

B”H

Mivtza Tefillin

3 MAIN GOALS:

1. Get people previously not interested to put on Tefillin. Gain exposure of the mitzvah on social media, celebs wearing etc.
2. Set goals with somebody that knows about Tefillin, i.e. to put on once a week with the Rabbi.
3. Encourage people to man up and own a pair of Tefillin.

Background:

- Began as many other Mivtzas - in support of Eretz Yisroel. Read a full overview in this Derher feature: <https://derher.org/wp-content/uploads/56-lyar-5777-06.pdf>
- [Overview by Mendel Kaplan](#)
- Basic Q&A you'd encounter for Mivtza Tefillin
<https://derher.org/wp-content/uploads/Issue-05-vayakhel-5771.pdf> Page 4

Quick Pointers:

- Causes long life to the Jewish Nation ה' עליהם יחיו
- One person wearing it affects the whole army like a single soldier in the big picture
- It's considered a "Davening", that's why it's ok if no Bircas Hatorah said.
- It's also the reason why they started Tefillin at the Kosel right away since then, because it became an active (orthodox) PRAYER place and as a result successfully stopped some in the government to make it a "cultural" place.
- Our quick link to connect to G-d. (Women connect to this Mitzvah through the men, just like the man connects with women-only Mitzvos through her. [See video below](#))
- Like Mezuzah, it also has י ש ד י - protects you.
- *Out of the box mitzvah. Literally and figuratively. (It's out of your comfort zone in public)*
- This is an actionable Mitzvah. Accomplished even if you don't understand. However you can internalize it by being Mechaven too. יכון בהנחת התפילין שציונו וכו.

Tags or lines for posts or videos

- What's in the wrap?
- I wrapped, did you?
- Why did I wrap?
- (Armed for Israel, for your Zionist dudes)
- What's the secret inside the black box?

Ideas To Do:

- Share on social media
- Collect pics of your people putting on tefillin over the years, add to canva overlay and tag
- Video of yourself putting on Tefillin
- [Send email \(template by Dubinsky, Levertov\)](#)

- Post a daily or every two days of Sofer showing you a quick behind the scenes
- Tachlis: Buy tefillin, see on bottom.

VIDEOS & TUTORIALS

- [How to put on Tefillin by Rabbi N.D. Dubov & Rabbi Jonathan Sacks](#)
- [Tour of what Tefillin look like and more detail how to put them on](#)
- [Cut the chase: How to put it on by Zvi Drizin](#)
- [Putting them on: Animation](#)
- ARMED from JEM: Full, Short, [Trailer](#)
- **Frum Doc in Cincinnati? Speakers about benefits of Tefillin**
- **Guided tefillin meditation** (Tzvi Freeman/Leibel Wolf - ?)

Shiurim:

- [Decoding the Jewish Black Boxes](#) - Pilpul on the Passuk, Mendel Kaplan
- [From a woman's perspective](#) Why only men? Mrs. Shifra Sharfstein

Order:

- Machon Stam
- Shluchim Office
- Oraita

Script for Shluchim video Nekudos - 3 points

- Moach Shalit al Halev - struggle to control your heart and mind
- Concise tools why it's important
- Take a moment in your day to connect to G-d. When you're connected above the rest of the day flows.

Email Templates

List of books about tefillin, read

- Arye Kaplan?
- Pinson?

TACHLIS:

Buy from:

Raskin

- **Payment plans, installments** - Up to Two installments
- \$550 Gasos Sfardi
- \$600 Gasos Ari

PESHUTIM: After a year or so it needs to be checked that it doesn't lose shape

- \$360 Peshutim Sfardi
- \$410 Peshutim Arizal

- All include: Tefillin bag, Shluchim Office brochure, Mirror, Maintenance Card

Shluchim Office

WWW.10MIVTZOIM.US

WhatsApp. 929-401-4521

Email.

stam@shluchim.org

Sephardi Mezuzah size 12 quality kosher	\$33.50
Sephardi Mezuzah size 12 Mehadrin_A	\$38.00
Arizal Mezuzah size 10 quality kosher	\$36.50
Arizal Mezuzah size 12 Mehadrin	\$45.00
Standard Tefillin Arizal.....	\$276.00
Standard Tefillin Sephardi	\$276.00
Mehadrin_A Tefillin 'Gasos' Arizal	\$423.00
Mehadrin Chabad 4*4 Tefillin Arizal.....	\$817.00
Sephardi Tefillin Mehadrin_A.....	\$505.00
Alter Rebbe Tefillin 4*4 Mehadrin	\$1,255.00



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