הממלא את שליחותו של הרבי
והרבי הוא הפועל,
נמצא הרבי עמו.

את הענין.
המשימה את שליחותו של הרב.
נמצאוحرف째 טמו, הרבי הוא המעול
אחת העיון.
ספר השליחות, עמ' 274.
Dear Shliach and Shlucha א"ת

Sholom Ubrocho!

Everyone has his or her Shlichus to fulfill. The Rebbe communicated his holy directives to us to ready the world for the coming of Moshiach now and we will not stop until he is here, umalkeinu beroisheinu! Baruch Hashem, we have all been given the opportunity to be on the Rebbe’s team of Shluchim dedicated to Ahavas Yisroel for Am Yisroel unconditionally.

In this Program Catalog, you will find information and updates on the many programs Chabad on Campus provides. We provide this with the fervent hope and prayer that you find these offerings meaningful and effective to experience an even greater level of success in your Shlichus this coming academic year of 5774, 2013-2014.

Every program we offer at Chabad on Campus has been extensively vetted and reviewed by numerous Shluchim and professionals. This is done to ensure that the optimum level of return can be generated.

We are certain the Rebbe is blessing you and yours with his holy blessings for all that is good spiritually and materially. It is our fervent hope, trust and prayer that G-d Almighty fulfill those blessings for you in their entirety.

Share good news!

Chabad on Campus Vaad
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International Advisory Board
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Mr. David Slager, Chairman UK and Europe
Mr. Isaac Applbaum
Mr. Michael Bernstein
Mr. Jeffrey Cohen
Mr. Howard Jonas
Mr. Boris Kalandar
Mr. Burton Katz
Mr. Steven Krieger
Mr. Dov Leshes
Dr. Howard Morgan
Dr. Gary Ostrow
Mr. Bent Philipsohn
Mr. Yosef Yitzchak Popack
Mr. Andrew Scharf
Mr. Michael Scharf
Rabbi Elie Teitelman
Mr. Ronald Swartz
Mr. Alan Zekelman

Team
Ms. Chaya Block
Strategic Initiative Coordinator
cblock@chabad.edu
Mrs. Sara Esther Crispe
Director of Communications
scrispe@chabad.edu
Mrs. Nechoma Dina Dubrowski
Accounting
ndd@chabad.edu
Ms. Mushka Grossbaum
Project Coordinator
mgrossbaum@chabad.edu
Mrs. Chaya Schurder
Jewish Study Counselor
cschurder@chabad.edu
Mrs. Chaya Witkes
Co-Director of IsraeLinks and Israelin
cwitkes@chabad.edu

Vaad
Rabbi Moshe Kotlarsky, Chairman
Rabbi Menachem Schmidt, President
Rabbi Eli Brackman
Rabbi Dov Greenberg
Rabbi Yossy Gordon, Executive Vice President
Rabbi Nechemia Vogel
Rabbi Eitan Webb, Secretary
Rabbi Hirschy Zarchi

Executive Staff
Rabbi Yossy Gordon
Executive Vice President
ygordon@chabad.edu

Rabbi Avi Weinstein
Director of Administration
avi@chabad.edu

Rabbi Moshe Chaim Dubrowski
Director of Programming
mcd@chabad.edu

Rabbi Zalmy Fogelman
Associate Vice President
zfogelman@chabad.edu

Rabbi Levi Rabin
Torah & Yeshiva Initiative Coordinator
lrabin@chabad.edu

Rabbi Zalman Schurder
Jewish Study Counselor
zschurder@chabad.edu

Rabbi Yossi Witkes
Director of IsraeLinks and Israelin
ywitkes@chabad.edu
Ashreinu Society for Shluchos
Mrs. Manya Lazaroff
Ashreinu Coordinator
ashreinu@chabad.edu
Mrs. Gitty Webb
Ashreinu Coordinator
ashreinu@chabad.edu

Greek Programming Vaad
Rabbi Dov Hillel Klein, Chair
Northwestern University
Rabbi Eli Backman
University of Maryland, College Park
Rabbi Elie Estrin
University of Washington
Rabbi Zev Johnson
University of Texas, Austin
Rabbi Dovid Tiechtel
University of Illinois, Champaign-Urbana

Israelin Vaad
Rabbi Pinny Backman
University of South Florida
Rabbi Levi Haskelevich
University of Pennsylvania
Rabbi Yitzi Steiner
University of Minnesota
Rabbi Chaim Baruch Lipskier
University of Central Florida

IsraeLinks Vaad
Rabbi Chaim Shaul Brook
California State University, Northridge
Rabbi Zalman Bluming
University of North Carolina / Duke
Rabbi Mendel Matusof
University of Wisconsin, Madison
Rabbi Shmuel Posner
Boston University
Rabbi Dov Wagner
University of Southern California

Kinus Vaad 5773
SHLUCHIM:
Rabbi Dov Wagner, Chair
University of Southern California
Rabbi Chaim Goldstein, Co-Chair
Drexel University
SHLUCHOS:
Mrs. Runya Wagner, Chair
University of Southern California
Mrs. Moussia Goldstein, Co-Chair
Drexel University

