

Shoah Yellow Candle™

PROGRAM GUIDE & ORDERING INFO FOR 2023/5783

SHARING LIGHT FOR REMEMBRANCE



ANTI-SEMITISM IS PERVASIVE

“Anti-Semitism is like a virus; it doesn’t go away. You must figure out how to vaccinate against it.

Once a year we pause and realize that the Holocaust must not be forgotten. We often see survivors in shul, though not so much anymore ... because of Covid. The next generation will not likely have the same experience. There is a danger of simply forgetting the reality which is and was the Holocaust. They may think it couldn’t have been that bad, and human beings wouldn’t do that.

The Yellow Candle is an opportunity to open the conversation, which parents have trouble doing. Yet, there is evil, and the next generation has seen it. When it happens, we need to draw attention to it. Candles are powerful symbols, yet symbols are not obvious. You must explain it.

And you know what you do when you remember evil, you always go out afterwards and do good. Remember Evil --- Good. What a perfect set of bookends you create.”

Rabbi Edwin Farber, Rabbi Emeritus & Rabbi Mario Rojzman, Senior Rabbi, BT-BRC, N. Miami Beach, Florida

A-8

Visit us at

www.yellowcandles.org

Find out more – download this guide!

Questions?

E-mail us:

info@yellowcandles.org

Call us toll free:

1-800.391.7293

Like us on Facebook at:

www.facebook.com/YellowCandles

#YHYellowCandle

Sharing Light for Remembrance

Light Your Yellow Candle™

Sundown, Monday, April 17, 2023

“Light a Candle, Preserve a Memory”™

A project of the



Leadership Innovation Community

**Federation of
Jewish Men's Clubs, Inc.**

c/o Officense
300 East Lombard St, Suite 840
Baltimore, MD 21202
212-749-8100
Email: international@fjmc.org

Why Share the Yellow Candles? You may make a difference.

Sharing Light for Remembrance. The tragedy of the Holocaust is not forgotten to help prevent similar heinous crimes or a repeat offense. Sharing light through remembrance using the Yellow Candle, is just a moment in time, but a timeless moment that may never be forgotten. The tool of light – through candle sharing – will shine truth on everyone it comes across.

Today, organizations across North America and beyond sponsor this international program. Yellow Candles™ are distributed to people from all streams of Judaism to institutions such as synagogues, schools, museums, military bases, churches, and government offices.

Your organization may run a successful Yellow Candle program. Success means educating and distributing as many Candles as possible to your community. No human being who wishes to memorialize a victim should be left out.



Why Yellow Candles? Never Again. Remember the Holocaust.

The Yellow Candle™ was created in 1981 by FJMC clubs in Canada, New England and elsewhere to keep alive the memory of the Six Million who perished in the Shoah. The Candle is modeled after a traditional Jewish memorial Yahrzeit candle that burns for 24 hours during periods of mourning and on the Yahrzeit anniversary of a family member.



Survivors asked, how could Yahrzeits be observed for those victims whose entire families had been wiped out? When you light a Yellow Candle for one victim of the Shoah, you recognize all the victims of the Shoah. On this basis, the Yellow Candle™ program exists, as a unique Holocaust remembrance observance.

The candle's yellow wax serves to remind us of the yellow arm band which Jews were forced to wear during the Nazi regime. In addition, the program logo is a yellow Magen David (Star of David) outlined with barbed wire, with the word "Jude" in the middle. These symbols preserve the memory of the armband or cloth patch that Jews were forced to wear in the ghettos of Eastern Europe.

Please share Yellow Candle™ remembrance, photos, etc.

to: [#yhyellowcandle](https://twitter.com/yhyellowcandle)

Please send me Yellow Candle information. <https://www.fjmc.org/yellow-candle-info>

Because Holocaust denial is a common facet of certain [racist](#) propaganda, it is considered a serious societal problem in many places where it occurs.

Evil is like a virus. We need the vaccination. The FJMC leadership understands many organizations, large or small can, rightfully, be apprehensive at undertaking a Yellow Candle program in their organization because of the costs involved, including the cost of candles, envelopes, or plastic bags. But we have several ideas that other clubs or organizations, like yourself, have implemented to overcome this "seeming impediment."

