

The Official Guide

To making the most
of your Challah Make

The Great Challah Makes
Shabbat UK 2022



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 people across our communities come together once again to celebrate the beautiful tradition of making challot. We have put together this step-by-step guide to help you.



Nominate a Challah Make 'Chair'

First things first: who is leading Challah Make operations in your community? Whether 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 to 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 organising an adult-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.

DECIDE IF THIS EVENT IS FULLY IN PERSON
– perhaps a virtual event would be more suited
to your community or possibly a hybrid
of online and in person?

CHALLAH COMPANION 2022

Our very special *Challah Companion* 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.

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. Please see [here](#) for previous challah design videos.

Top Tip

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

Please find this recipe [here](#).

MATERIALS & INGREDIENTS

We are providing a couple of ways to order the materials needed for your challah makes. This year we are delighted that **Sabeny** are providing a one stop shop for all your challah makes, no matter the size, Sabeny will be able to provide all the ingredients and materials you will need and can be delivered anywhere throughout the UK. If you are creating a hybrid or an online event, you will be able to send individuals a link to buy their challah make supplies that will be delivered directly to their door.

Please contact www.sabeny.com

MATERIALS & INGREDIENTS CONTINUED...

Alternatively, we will shortly be providing a shopping list, giving you a breakdown of the amounts and costs depending on the size of your event and where you can buy the individual items needed.

Please give some thought to how you might ensure that your challah make is as environmentally friendly as possible. For example, limiting the use of plastic or asking the challah makers to bring their own mixing bowls. More info on this coming soon.

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

Alternatively, you can use our Challah Make Google Form

– a really easy way to keep track of who is coming.

To do so contact us on: getinvolved@Shabbatuk.org.

CHALLAH FOR CHESED

Following on from the incredible acts of chesed (kindness) that have taken place throughout all our communities over the past few years, we thought it would be wonderful to encourage our challah make organisers to find ways to incorporate chesed into your challah makes.

Here are a few ideas:

- Ensure your community care liaison is aware the challah make is happening and ask if they are able to co-ordinate the giving of challah to those in your community who may need it
- (Please) speak to local charities/care homes/ food banks and see if they would appreciate a donation of challah and if so, what quantity. (please do not just turn up with a mountain of challah!)
- Encourage children to make and sell an extra challah to raise money for tzedakah
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ON THE DAY

Set-Up Tables

Long trestle tables or round tables work well. Cover with recyclable tablecloths. 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 good health and add it to the Challah Make experience.

Tech

Connect 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

This year we will have a couple of playlists to choose from, there will be an upbeat version and a more mellow, spiritual playlist. These will be available shortly.



ESSENTIAL TIPS

At past Challah Makes, we've seen that people love chatting. Challah making is a really sociable activity! Make sure you provide tea and coffee and give people time to enjoy each other's company!

Remember that the popularity of Challah Make events make them a great way to spread information about your other ShabbatUK events – you will have a confluence of enthusiastic people in one place who won't all have the information.

TELL PEOPLE:

- Where to go for other ShabbatUK activities locally
- Educational materials about Shabbat
- Consider giving out Shabbat candles and other Shabbat items

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 tablecloths/challah covers, etc)
- Learn 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

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

Make sure your event feels part of ShabbatUK on a national scale by uploading comments or photos to Twitter, Facebook and Instagram during the Challah Make. Project it onto a large screen to create optimum buzz.



EDUCATIONAL ACTIVITIES

In the past, we've found that Challah Makers have really connected with the **spiritual aspect** of making Challah. Why not invite a speaker to explain the significance of 'taking challah' or to give a shiur about the significance of Challah throughout Jewish history?

If you'd like to invite a speaker but you're not sure who, please don't hesitate to contact us, we'd be pleased to offer some suggestions.

We suggest keeping these talks to about **30 minutes max** – the Challah rises surprisingly quickly and by the time you get people into their seats, this is probably enough time before you continue with your event.

TOP TIP

For children's 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!

Deanna Rosenthal: deanna@Shabbatuk.org

Jonathan Sheinman: jonathan@chiefrabbi.org