Shabbaton 5773
SHLUCHIM:
Rabbi Mendel Matusof, Chair
University of Wisconsin, Madison
Rabbi Shmuel Kravitsky, Co-Chair
Amherst Four Colleges
SHLUCHOS:
Mrs. Henya Matusof, Chair
University of Wisconsin, Madison
Mrs. Ariel Kravitsky, Co-Chair
Amherst Four Colleges
Sinai Scholars Vaad Hapoel
Rabbi Eitan Webb, Chair
Princeton University
Rabbi Shlomie Chein, U. of California, S. Cruz
Rabbi Moshe L. Gray, Dartmouth University
Rabbi Dovid Gurevich
University of California, Los Angeles
Rabbi Mendel Matusof
University of Wisconsin, Madison
Rabbi Yisroel Wilhelm, U. of Colorado, Boulder

Sinai Scholars Shluchos Committee
Mrs. Chana Silberstein, Cornell University
Mrs. Chana Novack
Washington University in S. Louis
Mrs. Chanie Goldman, U. of Florida, Gainesville
Mrs. Shoshana Hoexter, University of Pittsburgh
Mrs. Bracha Leeds, U. of California, Berkeley
Mrs. Chana Mayer, University of Virginia

Torah Initiative Vaad
Rabbi Yisroel Bernath, Concordia University
Chaim S. Brook
California State University at Northridge
Rabbi Zalman Chein
Binghamton University
Rabbi Chaim Boruch Lipksier
Chabad at University of Central Florida
Rabbi Eliezer Sneideman
University of Delaware

Torah Initiative Shluchos Committee
Mrs. Miriam Lipskier, Emory University
Mrs. Sarah Rivkin, Tulane University
Mrs. Chani Shemtov
University of Illinois at Chicago
Mrs. Chana Silberstein, Ph.D.
Cornell University
Mrs. Rivka Slonim, Binghamton University

Strategic Initiative Vaad
NORTH AMERICAN SI VAAD:
Rabbi Chaim Boyarsky, University of Ottawa
Rabbi Zalman Lipskier, Emory University
Rabbi Yochanan Rivkin, Tulane University
Rabbi Mordechai Silberberg
University of Western Ontario
Rabbi Dovid Tiechtel
University of Illinois at Urbana-Champaign
UNITED KINGDOM SI VAAD:
Rabbi Reuven Leigh, Cambridge University
Rabbi Yisroel Lew
London Bloomsbury Schools
Rabbi Zalman Lewis, University of Sussex

Yeshiva Initiative Vaad
Rabbi Zalman Bluming
Duke University / U. of North Carolina
Rabbi Michoel Refson, University of Georgia
Rabbi Levi Slonim, Binghamton University
Rabbi Yudi Steiner, Chair
George Washington University
Rabbi Eitan Webb, Princeton University

Yeshiva Initiative Shluchos Committee
Mrs. Yehudis Bluming
Duke University / U. of North Carolina
Mrs. Chana Tiechtel, Arizona State University
Mrs. Manya Lazaroff, Texas A&M University
STRATEGIC INITIATIVE

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Fundraising Coaching Program
Peer-to-Peer Long Term Strategic Planning
Rally for Chabad
Raffle

chabad.edu/strategicinitiative
BASIC REQUIREMENTS

Chabad on Campus provides grants, tools and templates to set up QuickBooks, assess your financial bottom line, create a fundraising plan, develop a professional fundraising presentation, and complete an organizational chart of your Chabad House.

The Basic Requirements is a prerequisite for all Rohr Family Foundation grant recipients.

For the Basic Requirements, please visit chabad.edu/basic
BOOKKEEPING PROGRAM

To help ensure that your books are in order and to save you the burden of tedious bookkeeping, Chabad on Campus retains a Certified Public Accountant with extensive nonprofit experience to handle bookkeeping for campus Chabad Houses at a highly subsidized rate.

On a regular basis the accountant and his staff update all relevant financial data and reconcile the Chabad Houses’ bank statements and QuickBooks. In addition, he will work with you directly to create a proper budget and is available to assist with any other accounting needs.

Apply for the Bookkeeping Program today at bit.ly/bkpng
**FUNDRAISING PRESENTATIONS**

To help increase the clarity and confidence required to fundraise effectively and to enhance the professional image of your Chabad House, Chabad on Campus retained Tekiyah Creative, a graphic design firm, to develop print and PowerPoint fundraising presentations which you can customize.

Chabad on Campus provides subsidies of up to 75% towards the design of your customized presentation.

“Fundraising is going well. People tell me how impressive and professional the presentation is. Most importantly it makes me confident.”

– RABBI YITZI STEINER, UNIVERSITY OF MINNESOTA

View and order the fundraising presentation at: bit.ly/tekiyahorder
ROHR FOUNDATION
GRANT FACILITATION

Chabad on Campus works with Shluchim to assist you in meeting the terms of your Rohr grants which includes raising the matching components of your grants, participation in the Strategic Initiative and submission of your bi-annual reports.

For information about Rohr grants, contact Ms. Chaya Block at cblock@chabad.edu
FUNDRAISING RESOURCES

Chabad on Campus will offer the following fundraising tools to Shluchim in 5774 / 2013-2014:

- Organizational Chart
- Semester Goal Plan
- Program Goal Plan
- Cultivation Strategy
- List of resources for researching donors
- List of potential fundraising sources
- Cold and warm call scripts
- Scripts for meetings
- Models of givers
- Videos of Shluchim making pitches and articulating “the why”
- Additional site visits
- Performance Tools

Download the Fundraising Resources at bit.ly/sidocs
FUNDRAISING COACHING PROGRAM

Often the best person to help you with your fundraising is another campus Shliach who knows the very challenges involved. This program entails bi-weekly coaching sessions with a fellow Shliach where you are held accountable to the goals set in the previous call. In each session goals will be made to ensure constant growth and development based on a six-month time frame.

