

# HOW TO RUN A MITZVAH DAY PROJECT

Thank you for choosing to be part of Mitzvah Day, a Jewish led interfaith day of social action.

It's important that you support something you care about, get hands-on with the social action, have fun and thank everyone profusely!

Here are our four top tips and guidelines for getting started or doing your Mitzvah Day better

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## CHOOSING YOUR PROJECT

1. Start with the causes your community cares about – pick a charity you already engage with, or try something new;
2. Consider practicalities
  - Match the skills and numbers of volunteers with the task.
  - Ensure it's something the charity really needs – speak to them first.
  - Check it can be done in the time... and that it is also 'doable-againable'.
  - Make it fun or at least satisfying.
  - Who is paying for materials, travel or any other costs? Please make sure it's affordable.
3. Identify the type of project you want to do:
  - Collections – know that items you collect are wanted, know where it is going and how it will get there.
  - Visits to Care Homes or similar – check proper safeguarding is in place.
  - Environmental projects – you need the right equipment, skills and permissions.
  - Cooking/feeding – safeguarding and health and safety are paramount.
  - Teas/events – perfect for multi-generation but remember food safety and safeguarding.
  - How can your project support this year's Mitzvah Day theme of Repair The World.

## MAKING IT INTERFAITH

- Reach out to neighbours of other religions – we can all agree on social action and helping those in need!
- Offer to support THEIR projects, don't expect them to support YOURS!
- Mitzvah Day is the start of an interfaith relationship. Take a long view.

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## THE ESSENTIALS OF INSURANCE, SAFEGUARDING, DATA MANAGEMENT

- Check that your synagogue/school/chosen charity has systems in place.
- If in doubt, ask, and don't ignore this!

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## THE WHY AND HOW OF PUBLICITY

- Publicity attracts participants and it also supports your chosen charity.
- Use a range of media – your own newsletters, your chosen charity's PR department, a spokesperson (local mayor/faith leader/MP/local celebrity), local newspapers/websites (always seeking stories), and your social media.
- We will be sending your stories and pictures to the Jewish press.
- Use the materials Mitzvah Day provides for templates for everything else
- Good photos are the key to coverage – lit from the front and well framed.
- Keep in touch with Simon, who runs Mitzvah Day's PR, to let him know where you sending your stories and if you need any support - [simon@mitzvahday.org.uk](mailto:simon@mitzvahday.org.uk)
- Email photos after Mitzvah Day to [media@mitzvahday.org.uk](mailto:media@mitzvahday.org.uk)