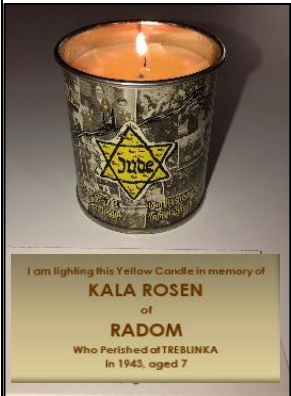
- There are likely several people within your organization who were directly, or within one or two generations, affected by the Holocaust, family members who perished, or family members who survived. Ask them to sponsor and donate a case (or more than one) of candles in honor or memory of that person or family and highlight such fact of dedication/sponsoring in your publicity. The FJMC can provide a sample letter to ask them for such.
- Although members of your organization may not have first-hand experience or connection with the Holocaust, they may be passionate about ensuring that the Jewish community does not forget such an experience. They may be willing to sponsor or dedicate a case (or more than one) of candles. You can ask the leaders or Rabbi who those people are. The FJMC can provide a sample letter to ask them.
- You might ask your leaders, Rabbi or Cantor, or members of the congregation's Executive Committee, to sponsor a case (or more than one) of such candles. And your publicity would so indicate. When other members see the sponsorship, you'll be surprised how many of those who 'stepped up' are thanked for their efforts.
- You can ask a local business, whether it is connected to one of the organization's members, to sponsor the campaign for a year. Assuming your organization has less than 200 families, four (4) cases of candles & envelopes or bags would cost approximately \$400. Such is a small amount for any business to spend on direct marketing.
 - A group in the Seaboard Region reached out to a car dealership not owned by a Jewish owner or a member of the congregation to sponsor the program. Each of the candles distributed had the dealership's logo and the appreciation of the club for the dealership sponsoring the campaign. For what, in the budget of the car dealership, was a small amount of money, it reached hundreds of potential customers who would likely remember such action much more than the print ad buried in a local paper. The dealership would have to get one (1) additional car sale, and the sponsorship would have paid for itself.
 - There are likely many businesses and professionals who, if the sponsoring of the program resulted in one or two new customers, it would pay for itself.
 - Your Rabbi (or leaders/Executive Director) can likely guide you on who such businesses or professionals are.
 - The FJMC can provide sample letters to help you ask for such sponsorship.

A reality of life is that if you don't ask, you will not receive. All too frequently, our fear of rejection stops us from even trying. If you realize that you are asking people who have a connection to the subject matter and understand the importance of the program, or in the case of a business, might be able to present their company or product in a very different and more effective light, the worst that happens is that they say no. Your club is in no different position than if you would never have asked. Get a yes, then continue asking someone else. The Yellow Candle program depends on your support.

Best Practices to Build a Yellow Candle Program

Best Practice #1:

The FJMC Yellow Candle website link, <https://www.fjmc.org/content/new-marketing-synagogue-mens-club-letter> has lists of NAMES OF CHILDREN who were murdered during the Holocaust. Include their names as part of your Yellow Candle remembrance program.



During the Holocaust, the Nazis and their collaborators murdered over 1.5 million Jewish children under the age of 16. Personalize each family’s observance of Yom HaShoah by providing every family with the name and homeland of a young victim who may have no surviving relatives to light a candle in his or her memory.

Another way to include children’s names is to mail merge them into the Yellow Candle Meditation letter. Numerous Yellow Candle Committees – who have used the Holocaust children merged meditation – have experienced an increase in donations from the organization’s families with children.

The FJMC website has templates for Avery Labels, mail merged lists and sample meditation prayers ready to use.