Professional Sales Trainer, Mark Wilensky, trains the Shluchim serving as coaches and is in touch with all Shluchim in the program throughout.

Shluchim who participate in the program report significant growth in their fundraising.

An added incentive is that participants can receive $1,800 for reaching certain benchmarks. All participants also receive higher subsidization for other parts of the Strategic Initiative.

“I am so grateful to you for producing a first-class program. Fundraising was always one of my weak areas, but since joining the program and working one-on-one with an expert coach, I reached milestones I always considered impossible. Thank you so much!”
— RABBI YITZI STEINER, UNIVERSITY OF MINNESOTA

REGISTER TO APPLY FOR THE FUNDRAISING COACHING PROGRAM

US Coaching Program:
27 Tishrei to 11 Cheshvan
October 1st to 15th, 2013

UK Coaching Program:
11 Cheshvan to 25 Cheshvan
October 15th to 29th, 2013

COACHING PROGRAM SEMINARS

US Coaching Program:
14 & 15 Tevet
December 17th & 18th, 2013

UK Coaching Program:
January 2014

Don’t miss out.
Register now.
chabad.edu/strategicinitiative
PEER-TO-PEER STRATEGIC PLANNING

A Shliach never stops improving, growing, expanding and learning.

With this in mind, we created this program for Shluchim who have been on campus for more than 10 years. They will team up with other Shluchim who have achieved similar degrees of success to collaboratively create long-term goals, strategic plans and target dates. Shluchim will motivate one another, share advice, and hold one another accountable to their goals and deadlines.

Chabad on Campus will provide a framework, resources, schedule and incentive grants for Shluchim who participate in this program.

Apply for the Peer-to-Peer Strategic Planning Program at chabad.edu/peer
Rally for Chabad provides a social fundraising platform through which students and alumni can raise funds for their Chabad Houses online.

Each Chabad House sets a fundraising goal and divides the total amongst students and alumni. The individual students and alumni then each set their own goal and fundraise from their family and friends to meet it.

**New for 2014!**

- This year we will be offering a training seminar in New York for the student leader who will be running the Rally for Chabad campaign for each Chabad House.
- There will be ongoing support for the student leaders to help them run it successfully.
- Exciting prizes will be offered to create a positive competitive spirit between schools.

“In addition to the funds raised, the amazing thing about Rally for Chabad was that it gave me the opportunity to educate students about how Chabad depends on fundraising. Once students graduate it is more difficult to approach them for a donation if they have never been told of this concept before. Through this campaign I was able to teach them about what it means to give!”

– RABBI PINNY BACKMAN, UNIVERSITY OF SOUTH FLORIDA

**RALLY FOR CHABAD 2013/2014 DATES:**

**Training Seminar**
in conjunction with the Chabad on Campus International Shabbaton in New York
21 Cheshvan
October 25th, 2013

**RFC Launch Date:**
25 Cheshvan
October 29th, 2013

**RFC Closing Date:**
30 Shevat
January 31st, 2014

For more info about Rally for Chabad, visit:
chabad.edu/rfc and rallyforchabad.com
The Chabad on Campus International Raffle is a fantastic fundraising opportunity for your Chabad House!

Chabad on Campus International organizes all of the details including the prizes, print and web marketing materials and the functionality to purchase tickets online and through mobile devices.

The grand prize is $10,000, the second prize is $1,000, and the third prize is $360. In addition, there is a bonus raffle for a free trip to Israel for two valued at $3,500. Raffle tickets are only $36.

Chabad Houses that raise more than $10,000 through the raffle are guaranteed a $360 winner from their Chabad House ensuring that there is a local winner!

“Thank you for this wonderful opportunity. By asking a student to purchase a ticket it opened a door that will hopefully never close and helped cultivate and strengthen a relationship!”

– RABBI CHAIM SHAUL BROOK, CHABAD AT CSU NORTHRIDGE

2014 RAFFLE DATES:

Raffle Launch:
9 Adar II
March 11th, 2014

Raffle Closing:
11 Tammuz
July 9th, 2014

Raffle Drawing:
18 Tammuz
July 16th, 2014

For more information on the Raffle, please visit: chabad.edu/raffletools
SHLUCHIM SUPPORT

Ashreinu Society for Shluchos
Chabad on Campus Kinus
Shluchim Learning Program
Personal Support
ASHREINU SOCIETY FOR SHLUCHOS

The Ashreinu Society for Shluchos was created with the aim of fostering a strong sense of unity amongst the campus Shluchos. It is a forum for Shluchos to provide moral support to one another through Torah learning, project collaboration and bi-monthly conference calls. The most selfless thing a Shlucha can do is focus on her emotional and spiritual needs, for by strengthening herself she is able to strengthen so many others. We are here to help facilitate that process with a by-Shluchos-for-Shluchos community of friendship and love.

Conference Calls
Members of Ashreinu are broken into small groups of roughly five women. Twice a month, these groups connect through conference calls. This past year Ashreinu groups had the option of learning a maamer that was prepared by Chabad on Campus. For the coming year we are working on a new learning curriculum in conjunction with JLI.

“Practical insights from guest speakers and simply sharing ideas are what kept me sane! The group farbrengens were also really terrific!”

