

מבצע לולב ואתרוג Contest

Dear Parents, [שיחיו](#)

As you are well aware Cheder Menachem and Bais Chaya Mushka have been approved as being in the top 20 spots to get a half million dollars from the "Kohl's Cares" foundation.

The Rebbe teaches us from the Baal Shem Tov, that from everything we must learn a lesson in our service of Hashem.

As we have seen, through everyone's collective efforts, going out to the streets, shopping centers, malls and college campuses to name a few, we were able to secure over 145,000 votes (which means about 30,000 people voting!)

Definitely, securing financial aid for the Cheder, Bais Chaya Mushka and other moisdos is a very important part of Avodas Hashem. But let us go a step further and utilize our power in the Ruchniyus. By encouraging fellow Yidden to Bentch Lulav and Esrog this Sukkos.

We will be joining together with other Chabad schools to try and get 2,500 Mitzvos of Lulav over Sukkos.

The competition will be very fierce. We have joined our efforts to get the maximum Mitzvos from our schools. We are doing everything within our capabilities to reach the number 2,500 by the end of Sukkos, but we are not secure in our position. Despite all our efforts and early lead, it is extremely difficult to keep up the numbers on our own.

It is very simple! It is absolutely a number's game. EVERY single "Lulav shaking" counts. Many people have helped through out this campaign but, it takes "consistency" and "perseverance" to stay the course on a daily basis.

Just think about and focus on what 5,000 extra Mitzvos can do for our goal of bringing Moshiach.

In a time when everyone is having "Galus mentality" difficulty this opportunity is an absolute lifeline for us and the Jews around us.

WE NEED YOUR HELP!*Every day of Sukkos*, please make it a point to get at least 5 people to Bentch Lulav and esrog as a result of the efforts of Cheder Menachem.

Please Volunteer for "Mivtzaim style" activities and join one of many locations that are conducive to this purpose. Take your Lulav and Esrog with you when you go on your Chol HaMoed trip, as is written in Sefer Haminhagim "There is a directive from the Rebbe *Shlita* that during the days of Sukkos people should take their *lulav* and *esrog* out to the streets, or wherever Jewish men and women are to be found, in order to afford them the opportunity of fulfilling the commandment."

This is simply the most effective way to get Mitzvos at this time. We NEED MORE VOLUNTEERS!

As the Mishnah says: "Lefum Tzaarah Agrah", "according to the effort will be the reward". The blessing and opportunity in front of us is a tremendous one and accordingly we need to make a tremendous "KAILI" (vessel) to receive it.

Please do not think that "they have done well without my help so far" or "I am sure others are helping". The fact is that without YOU, we will be missing Mitzvos, Neshamos that are destined ONLY for you to help. We can only take it so far...WE NEED YOUR HELP! Please lend us your helping hand!

With great appreciation and gratitude

Cheder Menachem

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Please fill out the form and return it to Cheder after Yom Tov

Where could you go on Mivtzoim?

You could start with neighbors, people that you know around where you live, convalescent homes in your area etc.

We have spoken to the local campus Shluchim, who will be doing Mivtzoim at the colleges on Monday, Tuesday and Wednesday. If you would like to go with your children and help with Mivtzoim there, please contact the Shluchim to coordinate.

Chabad of CSUN in Northridge, please contact Rabbi Brook at chabadcsun@gmail.com

Chabad of SMC, please contact Rabbi Eli Moshe Levitansky at chabadsmc@gmail.com

Chabad of UCLA, please contact Rabbi Dovid Gurevich at chabad@ucla.edu

Chabad of USC, please contact Rabbi Dov Wagner at chabad@usc.edu

Let us try and reach
2,500 people!

*The Rebbe taught us
that it is not enough that just we
do mitzvos.*

*We must do our best to encourage
and help others to do them as
well.*

Help as many people as possible do the
mitzvah of Lulav and Esrog, including
your family, friends and neighbors --even
people you have just met!

It's a mitzvah for everyone!

Visit hospitals, stores (with your parents,
bochurim or older siblings), and keep
track of how many people you have
helped

do this beautiful mitzvah during Sukkos.

My Name is: _____

ben _____

Last Name: _____

GRADE: _____

I went on Mivtzoim on these days of Sukkos

1 2 4 5 6 7

I helped: _____ people perform

amount

the mitzvah of *lulav* and *esrog* during Sukkos

The following people went with me on mitzvah
lulav and *esrog*:

Parent's signature: