

Logistics Manual
AZM'S PROPOSED NATIONAL WEEK-LONG
"VIGIL FOR ISRAEL"
COMMEMORATING ISRAEL'S VICTIMS OF TERROR AND VIOLENCE
JULY 14, 2002 TO JULY 21, 2002

Overall Goals:

- 1) To help raise public awareness about the loss of life suffered by Israel's citizen's – in numbers, scope and circumstance, due to continued acts of violence & terrorism;
- 2) To offer respectful memorialization of Israel's victims of violence & terrorism;
- 3) To provide a central focus and outlet for the community's distress for Israeli Victims of Terror and Violence;

This program is about empathy and compassion, not politics. It is designed to be as all-inclusive as possible, focusing on the sanctity of life. In order to maintain the inclusiveness, AZM will provide basic guidelines as to how the program should be implemented, the messages to be conveyed, and we will supply as much scripting and sample material as possible. Clearly, however the program is in your hands.

The idea is to memorialize every victim, killed as a result of a terror attack in Israel since September 2000. The names and information about the victims will be interspersed with prayers, poems, readings and comments. Short biographical material is to be read aloud about each victim, and if possible, also a letter or remembrance written about the individual by someone who knew them. It is noteworthy that the subjects are not just Jews, but also Israeli Arabs, foreign workers, and others who have died since September 2000 in a terrorist incident.

Key Elements of Methodology:

- 1) **Coordination** – AZM is acting as the national coordinator working with local constituent agencies and other Jewish organizations. One agency in each community will act as the local "central coordinator," working with other Zionist and Jewish organizations in the community (membership and civic organizations, rabbinic and clergy organizations, synagogues, CRC, Federations, etc).
- 2) **Location** – each community should seek a site that will provide a generally high level of public visibility; i.e. – a large lawn space, located on a main thoroughfare, near a traffic light and bus stop.
- 3) **Length of Time** The program is designed to run for 6 or 7 days (depending on parameters of Shabbat observance), during the week of Tisha B'Av – July 14 – 21,2002 -- for 8-12 hours per day, a schedule that allows between 5 -10 minutes for something personal to be said about each of the 500 Israeli victims of terrorism
- 4) **Involvement of community groups** – a concerted effort should be made to enlist participation by as many organizations and groups (synagogues, other Jewish

volunteer groups, JCC's, Federations, JCRC's, civic or clergy groups) as possible and to provide them with a sense of ownership and/or responsibility for the time (we suggest one to four hour time slots). Local Jewish camps and Jewish youth organizations can be a good source for volunteers and involvement but organizations may ask to take more than a single hour).

Each participating organization can be invited to assume responsibility for the memorializations of 10 to 40 – approximately 10 per hour. AZM will provide a program guide with suggestions for appropriate activities, readings, poems, psalms, etc. Materials can be shared with community groups. These materials will be provided in a format making them easy to copy locally. Local organizers need to be prepared to “guide” the group if necessary.

5) **Involvement of Victims and Personal Connections** –A concerted effort should be made to involve persons who had direct connections to the victims. Hadassah leadership memorializing a Hadassah hospital physician, etc. You can also accept via e-mail personal anecdotes from families in Israel that can be read at the memorialization. In every case, the experience can be very much enhanced for all concerned. AZM is working on collecting such materials.

6) **Visual Materials** – AZM will prepare a standard large sign for each community that can be displayed throughout the week. Blank slates of wood or foam board should be made that participants (mostly students and campers) can help to adorn appropriately with photos and information about each of the victims. Once again, in some cases, groups might prepare very artistic placards for “their” assigned victim(s). Each “plot” was adorned with a memorial candle and a small Israeli flag.

As the memorializations of each day are completed, the placards can be relocated to the portion of the street closer to the sidewalk and made more visible to passing traffic. By the third day, the sight of so many placards will be hard not to notice and this effect will continue to increase until the final day.

7) **Sustained publicity** – Daily press releases should be issued in each community listing “noteworthy” events scheduled for the day ahead, such as visits by large groups, “especially significant” memorializations (i.e. – Shalhevet Pass, teens at Dolphinarium, etc.) Make efforts to invite the media. Because of the visual nature of this event, local TV stations could be interested in covering the Vigil for Israel. Try to use the week to “build up” interest and to get an increasing number of attendees.