– MRS. NECHOMA CHANOWITZ
CHABAD AT THE UNIVERSITY OF GUELPH

SPEAKERS AND DATES

13 Elul
August 19th, 2013
Mrs. Rivky Slonim
Starting another year with Chayus, Joy and Responsibility

15 Kislev
November 18th, 2013
Mrs. Sara Esther Crispe
Bringing Light into Dark Times - Chanukah Theme

5 Shevat
January 6th, 2014
Rabbi Manis Friedman
Being The Rebbe’s Precious Shluchos

7 Nissan
April 7th, 2014
Speaker TBA

4 Sivan
June 2nd, 2014
Speaker TBA
Ashreinu Farbrengens

The group farbrengens are an opportunity for all of the Ashreinu members to hear a guest speaker. Based on their past success and the express request of the Shluchos, we are increasing the farbrengens to five this coming year featuring world-renowned speakers. See schedule to the left.

Ashreinu Retreat

This coming year Ashreinu will launch its first Ashreinu Retreat with the goal of providing Shluchos a few days to truly relax, connect and rejuvenate. The Retreat is planned for the Winter.
CHABAD ON CAMPUS KINUS
CHABAD ON CAMPUS INTERNATIONAL CONFERENCE

Every summer Chabad on Campus hosts a Kinus for Shluchim, Shluchos and your families. The goal of the Kinus is for the global family of Chabad on Campus to reunite and spend a few days learning, sharing tips and ideas, inspiring one another and participating in workshops to enhance your Shlichus. It is also a tremendous opportunity for your children to make new friends, see old ones, and enjoy a Chassidish atmosphere complete with learning and farbrengens especially for them.

KINUS HASHLUCHIM &
KINUS HASHLUCHOS
HAOLAMI

Chabad on Campus together with Shluchim and Shluchos coordinate sessions specifically related to Shlichus on campus as well as market Chabad on Campus to the rest of the Chabad Shluchim network at the Kinus HaShluchim HaOlami and Kinus HaShluchos HaOlami respectively.

“The program was superb — I really felt it was all useful for me and very relaxing. The hospitality, the food, the farbrengens, the learning, the atmosphere, the feeling of sheves achim gam yachad.... All amazing, inspiring and incredible. Thanks to all the organizers...I really had something substantial to take home with me!”

– MRS. CHANA DANOW, LEEDS UNIVERSITIES

For all Chabad on Campus Kinus information, please visit chabad.edu/kinus
SHLUCHIM LEARNING PROGRAM

There is no better way for you as Shluchim to be inspired to teach others than by being inspired yourselves. And no better motivation for you than when you are learning the same material as your brothers throughout the world. In response to the many Shluchim who have expressed interest in growing their personal Limud haTorah, Chabad on Campus has created a program in which campus Shluchim learn specific texts in depth, have review questions on the material every other week and receive a monthly stipend for participating.

Curriculum: The program covers one Blatt per week of Gemara, Rashi and Tosfos.

Reviews: The reviews are given bi-weekly on two Blatt at a time, containing ten questions on the Gemara, Rashi and Tosfos and two optional questions on the Ran.

Stipends: Those who complete the review within three days of receiving it receive a grant of $62.50 each time ($125 per month).

“While I try to learn as much as I can, I can definitely use the encouragement of such a program.”
— RABBI MENDY RIVKIN, TOWSON UNIVERSITY

SEASON # 3
Season #3 will begin:
2 Cheshvan
October 6th, 2013
Season #3 will start with learning Shabbos, Perek 3.
This year we will also be offering monthly webinar conference calls with Roshei Yeshivos on the material being studied. There will be an email group for participants to discuss and share insights from the learning.

Please register at: chabad.edu/learningapplication
or contact Rabbi Levi Rabin at lrabin@chabad.edu
**PERSONAL SUPPORT**

**Life Insurance**

Chabad on Campus offers Life Insurance to registered and paid members of the Chabad on Campus Association. Membership registration costs $150 annually (or two $80 installments) and includes a $200,000 life insurance policy for both Shliach and Shlucha. While this amount is not sufficient and should be considered supplemental, it does provide a substantial base for a low price. We hope to expand this program globally as well as offer more coverage options.

- You do not need a doctor’s report for eligibility. As a group plan everyone is guaranteed coverage regardless of age or health.
- No one will be turned away for lack of funds.

For more details or if you have any questions or concerns, contact Ms. Mushka Grossbaum: mgrossbaum@chabad.edu.

*We wish you arichus yamim veshanim tovos!*

**Emergency Loans & Grants**

In the event of an urgent financial need, Chabad on Campus is here for you and will assist with your financial needs through emergency loans and modest grants.

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**CARE PACKAGES**

**Baby Gift Packages**

Your personal simcha is our family simcha! To help celebrate and welcome your new baby, you will receive a beautiful gift of chocolate, a baby blanket and a Chabad on Campus shirt for your little one on behalf of all your fellow Shluchim and Shluchos!

**Individualized Care Packages**

We know that unfortunately things can sometimes be difficult and we want you to know that we are here for you during your challenges just as during your simchas. Chabad on Campus sends Care Packages, catered to the specific circumstances, to Shluchim families experiencing a challenging time.
Counseling Subsidization

Situations arise where we need guidance, input and counseling from a professional. Chabad on Campus can help facilitate the process and lessen the financial burden that therapy can entail. To ensure you are able to find a therapist who meets your needs, we offer a few different options covering counseling for Shluchim and Shluchos, and your children.

Chabad on Campus will, based on financial need, offer subsidies for counseling provided by any therapist who is approved through Nefesh: The International Network of Orthodox Mental Health Professionals. Nefesh offers a large network of therapists who cover a wide range of specific needs. For more information about Nefesh and to find a therapist, visit www.nefesh.org.

