJ _____USY/USCJ _____WLCJ _____OTHER _____1st TIME ORDER

Does your organization accept Friday deliveries?  YES ____  No _____

Ship To (if different than above address; home delivery is not available):
Attention: ______________________________________________________________________________________
Name: ________________________________________________________________________________________
Address: _______________________________________________________________________________________
City: ________________________________________ ST/PROV: ________________  ZIP:_____________________
Phone: ___________________________________ E-Mail: _______________________________________________

Order must be received no later than Thursday, March 27

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Cost</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases of Yellow Candles (48 candles/case)</td>
<td>_______</td>
<td>$72/case</td>
<td>_______</td>
</tr>
<tr>
<td>FJMC and MRJ Affiliates Discount</td>
<td>_______</td>
<td>$3/case</td>
<td>(_______)</td>
</tr>
<tr>
<td>Early Bird Discount (on orders of 25 cases or more)</td>
<td>_______</td>
<td>$6/case</td>
<td>(_______)</td>
</tr>
<tr>
<td>Bundles of Cardboard Boxes (48 boxes/bundle)</td>
<td>_______</td>
<td>$18/bundle</td>
<td>_______</td>
</tr>
<tr>
<td>Packs of Plastic “Door” Bags (250 bags/pack)</td>
<td>_______</td>
<td>$25/pack</td>
<td>_______</td>
</tr>
<tr>
<td>Delivery Charge of $2.00 per case (after December 31st)</td>
<td>_______</td>
<td>$2/case</td>
<td>_______</td>
</tr>
</tbody>
</table>

PAYMENT IN FULL MUST ACCOMPANY ORDER

Check enclosed, payable to “FJMC” Charge to Visa or MasterCard

PLEASE PRINT CLEARLY

Cardholder Name: ____________________________________________
Card #: ___________________________________________ Exp. Date: __________ Security Code: ____________
Address: ______________________________________________________________________________
City: ________________________________ ST/PROV: _____________________ ZIP/PC: _____________________
Cardholder Signature: ________________________________________________________________
DIRECT-MAIL ORDER FORM
(or place order on-line: http://fjmc.org/catalog/yom-hashoah-yellow-candles)

Yellow Candles which are 'direct mailed' are individually mailed in a white cardboard box to members of your congregation or organization. Each box contains a cover letter from your congregation or organization, including a tear-off form for contributions along with a poem, a meditation and a windowed return envelope.

*Delivery available only within the United States.*

Directions for preparing the mailing list are on the reverse of this form.

| Congregation/Organization: _______________________________________________________ |
| Address: ____________________________________________________________________ |
| City: ___________________________ ST/PROV: ______________________ ZIP/PC: __________ |
| Contact: ________________________ Phone: ___________________ E-Mail: ______________ |
| __FJMC ___MRJ ___USY/USCJ ___WLCJ ___OTHER ______1st TIME ORDER |

**Order must be received no later than, February 20**

Candles will be mailed standard nonprofit bulk mail about four weeks prior to Yom Hashoah.

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Cost</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow Candles (includes box, letter, poem, meditation, return envelope)</td>
<td>_____</td>
<td>x $6.00/candle</td>
<td>________</td>
</tr>
<tr>
<td>Computer Entry Fee (No charge, if mailing list is sent on a computer disk in correct format)</td>
<td>_____</td>
<td>x $0.50/candle</td>
<td>________</td>
</tr>
<tr>
<td>Early Bird Discount (on orders of 100 Candles or more) (For publicity: for use by Rabbi &amp; Cantor, religious school, new members, etc.)</td>
<td>_____</td>
<td>x $0.50/candle</td>
<td>(______)</td>
</tr>
<tr>
<td>Cases of Yellow Candles (48 candles/case)</td>
<td>_____</td>
<td>x $72/case</td>
<td>________</td>
</tr>
<tr>
<td>TOTAL DUE</td>
<td>$ __________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PAYMENT IN FULL MUST ACCOMPANY ORDER**

Check enclosed made payable to “FJMC” OR Charge to Visa or MasterCard

PLEASE PRINT CLEARLY

Cardholder Name: ________________________________________________________________________________
Card #: _______________________________ Exp. Date: __________ Security Code: ______________
Address: ______________________________________________________________________________________
City: ___________________________ ST/PROV: ______________________ ZIP/PC: __________
Cardholder Signature: __________________________________________________________________________
INSTRUCTIONS FOR ORDERING YELLOW CANDLES FOR DIRECT SHIPMENT

To get Early Bird Discount of $0.50/Candle: Minimum Order = 100 candles and paid for by December 31st.

The mailing list required with your order can be either on a computer disk or a printed list.

(A) Send a computer disk by postal mail

- On a disk, CD or thumb drive; in MS Word table or Excel (csv) spreadsheet format
- Prepare database fields as follows:

Name, Address, City, State, ZIP (FIVE FIELDS ONLY) EXAMPLES:

Mr. & Mrs. Sam Schwartz, 222 Candle Street, Apt. 2G, Cleveland, OH 22222

Mr. & Mrs. Joe Stein, 444 Blue Street, New York, NY 55555

Note: Only the above file format is acceptable. If any additional fields are included, your data will not be acceptable. An additional $25 charge will be imposed if your data is formatted incorrectly but can be fixed. Another file or a printed list will be requested, if the original data is not usable.

(B) Send a Printed List (typed or computer-generated)

- There is a $0.50 charge per name, for manual data entry of printed lists.
- Use same format for information as described above for computer disks
  (only include: name, street, city, state, zip). PLEASE DO NOT SEND LABELS.

(C) Cover Letter

Only one (1) original of the congregation/organization cover letter is required. (We'll make the photocopies)

(D) Tear-Off Form

To facilitate return of individual contributions to cover the cost of a Yellow Candle program, and to support Holocaust commemoration programs, a tear-off form should be added to the bottom of the congregation/organization cover letter. The format for the tear-off form (to be returned in a standard #10 windowed envelope included in the mailing) includes a return address in the lower left, so that it will show through the envelope window with space for the donor's name and address on the right. Sample letters with tear-off forms can be found in the FJMC Yom Hashoah Yellow Candle Program Guide, or by going on-line to the following URL: http://www.yellowcandles.org/

(E) Before Sending Order

- Do all names have complete addresses, including city, state, and ZIP code?
- Does the number of names on the list match the number of candles ordered?
- Are the name, address, and phone number for your organization included?
- Is the letter with tear-off form from your organization included?
- Is full payment for the entire order included?

QUESTIONS? (800) 391-7293 (after 9am MST) or send an email to info@yellowcandles.org