

Dear Federation leaders,

So many of our community members came out this weekend for [our amazing rally at Temple B'nai Abraham in Livingston](#). Over 2500 community members joined us and our student leadership to call for sensible gun legislation. Our Jewish Federation is already moving forward with the next steps in this important initiative. We're preparing to take a major role in the **“March for our Lives” on March 24th in Newark**. This evening, as we celebrate Purim, please let your high-school students and their families know the following:

- (1) Federation is designing a student-led initiative that will enable all of us to march together in Newark as a united Jewish community on March 24th.
- (2) There will be a program for Shabbat-observant high school students, which will begin on the Friday afternoon, to include kosher food, hotel and Shabbat services.
- (3) For those who do not need Shabbat accommodations, we are organizing transportation to bring all teens that morning, enabling us to march together.

We'll update on logistics in the coming days. We ask that you bring this to your teens' attention tonight because we know that many teens are looking at ways to participate in the March; our community is proud to offer this opportunity to come together once again.

We've expanded our **Federation parlor meeting program** to enable us to reach more new people and educate and engage them in the work of Federation. The key to this program's success is that we're reaching people where they live, by bringing interesting programming to their homes in their own communities. Last year, we held 10 home-based parlor meetings around Greater MetroWest on a variety of topics – including *Jewish Life on Campus*, *Israel and the Media*, *JDC Update* and *Israeli cooking*. The parlor meeting program has expanded this year to 14 events, under the leadership of Chair Liz Bier, with the support of

Community Campaign Manager Lydia Dorsky. Liz and her committee have instituted a comprehensive follow-up system to ensure that parlor meeting attendees receive the appropriate follow-up and their participation in Federation is tracked over time. They'll soon be scheduling additional parlor meetings for this summer and fall and welcome your participation. [Please let Lydia know if you are interested in hosting a future parlor meeting.](#)

Tomorrow, March 1st, we're launching **TEAM BIGGIVE**, an 11-day social media fundraising effort, designed to go beyond our traditional BIGGIVE fundraising calls to reach new donors to the UJA Annual Campaign. Our BIGGIVE CONNECTORS are creating individual fundraising pages to tell their personal stories of why they support the UJA Annual Campaign and are using Facebook, Twitter, Instagram, emails and texts to ask friends, family members and associates to donate. We're excited to announce that *all new gifts through this initiative, up to \$18,000, will be matched dollar-for-dollar.* Check out [our TEAM BIGGIVE effort](#) and consider becoming a BIGGIVE CONECTOR yourself. And, when you see posts about TEAM BIGGIVE on Facebook, be sure to like, comment and share our CONNECTORS' stories.

Please be part of [the community-wide day on March 11th of giving](#) by making calls to raise funds for the 2018 UJA Annual Campaign. Our morning session – from 8:30-11:00 at the JCC of Central NJ in Scotch Plains – will feature breakfast and traditional phoning. Or, you can join us in the evening at the Joseph Kushner Hebrew Academy beginning at 5pm, featuring a Teen Calling Session and an Adult Cell-a-Thon. That same day we're also running **the Challah Bake Jr.** in two locations – Scotch Plains and Livingston. 'It Takes a Village' is the theme for the day - throughout your time in our Greater MetroWest "village" your family will learn about how we support seniors, provide a the safety net, create Jewish educational opportunities, make connections with other Jewish communities in Israel and overseas, and are working to develop

an inclusive community for all. All this learning will take place while completing our mitzvah activities of making challah and Passover packages for clients of Jewish Family Service of Central NJ and MetroWest. It's an awesome program, and it's a drop-in-- for about an hour, so come when convenient for your family between Hebrew school, sports, birthday parties and friends. You truly won't want to miss this opportunity for your family to GIVE BIG. [Click here for more details.](#)

Warmly,

Dov