Two of the Nefesh approved therapists are based in Crown Heights, and have extensive experience and knowledge of the unique circumstances and stresses that Shluchim on campus face. They are available for individual, couples, or family counseling and also work directly with children. When necessary, sessions with either of these professionals receive the subsidization:

Mrs. Sarah Witkes, LMSW  
Dr. Dovid Schwartz, Psy.D., LCSW

Shluchim can either contact one of the Chabad on Campus team members listed on this page to arrange the therapy. Alternatively, for complete anonymity, you can contact a therapist directly and the therapist will then contact Chabad on Campus to arrange for needs-based subsidization, without anyone ever knowing who the client is.

For Emergency Loans and Grants and for Counseling Subsidization, please contact one of the following:

Rabbi Moshe Chaim Dubrowski: mcd@chabad.edu
Mrs. Nechoma Dina Dubrowski: ndd@chabad.edu
Rabbi Yossy Gordon: ygordon@chabad.edu
Rabbi Avi Weinstein: avi@chabad.edu

All discussions are handled discreetly.

For counseling resources and a listing of therapists, please visit nefesh.org
STUDENT PROGRAMMING

IsraeLinks
Israeli
International Shabbaton
Regional Shabbatons
Bring-a-Friend Shabbat
Greek Programming
JLI Courses for Campus
Pilot Video Conference Course
Chayenu for Students
Sinai Scholars
Tefillin Bank
ISRAELINKS

IsraeLinks is Chabad on Campus’ premier educational trip to Israel. This three-week immersive trip perfectly balances incredible trips and touring alongside stimulating Torah learning and hands-on Jewish living.

Over the last eight years, hundreds of students have been transformed on IsraeLinks, ranging from extending their stay in Israel to attending Yeshiva, making aliyah, increasing in mitzvah observance and having strengthened pride and commitment to Yiddishkeit.

In the coming year IsraeLinks will be introducing a dynamic new educational curriculum, additional staff and a new formal intensive staff training. We will also host post-trip reunions to help foster the intense connections the students formed during IsraeLinks.

“IsraeLinks brought me to a place I thought I would never reach. One where Judaism not only makes sense, it is also an amazing blessing. It helped me realize the beauty in the world around us, and the importance of deriving joy from Mitzvot.”

Saul Brodsky, student
University of Virginia

“For info visit: IsraeLinks.org or contact Rabbi Yossi or Mrs. Chaya Witkes: ywitkes@chabad.edu cwitkes@chabad.edu

“IsraeLinks is the most significant program offered by Chabad on Campus to help directly lead students to the next level. Being able to offer this program positively impacts all areas of Shlichus.”

– RABBI MENDEL MATUSOF, UNIVERSITY OF WISCONSIN
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ISRAELIN

Israelin is a program designed to extend a student’s stay in Israel following a Birthright (or other Israel) trip. The one week program offers a morning learning session as well as touring and educational programming. Students are able to join any day of the week and stay for the full 7 days during the program dates. The goal is to allow students more time in Israel while introducing them to the both the Land and the Torah’s beauty and spirituality.

For the upcoming year, we are planning to have Israelin open throughout the Taglit-Birthright Israel season in both the winter and the summer. This will allow Israelin to be available to students from all universities.

IMPORTANT DATES

WINTER DATES
13 Teves to 22 Shevat
December 16th, 2013 - January 23rd, 2014

SUMMER DATES
15 Iyar to 7 Av
May 13th, 2014 - August 3rd, 2014

For info visit: israelin.org
or contact Rabbi Yossi
or Mrs. Chaya Witkes:
ywitkes@chabad.edu
cwitkes@chabad.edu
INTERNATIONAL STUDENT SHABBATON

The Chabad on Campus International Student Shabbaton is a fun-packed, inspirationally-filled weekend for hundreds of college students from around the world.

We are planning an exciting schedule for this year that will include tours of NYC and Crown Heights, fascinating lectures, enhanced Taste of Yeshiva track, opportunities for social interaction throughout and much more.

Students can only attend if their Chabad House has been registered and is attending. Register yourself and your school at shluchim.chabad.edu/shabbaton/mosadsettings. For details and instructions on setting up your school page as well as marketing materials go to chabad.edu/shluchim. Student registration can be found at JewishWeekend.org.

In case of need we offer up to 25% travel subsidies with a maximum of $1,500 per Shliach.

“The Shabbaton was an incredibly inspiring experience. It helped recharge my passion for Judaism, which can often dwindle in a college setting, and propel me towards further spiritual growth.”

– SASHA, WESTERN WASHINGTON UNIVERSITY

IMPORTANT DATES

14 Elul August 20th, 2013
Shliach registration opens

28 Elul September 3rd, 2013
Student registration opens

10 Cheshvan October 14th, 2013
Early bird registration closes (travel subsidy request)

17 Cheshvan October 21th, 2013
Student registration closes

Shabbaton Dates:
Cheshvan 21 to 23
October 25 to 27, 2013
REGIONAL SHABBATONS

The Intercollegiate Regional Shabbatons offer an opportunity to immerse students in a Chabad/Shabbos atmosphere for an extended period of time. This has proven to be an effective means of sharing Jewish messages and cementing relationships between Shluchim and students.

