

I. Chanukah

A. Public/Menorah Lightings

- introductions
- advertising/publicity
- general logistics
- locations
- setup and supplies
- menorah sources
- music
- entertainment
- special guests
- food on site for public consumption
- materials to be distributed
- public supporting events

B. Mitzva Hadlokas Neiros

- introduction
- At public menorah lightings
- mobile menorahs & Tanks
- menorah mobiles/tankparades
- office buildings/business districts
- hospitals old age homes and senior centers
- sporting events/stadiums
- door to door distribution
- Chabad "regulars"/traditional Jews
- distributed through regular Chabad programs

C. Court cases and other possible technical/legal problems

- Basic information
- responding to challenges: How do you go to court
- understanding the "church and state"
- challenges based on the separation of church and state
- Chanukah Wonderlands, family fairs, festivals and other programs
- introduction
- Chanukah wonderlands
- Chanukah festivals
- advertising/publicity
- Chanuka wonderland, Toronto

E. Chanukah rallies, parties and other gatherings

- community rallies
- adult Chanukah gatherings
- annual Chanukah dinner
- Press Releases/New alerts/Letters Articles/ Chanuka stories/stories
- Flers
- How to dreidel house
- Basic design elements
- Materials

II. Tu B'Shvat

A. Introduction

B. Community Tu B'shvat events

- Fruit Basket Weaving
- Glass Fruit Plate Making
- Fruit Centerpieces
- Fruit Decorating Workshop
- Guest Lecturers

C. Community Tu B'shvat afternoon

D. Advertising

- Postcards
- flyers

E. School Materials

F. Useful Texts

III. Purim

A. Introduction

B. Purim Fun Books

C. Sichos, Articles, Stories and Letters

D. Shalach Manos

- Bulk Shalach Manos Packages
- Personalized Shalach Manos Packages
- Professional Shalach Manos Packages
- Purim Cards
- Purim Katan
- Educating your Community about Purim
- Advertising
- Introduction
- United Purim Service
- absolute purim
- proclamations
- news radio rip offs

H. Purim Seudos

- introduction
- catering
- adult costume parties
- purim "semi-dinners"
- How to arrange programming from community youth
- Live Schedule
- Raffles
- Music
- Portrait Photography

I. Mivtza Kerisas Megilah

J. Purim fairs/bakeathons

K. Hamantash Sales

L. Letters/Stories/Sichos/Games

IV. Lag B'omer and Shavoth

A. Lag B'omer

- Picnics
- Picnic Activities
- Entertainment
- Fees
- RSVP Deadlines
- Miscellaneous

B. Carnivals/Fairs

- Introduction
- Components
- Live Shows/Entertainment
- fees

C. Lag B'omer Supplies

- Introduction
- Shirts
- Flags and Banners
- Disposable Paper Hats
- Souvenir Journals

D. Advertising

- Introduction
- Flyers
- Slogans
- Phrases and lines for flyers
- Explanatory Text for flyers (included on disk)

E. Sichos, articles, stories and letters

F. Letter of support for lag b'omer parades from rabbi Moshe Feinstein Z.T.L.

V. Shavoth

A. Shavoth

- Introduction
- Pre-Holiday Lecture
- Childrens Attractions
- Cheesecake Baking classes/get-togethers
- Tzivos Hashem Flyer/Poster materials
- Public schools children's Programs

B. Learn-a-thons

C. Advertising

D. School materials

E. Sichos,stories,articles,Letters

VI. The Three Weeks

A. Three Weeks Community Events/Classes

B. Informative Flyers

C. Booklets

D. Community Notices of Three Weeks

E. Sichos, Articals Stories and letters