Key Ordering Dates

Starting Monday, Oct. 24, 2022	Save up to \$9 per case* on quantity discounts for Bulk Yellow Candle™ Cases!
Friday, January 6, 2023	Savings up to \$9 per case**– Early Bird Discount ENDS.
Wednesday, February 8, 2023	Last day to order Yellow Candles™ for Direct-Mail Shipment.
Monday, March 24, 2023	Last day to order Bulk Candle Cases of Yellow Candles™.
* Minimum order of 4 cases, the more cases that are ordered, the larger the discount, see order form for details. ** Minimum order of 4 cases, the more cases that are ordered, the larger the discount, see order form for details. Early Bird ends 1/16/2023	

“The candles are an education tool. It is how we pass the memory and importance of the memory from generation to generation. My children helped me deliver the candles each year. It was a family project. Now my grandchildren will accompany their parents in this annual mitzvah. On the evening of Yom HaShoah families come together, light the candle, and spend a moment in reflection.

This year, based on recent history, we needed to do more. We need to bring candles to our neighbors and friends - Jewish and Non-Jewish to remind them of the greatest lesson - the Holocaust happened when good people did nothing. Lives were saved when good people became heroic. That flickering wick reminds the world they can make a difference.”



Tom Sudow
Past FJMC
President

Member of
Park Synagogue
Cleveland, Ohio

Best Practices to Build a Yellow Candle Program

Best Practice #2:

A Yellow Candle committee completely redid distribution through a HAND DELIVERY program which can be easily adapted to your organization. Covid-19 Rules Providing.

1. The congregation's religious school represents 14% of total families. The yellow candle committee worked with the school director to create family name labels by grade. On candle packing day, they used magic markers to boldly mark the bags to get to the correct grades and then delivered them to the school office.

2. The congregation's Chai Society (over 55 years old) programs average over 100 attendees. The committee attends one or two of their programs to distribute candles and delete those names from the home delivery list. Look for other large groups that meet at the synagogue to hand-deliver the candles too.

3. Home delivery program. Using an Excel spreadsheet, the committee gets the synagogue list by full name with title, family salutation, street, city, state, and zip. Suggestion: have zip as a separate cell. After deleting school families, Chai member families and candles picked up at the synagogue, and the club prepares the home delivery list.

4. On the excel spreadsheet, sort by town, or by zip+4, or by easily concentrated communities. You can find a master delivery spreadsheet on the FJMC website.

a. To determine the number of delivery volunteers needed, divide the master list by 25. Recruit volunteers from Men's Club, USY, religious school parents and children, and others in the synagogue.

b. Map your delivery routes by using software like <https://www.drivingrouteplanner.com> or <https://www.myrouteonline.com>.

A volunteer can deliver 25-30 candles in two hours with this method, preferable with a helper. The distribution list is sent to the volunteers to help them organize. Envelopes or plastic bags, clearly labeled with each volunteer's name, are preloaded with the correct number of candles, Yellow Candle door bags, and the master delivery list.

FYI: Some candles cannot be delivered because of gated communities and security buildings. Ask your volunteers to bring those back. In turn, mail those Yellow Candles that could not be hand-delivered or make other arrangements with the recipient.



Delivering Yellow Candles at a community-wide Yom Hashoah observance.



United States Holocaust Memorial Museum



Preparing to distribute Yellow Candles. Beth Judea, Long Grove, IL

Please share Yellow Candle photos, etc.

#yhyellowcandle

Best Practices to Build a Yellow Candle Program

1. Have your Rabbi prepare a letter encouraging congregants to light the yellow candle in observance of Yom HaShoah and encourage donations of any amount. The letter should be sent six weeks before the distribution of your candles.

The letter will be more effective if you include the charity selected by your congregation or club's donation. Sample Rabbi letters are found at www.yellowcandles.org.

2. With each candle distributed, include a meditation prayer with the synagogue's and Men's Club president's letter. Sample letters and meditation prayers are at www.yellowcandles.org.

- a. Personalize the meditation page with names of children that perished in the Holocaust. Children's names, birthplace, age, and place when murdered are available at www.yellowcandles.org.
- b. The Presidents' letter, inserted with the candles, includes a form for donations equal to the Rabbi's letter. Sample letters and meditations are at www.yellowcandles.org.
- c. Ask all participants to post a picture of their candle lighting to social media. #yellowcandle on Twitter, post on your own Facebook page, and share on <https://www.facebook.com/YellowCandles/>, etc.