MATERIALS NEEDED:

Materials that Communities Need to Arrange

- A structure – to provide cover, storage, place to leave information, etc. (recommended) (one suggestion is to adapt a sukkah for this purpose)
- Plaques (suggested size specifications are in the packet; could be wood or plastic 1 for each victim)

- Paints, Zachor stickers, etc. – to “personalize” the memorial plaques. Invite local Jewish camps to help with the preparation.
- Additional information about victims – potentially available from family, friends, neighbors, news stories, etc. (add these to the individual folders)
- Memorial candles – 1 for each victim
- Sound system/megaphone (recommended)
- Portable podium (recommended)
- Sign-in sheet (optional)
- “Comments” book (optional)

Materials that AZM will supply:

- Large, high-visible banner
- A program guide, including selected readings; a sample four hour “modular” program that can be repeated throughout the Vigil
- Biographies for all victims – (we recommend that a folder be kept for each person – and that copies be assembled into loose-leaf notebooks that visitors can look through)
- Template of a flyer announcing the event
- Small Israeli flags – 1 for each victim
- Copies of appropriate poems, songs and readings, etc for use during the Vigil
- Sample Press Release
- Materials for possible follow-up activities; letters to families, donations to related funds, etc.

What do you need to do?

- 1) Appoint a local Chairperson to establish and head an overall Committee. You will probably want to set up sub-committees as well. We suggest these subcommittees:
 - a) Volunteers (to recruit and schedule individuals to read)
 - b) Press and Publicity
 - c) Logistics (to make sure the necessary equipment is available, site secured, everything needed is in place)
- 2) Reach out as quickly as possible to as many Jewish (and supportive non-Jewish) organizations and institutions, inviting them to participate in the Vigil. Get in touch with your local Jewish Federation, Jewish Community Relations Councils, all local synagogues of all streams, AMIT, ARZA; B’nai B’rith, B’nai Zion, Emunah, Labor Zionist Alliance, Mercaz USA, NA’AMAT USA, Hadassah chapters, ADL, American Jewish Committee, etc. Invite every area synagogue to participate. Invite them to serve on your organizing committee.
 - a) Send letters to Executive Directors of local Jewish Community institutions and to rabbis in your community asking them to take responsibility for a slot of time during the week of the Vigil; (sample attached)

- b) Invite Jewish camps and Jewish youth organizations in the area to participate
 - c) Seek individual volunteers through organizations and the local Jewish press
 - d) We recommend that for each day that the Vigil will take place, appoint a "Day Captain." It is the Captain's responsibility to set-up at the beginning of the day, break-down at the end of the day; confirm time, etc with the day's volunteers
- 3) Find a location. Characteristics to look for: Pedestrian traffic; Automobile traffic. Ideally the location will have lawn space that you can use throughout the week as a staging area. If possible select a place with a traffic light and bus stop nearby - - this means cars will be stopping and people will be waiting there. You may want to set up the Vigil outside a local community institution. Visibility to passers-by and traffic is an important element in building interest during the week.

When selecting your location you may also want to consider these things: accessibility to overnight storage of materials and equipment; convenience: ability to sustain the location for a week; and security – will people feel comfortable going there at all hours.

- 4) Talk to the Police or the Parks Department to find out if a permit is required. If you are using private property (such as the lawn of a synagogue) a permit may not be required. It is a good idea to speak with Police regarding the event, so that you can assure proper security.
- 5) Make sure that you have a tent or some kind of enclosure where equipment and materials can be stored overnight. In Baltimore, they used a sukkah and built a temporary roof for it. You may be able to make an arrangement to store things inside a building located near or at the site you are using for the Vigil.
- 6) Prepare in advance the basic placard for each individual to be memorialized. You can create guest sign-in books and other materials that will be needed during the Vigil. Use local volunteers, camps, etc to help prepare the materials. Camps can educate their campers while helping to create the materials. Placards can be made with inexpensive, readily available supplies such as paint sticks (stirrers), foam board and glue.
- 7) Get necessary sound equipment and a lectern to be used during the Vigil.
- 8) Select one day for an hour or two to make the Vigil a media event. Invite elected officials and other opinion molders to participate in the event. Try to get people with name recognition to participate and work to get press coverage. We recommend selecting a day early in the program as it may help to build support and interest. If they cannot make it on that day, let officials come at their convenience. Their presence can help get media coverage at any time.
- 9) Send a press release to the media (Jewish and general; print and electronic) informing them of the event and invite coverage. You may want to send out daily releases reporting on noteworthy visitors (elected officials, family of victims,

people with personal connections) or the memorialization of victims in “well known” incidents, such as the Dolphinarium or Sbarro’s pizzeria. (Sample press announcement attached)

- 10) Get volunteers.** This program requires a lot of human resources. The more people who become involved, the easier it is for the organizers. Moreover, the more that you reach out to involve organizations and individuals the more that this will truly become a community-wide event providing the outlet for people to express their broad-based support for Israel.

Attachments:

Sample volunteer sign-in sheet
Sample letter for Executive Directors, Rabbis, others
Sample Local Press Release
Sample Volunteer Sign-in Sheet

June 13, 2002