We are increasing the resources that we will offer to enhance your regional programming:

- Financial support, based on the number of participating schools and students
- Professional marketing package including flyers, web banners and customized email campaigns
- Customized Shabbaton website
- Centralized registration system with 100% of registration funds forwarded to Shluchim organizers

IMPORTANT DATES

Chabad on Campus support will be available for those who complete the applications by the following dates:

Preliminary request for Shabbaton partnering needs to be submitted by **18 Menachem Av July 25th, 2013**.

Full applications need to be returned by **9 Elul August 15th, 2013**.

Contact Ms. Mushka Grossbaum for more information and for an application: mgrossbaum@chabad.edu
Bring-a-Friend Shabbat, 5 Kislev - November 8, 2013, was conceived as a fitting tribute to the victims of the terror attack at the Mumbai Chabad House, Rabbi Gavriel Noach & Rivka Holtzberg and their four guests HY”D, whose fifth yahrtzeit will be commemorated on Rosh Chodesh Kislev. This program was designed to give students an opportunity to spread the light of Shabbos by inviting their friends to join them for a Shabbos meal.

We have created an attractive website, BringAFriendShabbat.com, with information about Shabbos and the Mumbai attacks which includes a simple tool for students to email their friends and invite them to “their” Shabbos dinner. An editable Communicator template is available to publicize this event to your students. It can be found in the “Programs & Events” section.

IMPORTANT DATES

Be sure to update your event calendar in MyChabad.org before 28 Cheshvan November 1, 2013 so it will be included in the listing of programs on the site and be available for invites.

Visit BringAFriendShabbat.com
GREEK PROGRAMMING

Connecting with the Greek system is a powerful way to reach large numbers of students. Currently Chabad on Campus has strategically partnered with the largest Jewish fraternity, Alpha Epsilon Pi. Our goal is to build a national partnership with more of the historically Jewish Greek fraternities and sororities.

Chabad on Campus and AEPi partnered national programming includes:

• Sukkah Building Project: a grant is provided for building a kosher sukkah and then hosting a Sukkah party.

• Chanukah Menorah Project: Chabad on Campus provides Menorah kits and a party guide to each house in North America and the United Kingdom.

While AEPi works directly with the Chabad on Campus office to arrange the grants, the connection between the Shliach and the local AEPi chapter is strengthened and joint programming is the natural result.

Contact Ms. Mushka Grossbaum for more information: mgrossbaum@chabad.edu
The mission of the Rohr Jewish Learning Institute is to inspire Jewish learning worldwide and to transform Jewish life and the greater community through Torah study. The goal is to create a global network of informed students connected by bonds of shared Jewish experience. Chabad on Campus has partnered with JLI to offer “JLI for Campus,” which will offer specific JLI courses at a reduced cost.

**Torah Studies**
Only $375 for the year (instead of $790 regular price and $650 early bird), - ALL 4 seasons

**JLI Flagship Course**
“You Be The Judge”
Only $180, 65% discount.

**Rosh Chodesh Society**
“It’s About Time”
Only $275 for the year (instead of $599 regular price and $549 early bird)

For more info: chabad.edu/jli or contact Rabbi Levi Rabin at lrabin@chabad.edu
PILOT VIDEO CONFERENCE COURSE (FOR WOMEN)

In the fall of 2013 there will be a pilot course of five classes that will be given by Mrs. Sara Esther Crispe. The goal is to offer additional learning for women that doesn’t need to be prepared or taught by the Shluchos. The students would come to the Chabad house and participate in the interactive video learning followed by a discussion with the Shlucha.

For more information and to register contact Mrs. Sara Esther Crispe at scrispe@chabad.edu
CHAYENU FOR STUDENTS

Chayenu is a weekly Torah publication, fully translated into English. Aside from its emphasis on Chitas and Rambam, the portable format, English translation, and variety of content help make daily Torah study convenient and practical to all, advanced and beginners alike.

Chabad on Campus has partnered with Chayenu to offer a discount for Shluchim and their students. Normally $130 for an annual US subscription, it now costs just:

$99/yr for Shluchim
chayenu.org/campus

$75/yr for Students
chayenu.org/student

“I love when a student calls me up and says ‘Rabbi, I just learned such an interesting thought from the Rebbe in this week’s Chayenu!’ It is incredible how a student can grow in learning and strengthen his connection to the Rebbe through learning his Torah every week.”

– RABBI SHMUEL TIECHTEL, CHABAD AT ARIZONA STATE U.

For more information please contact
Sarah Leah Zirkind:
info@chayenu.org
SINAI SCHOLARS SOCIETY

General Program
Through Torah study, social activities and national networking opportunities, The Sinai Scholars Society offers students an intensive and engaging introduction to Judaism, demonstrating its value and contemporary significance. Upon completion, students are required to write two papers, including a reflection paper on the course, as well as an analysis paper on a Jewish topic of their choice. Eligible students receive a stipend and the chance to participate in exclusive alumni events.

New Course for Upcoming Year
Incorporating feedback from students and Shluchim we are currently designing a brand new revolutionary course geared to meet the needs of two distinct levels of student audiences.

Reimbursement
Shluchim receive reimbursement for a percentage of their course expenses, including the general course as well as follow-up. You also have the option of hiring student coordinators who will receive a generous stipend for their work.

“Sinai Scholars has truly revolutionized what we do here on campus. It has become our anchor program, right along with Shabbat, and it has created a tremendous buzz on campus. The growth of each student, from the commitment to keep Shabbos and other mitzvos, has been amazing. Most continue on with us.”