3. Two weeks after the lighting of the candle, send a reminder letter requesting that congregants who have not yet donated, to do so.

While you would hope that all the people receiving candles will remember to light them on Yom HaShoah – Monday, April 17, 2023, some will not. There are other days (this list is far from complete) that would be appropriate lighting them.

- September 29-30. Babi Yar Massacre of 33,000-Jews
 - November 9th – Kristallnacht
 - November 15th – Warsaw Ghetto Sealed
- Any day when your congregant has a personal yahrzeit. There were tens of thousands of Jews who had no one to light a candle on their behalf. By the congregant lighting a candle and saying a prayer, those victims have not been forgotten.

In addition, you want your members to light the candle so that when you distribute the candles again next year, they do not have multiple candles and become less likely to send a contribution.

Those who forget history, are doomed to repeat it.

You can make a difference. This new Yellow Candle guide makes it simple.

NEW

1 Single
Candles

\$10 Donation

For a simple, meaningful observance, please order one Shoah Yellow Candle™, including the names of an innocent child who was murdered in the Holocaust, and a customized meditation to read when you light the candle. The child's name and information are from Yad Vashem. The Yom HaShoah Yellow Candle™ is made in Israel. Shine Light for Remembrance. This is a donation to FJMC Holocaust Education. \$10.00. Order at <https://www.fjmc.org/order-yellow-candles>



Suggested Planning, Education, Marketing and Delivery Dates

This Year, Yom HaShoah is Observed Mon/Tues, April 17-18, 2023

Friday, January 6, 2023	Last day to order Yellow Candles™ with the Early discount.
On or before Tue. January 31, 2023	Submit ideas and pictures to your organization's webmaster for inclusion on your organization's website.
Wed. February 8, 2023	Last day for direct mail shipment orders.
Wed. February 15, 2023	Arrange for calendar notices and reminders to appear in your organization's on-line calendar, weekly e-blasts, bulletin, or newsletter, etc. prior to Yom HaShoah.
Wed. February 15, 2023	CLERGY LETTER: Arrange for your Rabbi, Spiritual, or Lay Leader to provide a letter of support for your program, to be sent six weeks in advance of your candles.
Beginning Tues., February 15, 2023	Beginning of Early - Bulk Reception of Yellow Candles™ to your organizations planned to begin Tues., February 15, 2023. Prepare a space with your welcome staff to receive the candles, mailers and supplies. NOTE: Your Yellow Candles and the new mailers will arrive in separate deliveries, usually within a few days of each other.
March 1-20, 2023	 <p>BULK MAIL ASSEMBLY: For organizations which distribute the candles by mail: please carefully observe set-up deadlines. Assemble your "packing team," print labels with addresses and proper mailing codes and / or bulk mail permits. Set aside some Yellow Candles™ to leave in your office for people to come in and pick-up, as they will hear about the program from social media or word of mouth. For hand delivery, too.</p>
March 1-6, 2023	PURIM BASKETS: If your organization includes a Yellow Candles in your Mishloach Manot baskets, pack your baskets now. Purim starts March 6-7, 2023
March 1-6, 2023	Submit a press release to Jewish and general local media outlets (printed & web based.)
March 15, 2023	Follow up with telephone calls to increase the likelihood of media coverage.
March 14-17, 2023	BULK MAIL: Deliver bulk mail candles to the Post Office, one month prior to Yom HaShoah.
April 1 – 11, 2023	HAND DELIVERY: If your organization distributes your Yellow Candles™ by hand: finalize delivery teams, plan and establish routes. Then Deliver your Yellow Candles™ between April 1 – 11, 2023, at least a week prior to Passover.
March 10-14, 2023	Make sure that the staff and/or clergy in your organization's office have copies of your announcements.
April 1-14, 2023	Encourage the Rabbi, Clergy and leaders to post & share through their social media feeds. FYI, Passover is April 5 – 13, 2023
March 24, 2023	Sales deadline for all INDIVIDUAL CANDLES, and Bulk Yellow Candles and supplies.
March 25 - 31, 2024	Before Passover, April 5 – 13, 2024, provide your Rabbi, Clergy, or organizational leadership with an announcement to be read at public events, reminding people to light their Yellow Candle™ on Yom HaShoah, April 17-18, 2023.
April 13-23, 2023	Present one or more community-wide holocaust education program(s).
Monday Night, April 17, 2023	Erev Yom HaShoah – Light your Yellow Candles™ in the evening. It generally shines at least 24 hours.
April 18, 2023	<p>Yom HaShoah! Holocaust Memorial Day. (27 Nisan)</p> <p>Actively teach, recognize, and remember the innocent lives of the Six-Million Jews killed.</p> 
After April 18, 2023	Please share Yellow Candle observance photos, videos, etc. on your social media. #yhyellowcandle.

