

Credit: CYP

For Shluchim:

Marketing:

“Define your home”

“You are what's on your shelf”

Shliach To Do:

1. Educate yourself
 - a. <https://derher.org/wp-content/uploads/52-Teves-5777-06.pdf> and see below
 - b. *Lehavdil* - the current focus on libraries and celebrity libraries
<https://www.youtube.com/watch?v=QmdXN2FR2eY>
<https://twitter.com/bcredibility?lang=en>
2. Draw up a list of your personal suggested sform and books. This is for direct suggesting and for selfie/Insta Stories/FB videos.

Content Creation for Socials and Email

3. Post the Mivtza image on **Social Media**
 - a. *Image 1:*
https://www.canva.com/design/DAEBK2pEtpo/ku2NnyTk50q0eylSiVgi1A/view?utm_content=DAEBK2pEtpo&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
 - b. *Image 2 :*
https://www.canva.com/design/DAEBK3hEzo0/Dnhc6YASYTXpWni7AKv1Pg/view?utm_content=DAEBK3hEzo0&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
 - c. More Quotes and phrases to post:
My pen is my harp and my lyre; my library is my garden and my orchard. - Rabbi Yehuda Halevi
“I have always imagined that Paradise will be a kind of library.” — Jorge Luis Borges
Books for a home are like glasses for the face - makes you look smart.
4. Send the email below explaining this mivtza (see below)

5. Take a photo of your bookshelf to upload into the bookshelf Canva template.
https://www.canva.com/design/DAEBFcYo03Q/9gCqN7j45tKugyeQ0935fw/view?utm_content=DAEBFcYo03Q&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
6. Post the pictures of celebrity bookshelves (still working on Jewish ones see here for goyishe version: <https://twitter.com/bcredibility?lang=en>)
7. Each evening/night post a short video or Live to talk about a book, talk about everything from why you like it to what it contains.
8. People should be encouraged to share their own bookshelves and talk about why they have those books.

Action Items: BUY BOOKS

9. Push the purchase of a Book Starter Pack -
<https://seforimdeals.com/store15/index.php/connect-10-mitzvah-campaign/the-classic-collection.html>
10. Suggested lists of Sforim - see file
11. People can dedicate books for your Chabad House Library.

Shiur

12. Shiur Notes - COMING SUNDAY see file
Resource:
https://www.chabad.org/multimedia/video_cdo/aid/3190922/jewish/The-Mitzvah-Campaign-of-Torah-Books.htm
13. {Zoom Class on DATE about TOPIC}

EMAIL:

Dear ...,

With all the time you're spending at home, have you considered some décor changes?

Whether it's a clock, plant or What we choose to decorate our living spaces with, sets the tone and mood of our environment...

To quote the great poet and thinker, Rabbi Juda Halevi: "my library is my garden and my orchard". With the purchase of a few Jewish books, you can transform and elevate your home. Their presence alone will permeate the entire home positively influencing you and those around you.

Buying books is an investment; it is the only home furniture that ages gracefully upon its continued use.

Add a book to your home and feel its glow in your heart and mind.

Enhance your home – buy books!



Educate Yourself Quotes:

There was nothing glamorous about the filthy Russian prison, crowded with Jew haters and criminals of the worst kind. Yet despite this grave danger, the Frierdiker Rebbe, while incarcerated in Shpalerka, made sure to have with him a siddur, Tehillim and Tanya. Later on, in the actual cell he made sure to receive a Chumash as well. The Rebbe related this story in connection with mivtza bayis malei sefarim. Surely we can make the effort to have a sefer with us wherever we are.

From here: <https://derher.org/wp-content/uploads/61-Tishrei-5778-11.pdf>