



## ***Everything You Need to Know: Purim with Yad Chessed (February 25<sup>th</sup>-26<sup>th</sup> 2021)***

### **I. Share the Yad Chessed Donate Link <http://www.yadchessed.org/purim/>**

Continue to remind community members in your Purim related communications to make donations to Yad Chessed to fulfil the mitzvah of Matanot L'evyonim. Online donations made up until 11am on 2/26/21 will still be counted in the Matanot L'evyonim total.

### **II. Yad Chessed Commercial Break Video**

Share our "[Yad Chessed Commercial Break](#)" video in the way that works best for your community. Some of you are sending this out in advance, others are opting to play it as a break during your Zoom megillah reading or other online Purim festivities. This is a 3-minute Purim-spirited video that highlights our work, Yad Chessed's founder Bob Housman, and three Yad Chessed clients describing their experiences. **If you intend to share the commercial "live" during your community's zoom Purim events, please note the following recommendations:**

- Download the video file from DropBox on the computer that will be either hosting the zoom/sharing the video. If you try to Zoom share the video directly from the player in DropBox the quality may be lower for people on the other end of the Zoom.
- The person sharing the video in the Zoom should optimize for video sharing
  - Have the video file open and ready to play
  - Click the green "share screen" button
  - **Select "share sound" and "optimize for video clip"**
    - You can also select "video" from the "advanced" tab of the Zoom screen share options, but please test it before your final Zoom as it may require you to download a plug in ([more info here](#))
- Before or during the video, please share the link [yadchessed.org/donate](http://yadchessed.org/donate) in the chat of the Zoom to make it even easier for people to donate.

**If you cut and paste the commercial link into a bulk email, remember to make sure that hyperlink is still active.**

Full DropBox link: <https://www.dropbox.com/s/9ceae2mzycnhf5/Purim%202021%20Final%20w%20subs.mp4?dl=0>

### **III. Instructions for Collecting and Calling in Pledges**

For those of you who will be collecting in-person pledges and tzedakah this year, you may still call those final tallies in on Purim morning, *no later than 11am*. Report your total to Yad Chessed via phone (**781-487-2693**) or email

[info@yadchessed.org](mailto:info@yadchessed.org)) with the following information:

1. Your name
2. Telephone number
3. Your congregation's/organization's name
4. Town
5. Total amount collected
6. *If applicable:* specific information about any gifts included in your pledge (monies that are not yet in hand but that you are counting in your total). Indicate in your message the name of donor, amount, and the method of donation (e.g., Yad Chessed website, DAF at CJP, sent by mail to Yad Chessed, etc.)

- *If you collect cash donations as part of your final tally, please write a single check to Yad Chessed and write "cash" on the check memo line.*
- *If you have collected checks as part of your final tally, they should be made out to Yad Chessed with Purim and the name of the congregation/organization on the check memo line.*
- Mail checks to: 440 Totten Pond Road, Suite 401, Waltham, MA 02451