Meditations



**Please light the Yom HaShoah Yellow Candle™ on erev Yom Hashoah,
the evening of Monday, April 17, 2023.
Recite one of the following meditations as you light it:**

I am lighting this Yellow Candle in memory of (Name) of (City of Birth) who perished at (Location of Death) in (Year of Death) aged (Age)

We Remember Them
by Sylvan Kamens &
Rabbi Jack Riemer

At the rising sun and at its going down; We remember them.
 At the blowing of the wind and in the chill of winter; We remember them.
 At the opening of the buds and in the rebirth of spring; We remember them.
 At the blueness of the skies and in the warmth of summer; We remember them.
 At the rustling of the leaves and in the beauty of the autumn; We remember them.
 At the beginning of the year and when it ends; We remember them.
 As long as we live, they too will live, for they are now a part of us as We remember them.
 When we are weary and in need of strength; We remember them.
 When we are lost and sick at heart; We remember them.
 When we have decisions that are difficult to make; We remember them.
 When we have joy we crave to share; We remember them.
 When we have achievements that are based on theirs; We remember them.
 For as long as we live, they too will live, for they are now a part of us as, We remember them.

Rabbi Jules Harlow

As I light this Yellow Candle, I vow never to forget the lives of the Jewish men, women, and children who were martyred and are symbolized by this flame. They were tortured and brutalized by human beings who acted like beasts; their lives were taken in cruelty.

May we be inspired to learn more about our six million brothers and sisters as individuals and as communities, to recall their memory throughout the year, so that they will not suffer a double death.

May we recall not only the terror of their deaths, but also the splendor of their lives. May the memory of their lives inspire us to hallow our own lives and to live meaningful Jewish lives so that we may help to ensure that part of who they were shall endure always.

Ron Adler

We light this yellow candle to rekindle God's flame,
 To shine His light upon the world once again,
 To sanctify the memories of the millions of souls,
 To honor their prayers and all their lost goals.
 We bless their existence by being alive
 To light this yellow candle as proof we survived.



**A poem by
Brittany Berger
Author of 25 and
Self-ish.**

[Brittany is a member of Beth Torah, N. Miami Beach, FL. This story was written after her visit to Majdanek.

Hallow souls, flesh and bones, linger by the permanently fading remembrance of the Holocaust. One of many terrors, that's structure can operate within 48 hours to date. Majdanek. This terrorized facility is surrounded by abundant, blooming nature with residential families living on the shared property line. The weather breathes ice on the skin, until tempering warm upon entering the front steps of the camp. This routine climate change was much more soulful than physical. The textured air bled like a spirit's forecast of history through acts of nature. From Sun to a clouded drizzle. Winded rain, to craters of hail. Darkness projected into a visual night over the dome of human ashes. At first, we felt the warmth of the sun. Golden flowers stem through shaded green. Where death died, rebirth sustained. Thousands of Jewish footsteps pace over concreted survival. Torched skin, permanent pain resides intact collected in a dome of dust. Rain is not just rain. Hail is not just hail. It is the suffering, healing, and remembrance of our ancestors' spirits, on the lands of the largest Jewish cemetery in the world. Yet, there is no one to see. There is no one to touch. There is no one to tell their story. There is only us, as Jews, promising to be the channels to educate this new world of hate, to never stand for this extermination of *chaim* ever again. To never leave a hallow soul empty ever again. L'chaim, L'chaim, to our Jewish life.

