

**Our promotional and educational materials:**

An array of enlightening and inspiring brochures and flyers.

<1. A booklet "No Mikva – No Tikva, Find out Why! (Heb.). **To Stand Alone with G-d. From Solitary Adam to Each one of Us. Not for men only!** Also Food Utensils. (Eng. & Heb.), © by

Imanuel Ravad - עמנואל ראביד – Founder, Mikva-Tikva. <2. Our video: "Waters of Life." <3. "Shattering a Myth, 4x6" & 5x8" color postcards. (Eng., Heb. Fre. & Span.). <6. **Mikva promotional wall, pocket and table clocks**, with Mikva slogans. Effective if posted at eye level. <7. **"Netilat Yadaim"** and **"Asher Yatzar"** blessings 8,5"x12" laminated posters, a very strong Mikva promotion. The title **"PURIFYING and SANCTIFYING our HANDS - Steps Beyond Cleanliness,"** sub-

consciously brings the notion of sanctity and purity and the Mikva closer to our hearts. < 8. Kaylim (Food-Utensils) Mikva – laminated 11x16" poster. A most powerful while not a sensitive subject message. Until Food-Utensils Mikvas will be built everywhere, the very least we should do is to post this poster, conspicuously in all your local Jewish institutions, like: synagogues, schools, Jewish Community Centers, kosher restaurants and Mikvas, to constantly remind our people about the subject of Mikva. see #36 <11. **"Please Leave the Table Clean As you would like to find it!"** - a 2x3,5" magnet, or sticker, the message is the name of the organization - SURVIVAL / Mikva-Tikva=Hope / No Mikva – No Tikva / Mikva Outreach Global Programs and our web-site address: "I always wanted to know..." **mikva-**

**whyme.org.** <12. An array of 4x8" Bumper Stickers with messages for cars, doors, etc. "Build Your Family in Sanctity!" "Mikva=the Hope of Yisrael, and its Salvation!" "Purity Leads to Sanctity!" "Build your family in Purity and Sanctity and bestow blessings upon your home! One opportunity for parents only to grant their child lifetime sanctity." "If you observe My Laws, I will bring peace to the land!" "Treason to Torah, a State security danger!" <13. **"Viewers and Readers Evaluation Form:"** - is a most important tool! Do not neglect using it. It serves to:

1. Prompt people to review the materials seriously, and in depth, before answering the questionnaire. 2. Provides a **"window of opportunity"** to connect with the recipients of Mikva education materials, and discuss the subject on a non-personal and non-threatening basis. Due to the sensitivity of the subject, it is difficult to open a conversation about Mikva; yet, no one is offended when asked a non-personal question: "Did you already answer the questionnaire?" "What is your opinion on the topic?" From here on the door is open to continue with a conversation about Mikva.

<57. **The initial investment for the construction of any Mikva, should be in Mikva Outreach. It will certainly raise more funds and bring new people to observe the Mitzvah.** They will be motivated to build it with pride and respect, with their own funds. A Mikva built with the people's own funds and efforts is dearer to them, and will, therefore, be used and maintained more eagerly. **Along with their financial contributions, people also invest their souls.** Many of them will certainly become Mikva observers and totally committed Jews. **Please give them that chance!**

<59. **Solicit funds for the Mikva from every member of the community, rich or poor, even if just a token donation, and even if enough construction funds are available!** Because it creates a greater interest in learning about, understanding and observing the Mitzvah. A special campaign should be created to solicit funds for the Mikva to accomplish two goals: 1. Arouse the interest of the community to read Mikva educational materials. 2. Facilitate the raising of the funds needed to build and maintain Mikvas, along with Global Mikva Outreach Programs. **Local Mikva efforts do not exempt you from global Mikva outreach obligations,** just as paying your local taxes does not exempt you from federal taxes.

