

Quick Start Guide:

Shabbat Across AEPi - Havdallah



QUICK START

Here's a simple starting place to develop an impactful program for your chapter. Follow the step-by-step guide to develop and implement this program for your chapter. Need more information or have questions, reach out to AEPi's Ethan White at ewhite@aepi.org.

OVERVIEW

Shabbat Across AEPi is a global Havdallah on the Shabbat of November 8, 2025, celebrating our Founders Day (November 7, 1913). It's about brotherhood, Jewish pride, and uniting chapters worldwide while fighting antisemitism.

EVENT DETAILS

- **Name:** Shabbat Across AEPi - Havdallah
- **Audience:** Brothers, alumni, Jewish community, guests
- **Date:** Shabbat of November 8, 2025
- **Duration:** 1-1.5 hours
- **Location:** Chapter house, campus space, or Zoom
- **Goals:** Celebrate Havdallah and Founders' Day, strengthen Jewish identity, link renewal to fighting antisemitism, and connect with alumni.

AGENDA

- 1. Welcome & Icebreaker (10 min)**
 - Share a hope for the new week after Shabbat ends.
 - Wear AEPi swag, give out small candles.
- 2. Havdallah Talk (15 min)**
 - A brother or alum shares AEPi's founding story and Havdallah's fresh-start theme.
 - Tie it to fighting hate; show a founder photo.
- 3. Havdallah Ceremony (20 min)**
 - Light a braided candle, sip juice, sniff spices, and sing blessings.
 - In-person: Pass the spice box. Virtual: Send mini-kits.
- 4. Closing Social (15-25 min)**
 - Snack on cookies, play quick trivia about AEPi, and take a group photo.
 - End with "Shavua Tov."

Planning & Execution Steps

- **1-2 months in advance**
 - Choose a venue
 - Apply for funding (ask your Regional Director)
 - AEPi grants
 - SWU/ICC grants
 - Secure a location
 - Delegate responsibilities
 - Who's buying/bringing what, who's setting up the table, etc.
 - Make sure anyone in charge of purchasing anything saves receipts, as these will be needed for the grant funding
 - Figure out plan for publicizing
 - Social media schedule
 - Plan content
 - Utilize AEPi HQ customizable graphics (ask your Regional Director or email communications@aepi.org)
 - Be sure to tag any organizations you partner with like Chabad/Hillel
- **1-2 weeks in advance**
 - Complete Pre-Program form on my.aepi.org
 - Ensure and re-confirm everyone is aware of and prepared to execute their responsibilities
 - Ensure a plan is in place to get all supplies, food, etc ahead of the event
- **Day of the event**
 - Execute above agenda or your customized version of it - feel free to think creatively and outside the box, the above agenda is merely a guideline
 - Take pictures
 - Delegate taking quality event photos to one or a few brothers
 - Take high quality photos
 - Lots of people
 - Lots of letters
 - Appropriate behavior
 - No alcohol in photos
 - Candid shots of blessings, eating, etc
- **After the event**
 - Complete post-program report
 - Send in all quality photos from the event to AEPi's Communications Department at jpierce@aepi.org

Customization

- Small chapters: Use one candle, skip snacks.
- Large chapters: Add an alum speaker.
- Virtual: Mail kits, host on Zoom.

Logistics

- **Materials:** Braided candle, juice, spices (or cloves), cookies, decorations (blue tablecloths).
- **Promotion:** Post Havdallah-themed flyers, invite alumni and Hillel, use #ShabbatAcrossAEPi.
- **Setup:** Assign roles (MC, ceremony lead), book a cozy space, start after sundown.
- **Tips:** Include non-Jewish guests, partner for candles, share photos online.