Be the cure, not the cause.

**Mitch Elovitz,
LPC,
FJMC Yellow
Candle, Co-
Chair**

The purpose of Yom HaShoah is to remember the victims. It is also our duty to teach the Holocaust and inform young people, Jews and non-Jews, about how this happened.

When I first learned of this program, I was so very impressed. My coordinator sent an instruction letter requesting that we let candle burn in the window, if possible. That would show the neighborhood and lead to questions and learning.

People who "purchase only" are defeating the purpose of the program. Sharing knowledge, recognition of our victim ancestors and keeping their memory alive is how it is done.

Just purchasing a candle and storing it in a closet does not make quality. Action makes you a quality member of the community.

**Arthur Lashin,
FJMC Yellow
Candle, Co-
Chair**


Between 1991 and 2014, I was actively involved, with many others, to urge the Pennsylvania legislature to pass an amendment to the Public-School Code to require Holocaust, Genocide, and Human Rights Violation instruction. For twenty-two years, I endured many frustrating trips to and from Harrisburg, PA. After the legislature finally passed the Bill in 2014, the Pennsylvania governor invited me to the bill signing ceremony.

Studies have shown that some university-educated students have a considerable lack of knowledge and understanding of the Holocaust, and recent political events, despite having this information at their fingertips.

I believe that it is the responsibility of FJMC and its partners, and to a significant extent the parents of school-age children, to continue the success of the Yellow Candle program by preserving the memory of those who died during the Holocaust. If the Yellow Candles are not used as an informal education tool in conjunction with an educational program in school or at home, we are losing an opportunity to create "future witnesses" so that the stories of the millions who perished in the Holocaust will never be forgotten.

Please share Yellow Candle remembrance, photos, etc. on social media. Share to: [#yhyellowcandle](https://twitter.com/yhyellowcandle)

Instructions for Individual Direct Mail Shipment - Minimum is 100 candles

	<p>Yellow Candles™ are individually mailed by standard nonprofit bulk mail to members of your congregation or organization about five weeks prior to Yom HaShoah.</p> <p>A mailing list with same number of names and addresses as there are candles in your order is required. The minimum order is 100 candles, For example, if that is the size of your order then your mailing list should have 100 names and addresses. It must be supplied as an electronic file, formatted as described below.</p> <p>Please scan the completed Direct Mail order form. E-mail with all files at one time to info@yellowcandles.org.</p>										
<p>Please set up and upload files with the order:</p> <p>1. mailing list in Excel (.csv) spreadsheet and</p> <p>2. cover letter in word doc format</p>	<ul style="list-style-type: none"> • Set up the mailing list in an MS Word table or Excel – (.csv) spreadsheet format • Prepare mailing list fields as follows: <table border="1" data-bbox="370 611 1463 674"> <tr> <td colspan="5" style="text-align: center;">Name, Address, City, State, ZIP (FIVE FIELDS ONLY)</td> </tr> <tr> <td>Mr. & Mrs. Joe Stein</td> <td>444 Blue Street</td> <td>New York</td> <td>NY</td> <td>55555</td> </tr> </table> <p>Note:</p> <ul style="list-style-type: none"> • Only the above file format is acceptable. If any additional fields are included, your data will not be acceptable. • An additional \$25 charge will be imposed if your data is formatted incorrectly but can be fixed. • Another file or a printed list will be requested, if the original data is not usable. 	Name, Address, City, State, ZIP (FIVE FIELDS ONLY)					Mr. & Mrs. Joe Stein	444 Blue Street	New York	NY	55555
Name, Address, City, State, ZIP (FIVE FIELDS ONLY)											
Mr. & Mrs. Joe Stein	444 Blue Street	New York	NY	55555							
<p>Cover Letter</p>	<p>Only one (1) original of the congregation/organization cover letter is required. Please send in either MS Word doc (or docx).</p>										
<p>Tear-Off Form</p>	<p>To facilitate the return of individual contributions to cover the cost of the Yellow Candle program and to support Holocaust commemoration programs, a tear-off form should be added to the bottom of the congregation/organization cover letter. The format for the tear-off form (to be returned in a standard #10 windowed envelope included in the mailing) includes a return address in the lower left so that it will show through the envelope window with space for the donor's name and address on the right. Sample letters with tear-off forms can be found by going on-line to www.yellowcandles.org.</p> <div data-bbox="1256 970 1468 1268" style="border: 1px solid black; padding: 5px;">  <p>XXXXXXXXXXXXX XXXXXXXXXXXXX XXXX</p> <hr/> <p>XXXXXXXXXXXXX XXXXXXXXXXXXX</p> </div>										
<p>Before Sending Order</p>	<ul style="list-style-type: none"> • Do all names have complete addresses, including city, state, and ZIP code? • Does the number of names on the list match the number of candles ordered? • Are the name, address, phone number, website and other contact info for your organization included? • Is the letter with tear-off form from your organization included? • Is full payment for the entire order included? • REMEMBER: Last day for ordering direct mail candles is February 8, 2023 										
<p>Need Resources?</p>	<p>Visit: www.yellowcandles.org</p>										
<p>Have Questions?</p>	<p>Call: 1-800.391.7293 (From 9 am to 9 pm - Eastern Time) or E-mail: info@yellowcandles.org</p>										