<**PERSONAL JEWISH NAMES. The utmost importance of using them!**

As a deterrent to assimilation and intermarriage. See in our web-site: "How it started!" <The preference of using a gentile name though

blessed with a Jewish name that was given to us at the height of the Brith-Milah ceremony – our covenant with G-d in which we publicly proclaim and pledge: "Ve'yikare Shmo B'Yisrael..." – "He/She Shall Be Identified Among Jews With A Jewish Name...", is among others: A. **Profaning the oath** pronounced at the circumcision ceremony height or for girls during the naming ceremony at the Torah reading. B. **A contradiction** to our thanking G-d every morning: "Shelo Asani Goy!" - "That He did not make me a gentile." C. An indication of a lack of self-respect, and D. One of the most dangerous pitfalls on the road to assimilation and intermarriage.

**REPEAT THAT RESOLUTION PLEASE!**

<**Resolution on Hebrew Names:** Since the use of Hebrew names promotes pride in Jewish identity, and since rabbis and educators can set a living example for our students. Therefore, let it be resolved: (1) that we encourage rabbis and educators to use their Hebrew names at professional and educational functions as well as to include them on their letterhead and bulletin boards, and (2) that...

At the Rutgers Conference, CAJE 5, Aug '79, two resolutions, not related to task forces were passed. Introduced by Rabbi Imanuel Ravad – עמנואל ראביד. Just in case you missed them, here is their official texts for the record. Reprinted from Jewish Education News, April 1980, published by Coalition for Advancement of Jewish Education.

<"Dear Imanuel: as a result of your campaign, not only I am using my Jewish name, Shlomo, but I went one step further and changed my name legally from Steven to Shlomo. Rabbi Shlomo Riskin.

<**The importance of your Jewish name to you and our people.** A century old Responsa By Maharam Sh.I.K.(an abbreviation of: Shem Israel Kodesh = Jewish Names are Holy!) (Responsa 169 on Yoreh-De'ah, page 52) is very relevant today. **"It is not enough to use the Jewish name only in the synagogue, when summoned to read the Torah or during prayers for the sick!"** ... Therefore, it is indeed proper for every Jew who believes in G-d and his Torah, to instruct his household, and those who listen to him, to use only Jewish names. Sincerely, Rabbi Moshe Sh.I.K.

<Although, Reb Moshe Feinstein ZT"L claims in his responsa that Jewish names were most important before the receiving the Torah on Mount Sinai, however, since today too many Jews do not observe the Torah, and we suffer from a high rate of assimilation and intermarriage that did not exist during the Egyptian Exile and not even at the time of Harav Feinstein, ZT"L we must consider our times, for the purpose of Jewish names, as before receiving the Torah on Mount Sinai. I.R.

<39. Contrary to the accepted thinking. **The FIRST Mitzvah to be introduced and instructed to none yet observing families could and should be Mikva!** If done correctly. According to our tested & proved experiences, and in spite of the subject's sensitivity. Mikva immersion leads to the belief in G-d and consequently to Torah observance. (See results #5).

<41. **Men's education and practice of immersion** makes it psychologically easier for **women's observance.** It is an effective answer to the women's most asked or thought about question: **"Why me?"** It adds **a line of reasoning:** "My husband immerses, although nowadays he is exempt. My immersion, which is a Heavenly obligation along with **rewards and punishments,** is one that affects my life and the lives of my husband and children, **how could I not immerse?!**" It's been tested and proven! **Where men immerse it is uncommon for married women not to immerse.** Therefore, beyond the need to **prepare a man's heart and mind for prayers** (Sha'aray Yosher p. 40, by Hagaon R' Chaim Kanievsky, & Alone with G-d), and other reasons, the fact that men's immersion serves as an example and encourages women to immerse, obligates all men, especially rabbis and community leaders to immerse. **They should immerse at least on the eve of the Shabbat and Holydays,** especially in places where the mikva observance is not yet 100%.

<42. **Men should use only men's Mikva!...** Due to too many crucial reasons and even on a very different time schedule.

<**FOREIGN CARS! We should not own, rent, lease nor drive them!**

<**RESPECT to the land of our residence commands it:**  
Among many other reasons: A car is a Flag! We are suspected with first allegiance to the Holy Land. A foreign car, even if manufactured locally condemns us with an additional foreign flag! It creates a needless criticism to all of us, hence it is intolerable.

"I always wanted to know..." **mikva-whyme.org.** 20 Tishray5768