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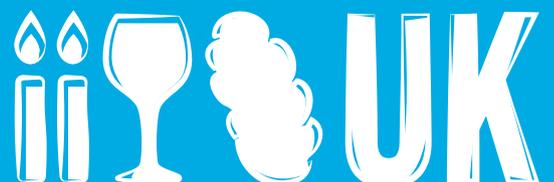
ShabbatUK



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The Official Guide to making the most of your Challah Make



SHABBAT UK 01-02 MARCH 2019

How to run a Challah Make in YOUR community

We are delighted that you will be joining communities around the country for this year's 'Great Challah Makes', which will see record numbers come together to celebrate the beautiful tradition of making challot. We have put together this step-by-step guide



Nominate a Challah Make 'Chair'

First things first: who is leading Challah Make operations in your community? If it is you, or someone else, please send all relevant contact details to getinvolved@shabbatuk.org so that we can be in touch and provide support.

Challah Make Committee

Recruit people early, to help you create a truly successful Challah Make.

The division of responsibility can be split in whichever way serves your community best. Below is an example on how it can be divided.

- Challah Make Chair - overall responsibility.
- PR & Marketing, making sure the community is aware, advertising and dealing with social media.
- Finance
- Recruitment of attendees
- Logistics prior and on the day
- Lead demonstrator

Top Tip: Recruit extra volunteers for the Challah Make itself. We would suggest having 1 volunteer (who is an experienced challah maker) per 30/50 people.

Venue, Date & Programme



It is important to finalise the venue, date and time as soon as you can and add it to the Shul's newsletter and diary.

You need to decide if you are making an adults-only Challah Make, a family Make or inviting other communities, organisations and charities to join you.

Think about the programme itself. At the back of the leaflet there are lots of ideas for how you can make your challah enticing, different and exciting.

From Challah to Havdalah Shabbat Companion 2019

Our very special Shabbat Companion, 'From Challah to Havdalah', will be provided free of charge to every challah maker in the UK. It will contain recipes, blessings and an array of inspirational anecdotes. Please email getinvolved@shabbatuk.org to let us know how many you require.



Recipes



There are so many wonderful, varied challah recipes and we hope that you will share yours with the rest of the Challah Makers on social media. Share the ones that your community will use using the hashtags #shabbatukrecipes and #ShabbatUK.

Recipes continued...

To view our ShabbatUK challah recipe, click [here](#).

Why not add different flavours? - suggest that challah makers bring KLBD certified sprinkles or chocolate chips. Ensure that they are nut-free and parve.

Challah Design: For the more experienced challah makers, why not learn intricate and unusual challah designs. We will be producing step-by-step challah design videos too.



Top Tip: If you are running out of space when plaiting the challah, cut the recipe down from 2.2kg to 500g. Due to this being a smaller amount it means it is not enough for an individual to make a bracha on. Therefore the group would need to make the bracha together.

Materials & Ingredients

Once again, we are delighted to offer you Challah Make materials and ingredients at agreed, preferential prices to be ordered and supplied by Y&C Wholesale.*

*Please note minimum orders and delivery charges apply.



Materials & Ingredients continued...

You might decide to be environmentally-friendly and ask the challah makers to bring their own mixing bowls.

Nearer the date we will send you the quantities sheet so you can specify how much you need.



Advertise

There are advertising templates, Challah Make logos and branding guidelines available to help you publicise your Challah Make. Access them [here](#).



Tickets

A Challah Make price between £10.00 - £12.00 per person is recommended. To create an efficient, online payment system for ticket sales, you may want to try www.eventbrite.co.uk.



Set-Up

Tables: Long trestle tables or round tables work well. Cover with disposable tablecloths (can be ordered on the roll for trestle tables through the distributor). Challah Makes can be done standing or sitting, depending on what is right for your Challah Makers.

Printed materials: A 'Shabbat Companion' for each station.

When making challah, it is a very auspicious time for prayer. You can ask your community to send or bring the names of people who need blessings for health or anything else and add it to the Challah Make experience.

Tech: Link up a laptop to a projector to use the Challah Make social media board. This is a live link to all Facebook, Instagram and Twitter posts relating to all the Challah Makes. We will let you know when this goes live as a page on our website.

Check your sound system prior to the Challah Make. If there are problems with the sound - for example not being able to hear over the noise, you can use silent disco headsets.

Playlist: We are in the process of putting together a fantastic playlist of Jewish music to give your event that unique ShabbatUK atmosphere. Look out for it when it is ready.





A model Challah Make station



Challah Make Activities

During the time it takes for the challah dough to rise, there is a perfect opportunity to organise an additional activity:

- Arts & crafts (decorate and laminate the Shabbat Bracha Card/ Design your own table cloths/challah covers, etc).
- Learning a song together.
- Screen a short film of Jewish interest.
- Challah 'Design' workshop.
- Wine tasting for your Shabbat Table.
- Simcha/Israeli dancing.
- Shabbat-related shiurim or other educational presentations.
- Partnerships with other organisations in the area.

Challah-Make Activities continued...



- **For the older Challah Makers:** A sample sale of Shabbat related products, a speaker or maybe use the time to promote activities in your community throughout the year.
- **For the younger Challah Makers:** Shabbat themed cookie-making for your ShabbatUK kiddush.
- **For the family Challah Makes:** You can create an arts and crafts area where participants can decorate ShabbatUK challah cloths or bracha cards bearing the blessing for challah.
- **Social Media:** Feel part of ShabbatUK on a national scale by uploading comments or photos to Twitter, Facebook and Instagram through the Challah Make. Project it onto a large screen to create optimum buzz.

Top Tip: For childrens' Challah Makes, the dough can be bought ready-made so they can focus on the plaiting and designing the challah.

Be part of The Great Challah Makes, nationwide

We would love to hear (and share!) what you are planning. Please contact us and let us know your great ideas.

We want to hear from you!

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