Rabbi Zev Johnson, University of Texas at Austin
Annual Sinai Scholars National Retreat
All Sinai Scholars alumni are eligible to attend this exciting week of learning expense-free, as well as receive a travel stipend.

The Sinai Scholars Symposium
The Sinai Scholars Symposium, held in the Spring, is a day of interactive discussion and debate amongst students, rabbis and scholars from across the globe. This event is open to all campus Shluchim, whether or not you run the Sinai Scholars program.

Sinai Scholars and IsraeLinks
This exciting partnership with IsraeLinks allows Sinai Scholars alumni to trade in their $350 stipend for the fee of the incredible IsraeLinks trip. Upon completion of the trip, students receive a check for the full $500 cost of their IsraeLinks trip!

Follow-up
Fascinating Facts is a follow-up course uniquely formulated for students to continue their education after completing the general course. Shluchim who participate in the Sinai Scholars program can request this course cost-free.

“This course was a nice blend of spiritual, philosophical, and educational discussion, and this course made me think critically about my views on Judaism and humanity.”
Andrew, S. Diego State University
For more information please go to: sinaischolars.com
To apply: sinaischolars.com/register or contact Devorah Balarsky at dbalarsky@sinaischolars.com
The Chabad on Campus Tefillin Bank subsidizes 50% of the cost of a pair of Tefillin, up to $250, for students who are committed to putting on Tefillin regularly (at least once a week) but are unable to purchase Tefillin because of financial constraints.

Shluchim recommend students and then both the Shliach and student fill out an application to determine eligibility. Once approved there are a few different price and quality options available. Over 100 pairs of Tefillin have been purchased through the Chabad on Campus Tefillin Bank to date!

“I understand the importance of wrapping Tefillin every day. I am trying to make myself a better person in Hashem’s eyes. I think this is a great step for me to take. I unfortunately don’t have the monetary capabilities to purchase my own pair.”

– DANNY GOODMAN, UNIVERSITY OF MINNESOTA

For more information, please go to chabad.edu/tefillinbank
Yeshiva Initiative

Student Advisor / Jewish Study Counselor
Taste of Yeshiva Shabbatons
Yeshiva Programs for Students
Yeshiva Scholarship Fund
Yeshiva Kinus
Yeshiva Track at International and Regional Shabbatons
STUDENT ADVISOR
JEWISH STUDY COUNSELOR (JSC)

One area where there exists great potential is in inspiring certain students to go to the next level in their Jewish journey by attending a Yeshiva. Since Shulchim need to focus on their entire student body, a trained and knowledgeable Yeshiva recruiter is critical to help with this process.

The JSC will recruit, guide and motivate university students to attend a Yeshiva that will suit their personal needs. The secondary focus is to connect students with programs that serve as a bridge to Yeshiva (IsraeLinks, Yeshiva Shabbatons, Snorkel & Study, etc.).

The JSC will connect with students in person, by phone and online based on referrals from the Shluchim and Shluchos on campus and from short-term study programs (IsraeLinks, Snorkel & Study, ILTSP, Birthright, YP Birthright, Jnet, Sinai Scholars, The International Shabbaton, Regional Shabbatons, etc.).

In addition to the students who will attend Yeshiva, dozens more will be impacted by learning about the importance of Torah study, will be more inclined to attend classes, and may consider Yeshiva in the future.

We are happy to welcome Rabbi Zalman and Mrs. Chaya Schurder to the Chabad on Campus team. R’ Zalman and Chaya will be serving as Jewish Student Counselors and working with Shluchim and students for both the men’s and women’s Yeshivas.

Contact Rabbi Zalman Schurder at zschurder@chabad.edu and Mrs. Chaya Schurder at cschurder@chabad.edu
Chabad on Campus coordinated a pilot Taste of Yeshiva Shabbaton in conjunction with three Yeshivas geared to college students - Mayanot, Torah Ohr and Tiferes Bochurim. The Shabbaton was hosted by the Rabbinical College of America in Morristown, New Jersey with classes given by Yeshiva educators from all three participating Yeshivas.

The Yeshiva Shabbaton is an opportunity for college students to spend an entire Shabbos immersed in a Yeshiva atmosphere complete with learning, davening and lively farbrengens, all while spending time connecting to other Yeshiva students. Following Shabbat the students have recreational programming such as sports, a concert and an outing.

For 5774 / 2013-2014 there will be a Women’s Yeshiva Shabbaton and a Men’s Yeshiva Shabbaton on both East and West Coasts.

“The Shabbaton was a great way to get a taste of how a yeshiva works. It was enlightening and a fantastic way to preview what prospective students can expect.”

– ADAM SYNCHIEF, CALIFORNIA STATE UNIVERSITY CHICO

For more info, please contact Rabbi Levi Rabin at lrabin@chabad.edu
YESHIVA SCHOLARSHIP FUND

Throughout the year a scholarship fund for both tuition and travel grants will be available for programs both in Israel and the US for Yeshiva study.

For more information please go to chabad.edu/yeshivascholarships or contact Rabbi Levi Rabin at lrabin@chabad.edu.

YESHIVA PROGRAMS DIRECTORY FOR STUDENTS

There are many options for students who wish to go to Yeshiva. Chabad on Campus has created a web page dedicated to providing students information about all the Yeshiva opportunities available to them.

The web page will be continuously updated at chabad.edu/study
YESHIVA KINUS

Chabad on Campus hosted its first Chabad Yeshiva Kinus, where the senior administration of Chabad Yeshivas participated. The goal of the Kinus is for everyone to learn about each Yeshiva, the type of students it caters to in order to facilitate an increase of Yeshiva attendance and to ensure that each student is placed in the right Yeshiva for his or her needs. There is also an internal email group which the Yeshivas are part of to facilitate communications.