Individual Direct Mail Delivery Order Form & Pricing – Minimum is 100 Candles

- Online Order at www.yellowcandle.org/order
 - Catch the “Early Bird” for Direct Mail Orders! “Early Birds” **must be received** before **January 6, 2023!**
 - Direct Mail Deliver Orders have a minimum of 100 candles.
 - Bulk delivery order form for cases of Yellow Candles, bubble mailers and bags is the next page in this guide.
 - **Deadline for Direct Mail Orders is February 8, 2023**
- Yellow Candles™ are individually mailed in a mailer to members of your congregation or organization. Each mailer contains a cover letter from your congregation or organization, including a tear-off form for contributions along with a meditation, and a windowed return envelope.
- Candles will be mailed standard nonprofit bulk mail about five weeks prior to Yom HaShoah.
 - Delivery is available only within the United States.
 - Directions for preparing the mailing list are on the reverse of this form.

Make checks payable to “FJMC”

and mail to:
**Yom HaShoah
 Yellow Candle Program
 P.O. Box 2122
 Kirkland, WA 98083**

Name of Person Placing Order: (please print) _____

Organization Name: _____

Address: _____

City: _____ ST/Prov: _____ Zip/Postal Code: _____

Purchaser’s Email: _____ Purchaser’s Phone: _____

Contact: _____ Contact’s Email: _____

Org. Website: _____ Org. Twitter: _____

For Information or Help Call:
1-800.391.7293
 (after 12 noon EST) or
 Email to:
info@yellowcandles.org

Is your Organization affiliated with one of the following movement Organizations? Check the one that Applies:

FJMC. If yes, Club #: _____ MRJ/URJ USY/USCJ WLCJ

Other _____

This order includes all these items: Excel spreadsheet mailing list & cover letter in Word format, per the instructions.

	ITEM	Qty	PRICING – Note: Pricing is Date Sensitive!	Subtotal
Check <input checked="" type="checkbox"/> If this is a First Time Order By your organization <input type="checkbox"/> Yes	Yellow Candle™ Includes Mailer, Letter, Meditation & Return Envelope		\$6.00 per Candle on Orders received by January 6, 2023 \$6.50 per Candle on Orders received after January 6, 2023	
	Data Entry Reformatting Fee		\$25 Fee. No Charge if Properly Formatted per Our Instructions	
<input type="checkbox"/> Check Enclosed Payable to “FJMC”	Additional Case(s) of Yellow Candles™ (48/per case)		\$72/Case for 3 Cases or Less If Ordering Cases in Addition to Direct Mail Delivery <u>Use BOTH Forms</u> , but send them Together when Placing and Paying for Your Order	
	Delivery Charge for Cases(s)		\$9 for each case of candles at all times	
	Total # of Items Ordered		Total Due:	

