

Tu B'Shevat Across America

A project of JNF's Israel Advocacy and Education Department



Tu B'Shevat Across America:

Tu B'Shevat, the world's first earth day, is a great opportunity to raise environmental awareness in your congregation and community. To help celebrate the holiday, JNF has created a program designed to provide everything you need to make your Tu B'Shevat an interesting and meaningful experience. We provide a free speaker to any congregation or community ranging from lay leaders to experts that work on our projects in Israel. We provide participating congregations with tree planting forms, Blue Boxes™, and posters to help enhance their Tu B'Shevat celebration. We also have a comprehensive online guide, *TREEsource* (www.jnf.org/treesource), an interactive site providing information at no cost. It includes Tu B'Shevat programming ideas for all ages; sermons for rabbis; and a variety of Tu B'Shevat Haggadot.

Goals:

- Engage, educate and energize congregations and communities across the country about Israel, the environment and JNF, and the connection to Tu B'Shevat by providing speakers, materials and programs.

Target Population:

Congregations and communities throughout the U.S.



Why Support Tu B'Shevat Across America?

JNF's goal is to reach thousands of people with the message of Tu B'Shevat, linking the historic and spiritual connection between the Jewish people, the environment, and the land of Israel. Funding for this program is important as it enables JNF to offer the program free of charge to congregations and communities.

Funding Opportunities:

- Sponsor Tu B'Shevat Across America in four congregations: \$1,000
- Sponsor Tu B'Shevat Across America in 20 congregations: \$5,000
- Sponsor a community-wide Tu B'Shevat Across America Festival: \$20,000
- Sponsor the entire Tu B'Shevat Across America program: \$75,000



For more information, contact
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