YESHIVA TRACK AT SHABBATONS

Concurrent to the traditional program of the International Shabbaton, Chabad on Campus hosts a Yeshiva track with educational tours, text-based sessions, chavrusah learning and in-depth lectures taught by popular instructors from the Yeshivos that cater to college students.

In the coming year the Yeshiva Track will become a “Taste of Yeshiva Experience,” and will be extended to Regional Shabbatons to make sure they include lecture options for students looking to greatly advance their Jewish knowledge.
ONLINE MARKETING

New jLearn Web Portal Pilot
New Chabad.edu Website
Social Media
New Shluchim Website Template
Media and Public Relations
NEW jLEARN WEB PORTAL PILOT

The jLearn program provides a brand, strategy and structure for teaching Torah on campus and cements the social dynamic between the Shliach, Shlucha and the students. Students register online and pay a fee for classes. Shluchim receive funding for trips, barbecues and social events at the end of the semester where students are presented with a certificate for completing the course.

We are developing a jLearn “mini site” which any Shliach will be able to plug in to their own website to enable them to list all their classes and courses taking place.

“The for our campus jLearn has totally transformed Jewish learning! Students keep asking us when to sign up. We use everything that jLearn offers which includes a little gift, a trip to a restaurant, a social event, and an outing which Chabad on Campus subsidizes.”

– MRS. RIVKIE LIPSKIER, U. OF CENTRAL FLORIDA

The Portal will include functionality that will allow for:

- Listing all classes and courses taking place at your Chabad House
- Accepting reservations and/or payments for classes and courses
- Ability to send email and text reminders to students prior to classes
- Scheduling one-on-one learning sessions with the Shliach or Shlucha

For more info visit: chabad.edu/jLearn or contact Rabbi Levi Rabin at lrabin@chabad.edu
CHABAD.EDU WEBSITE

The first place one will most likely look to find out about Jewish life on campus is the web. Therefore it is essential that we create and maintain a highly professional, accessible, attractive, informative and engaging website. Under the directorship of Mrs. Sara Esther Crispe, the new Chabad on Campus Director of Communications, we are revamping our current site to meet these goals. The new site will show viewers that each individual Chabad House is part of a strong and cohesive international family of almost 200 vibrant centers. This understanding will further empower the work of each campus as part of a global whole.

Through creating a dynamic landing page for each campus, Chabad.edu will be the one-stop-shop for information on Jewish life on campus throughout the world. This will also enable current and prospective students and their parents to quickly and easily find and connect to you. The new Chabad.edu site will be promoted amongst high schools and guidance counselors to ensure their Jewish students know how to look for a Chabad presence at the colleges they are considering. There will also be a comprehensive Study Abroad Directory for students who are traveling to connect with Chabad houses on campus wherever they go.

All content on the website, as well as promotional banners and imaging, will be easily transferable and customizable to your websites. We will also be offering a weekly syndicated article geared for students related to the parsha or yomim tovim for your use. This will include content from Shluchim as well as content that Chabad on Campus creates and provides.

chabad.edu
SOCIAL MEDIA

Chabad on Campus posts daily on Facebook and Twitter and will continue to use social media as a way to bring exposure to the amazing work you are doing on campus as well as to provide students with an understanding that they are part of something global.

We will also be engaging and involving students through the posts and by incorporating their writing, artwork, blogs and photography on the Chabad.edu website and social media outlets. This will allow students to gain recognition far beyond their local campus and feel part of the international family of Chabad on Campus.
NEW SHLUCHIM WEBSITE TEMPLATE

We will be creating a new template for Shluchim to have a more modern, up-to-date website constructed and designed by Chabad on Campus but completely customizable to each individual Chabad House. This template will provide a level of professionalism to the user and ease for updating and managing for the Shliach.

For more information, please contact Sara Esther Crispe at scrispe@chabad.edu
MEDIA & PUBLIC RELATIONS

Chabad on Campus will be providing high-quality written materials for major events throughout the academic year that will be easily adaptable to your specific details and needs. You will be able to use these pieces to send to local media for more coverage and exposure for your programs.

We will also be working closely with you to ensure that your major events are written about and featured not only on the Chabad.edu site and Chabad.org but will be sent to outside media streams as well. We will be recruiting student interns who are Journalism majors to cover events, and then we will professionally edit them and send back to you for your needs. These students will receive hands-on experience in the writing field working for an international organization that will be impressive to any future employer.

Shluchim will receive a form with an outline of basic information needed for Chabad on Campus to create articles for your major events including details of dates, venue, attendants, donors and quotes from the Shluchim, students and others. This will allow for a much quicker turn around time so that you will have a professionally written article ready to submit to your local papers in a timely fashion.

For more information, please contact Sara Esther Crispe at scrispe@chabad.edu
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Contributors

David Andrews
Jonathan and Susana Aranoff
Moses Z. Berman
George and Susan Birnbaum
Bentzie and Osnas Cousin
Yossi and Osnas Cousin
David Dolezal
David and Chana Farkash
Lionel and Ruth Fisch
Zachary and Chaya Fruchtbendler
Eli and Yiti Glazer
Shmuel and Sharon Goodman
Dovid and Baila Grinker
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Best wishes for tremendous success in your Shlichus!

The Chabad on Campus Team