Charge to Visa or Master Charge

Payment in Full Must Accompany the Order to be Processed

Cardholder Name: (please print) _____

Card #: _____ Exp. Date: ___ / ___ Security Code: _____

Address: _____

City: _____ ST/Prov: _____ Zip/Postal Code: _____

Cardholder Signature: _____

Extra cases? Ship to Address:
For Case(s) of Candles, if Ordered and if Different than the Person Placing the order

ATTENTION: (Name of Person Receiving Order): (please print) _____

Organization Name: _____

Address (Include Room if Applicable): _____

City: _____ ST/Prov: _____ Zip/Postal Code: _____

Recipient’s Email: _____ Recipient’s Phone: _____

Does Your Organization Accept Friday Deliveries? Yes No

Bulk Case Shipment Order Form & Pricing

**Make checks payable to
"FJMC"**

and mail to:
**Yom HaShoah
Yellow Candle Program
P.O. Box 2122
Kirkland, WA 98083**

Fax to: 800.391.7293
Fax orders are credit card only
Master Card and Visa are
accepted

- Online Order at <http://www.yellowcandle.org/order>
- **Best Way to Catch the "Early Bird" Deadline - Friday, January 6, 2023.**
- **NEW! \$9 delivery charge for every candle case, at all times.**
- **No delivery charge for bags or mailers.**
- Website Orders are Credit Card Only: MasterCard, VISA and American Express are Accepted.
- **To ensure delivery, All Orders Must be Received by March 24, 2023.**

Name of Person Placing Order: (please print) _____
 Organization Name: _____
 Address: _____
 City: _____ ST/Prov: _____ Zip/Postal Code: _____
 Purchaser's Email: _____ Purchaser's Phone: _____
 Contact: _____ Contact's Email: _____

Is your organization affiliated with one of the following movement Organizations? Check the one that Applies:
 FJMC. If yes, Club #: _____ MRJ/URJ USY/USCJ WLCJ Other _____

For Information or Help, Call:
1-800.391.7293
(after 12 noon EST) or Email to:
info@yellowcandles.org

ITEM	Quantity	PRICING – Note: Pricing is Date Sensitive!	Subtotal
Yellow Candle™ Order: (3 cases or less)		\$72/Case at all times. Orders are taken until March 24, 2023.	
Yellow Candle™ Order: (4 to 14 cases)		\$69/Case on orders received by January 6, 2023 \$72/Case on orders received after January 6, 2023	
Yellow Candle™ Order: (15 to 24 cases)		\$66/Case on orders received by January 6, 2023 \$72/Case on orders received after January 6, 2023	
Yellow Candle™ Order: (25 cases or more)		\$63/Case on orders received by January 6, 2023 \$72/Case on orders received after January 6, 2023	
NEW! Delivery Charges		NEW! \$9 delivery charge for every candle case, at all times. Free delivery for mailers and door bags.	
Packs of plastic "door" bags: (250 Bags/Pack)		\$30/Pack at all times. Bulk orders are taken until March 24, 2023	
NEW: Bubble Mailers Place orders in the same order as candles.		\$40 per case of 100 bubble mailers, at all times.	
		\$65 per case of 350 bubble mailers, at all times.	
		\$90 per case of 500 bubble mailers, at all times.	
		\$250 per case of 1,500 bubble mailers, at all times.	
To # of Items ordered		Total Due:	

Bulk

Check if this is a **First Time Order** By your organization

Yes

Check Enclosed
Payable to "FJMC"

Payment in Full Must Accompany the Order to be Processed.

Charge to
Visa or Master Charge

Cardholder Name: (please print) _____
 Card #: _____ Exp.Date: ___ / ___ Security Code: _____
 Address: _____
 City: _____ ST/Prov: _____ Zip/Postal Code: _____
 Cardholder Signature: _____

Ship To Address:
For Case(s) of Candles, if ordered and if Different than the Person Placing the order

ATTENTION: (Person Receiving Order): (please print) _____
 Organization Name: _____
 Address (Include Room if Applicable): _____
 City: _____ ST/Prov: _____ Zip/Postal Code: _____
 Recipient's Email: _____ Recipient's Phone: _____
 Does Your Organization Accept Friday Deliveries? Yes No

