



Jewish Day of
Constructive Conflict
WWW.9ADAR.ORG

9 Adar PR Guidelines for Organizations

CREATING A NEW JEWISH HOLIDAY

9 ADAR: THE INTERNATIONAL JEWISH DAY OF CONSTRUCTIVE CONFLICT

It is an honor to have you all partnering with us in this vision of turning 9 Adar into the new international Jewish Day of Constructive Conflict. As you know, our goals are strengthening a community of organizations committed to the Jewish values and practices of constructive conflict (*machloket l'shem shamayim*) and together ensuring that they continue to play a central role in Jewish culture and identity. We see each of you as significant shareholders in this initiative, and without you, none of this can happen.

We, therefore, would like to share with you a toolkit to help promote larger public awareness.

<p>Date 9 Adar 5774 – February 9, 2014</p> <p>Location Wherever you decide</p> <p>Registration English: http://9adar.org/sign-up/ Hebrew: http://9adar.org/he/sign-up/</p>	<p>Website English: http://9adar.org Hebrew: http://9adar.org/he (9adar.com is forwarded to 9adar.org)</p> <p>Facebook English: jdcc9adar Hebrew: heb9adar</p> <p>Twitter @jdcc9adar</p> <p>Email 9adar@pardes.org.il</p>
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KEY MESSAGES

Short blurb

Join the Pardes Center for Judaism and Conflict Resolution, [ENTER YOUR ORGANIZATION'S NAME] and partner organizations around the world, in turning 9 Adar into the international Jewish Day of Constructive Conflict, a day dedicated to the study and practice of Judaism and conflict resolution.

Long blurb (use above paragraph and add the following)

The 9th of Adar was the day, approximately 2,000 years ago, when the initially peaceful and constructive conflict (*machloket l'shem shamayim*) between Beit Hillel and Beit Shammai, erupted into a violent and destructive conflict over a vote on 18 legal matters leading to the death of 3,000 students. The day was later declared a fast day, however, it was never observed as such. There are 18 ways you or your organization can participate.



Pardes | פּרְדֵּס
Institute of Jewish Studies

9 Adar is a program of the Pardes Center for Judaism and Conflict Resolution, a part of the Pardes Institute of Jewish Studies. For more information, contact us at 9adar@pardes.org.il.

One-Pager and Press Release

See flyer and press release on [our website](#). Please add your organization's logo and instead of the word "us" replace it with your organization's name.

HERE'S WHAT YOU CAN DO

1. **Promote via social media:** Follow 9 Adar on [Facebook](#)  and [Twitter](#) . Like and share our messages with your networks. (This year's goal is to reach 3,000 Facebook "likes".) Comment on our posts. If you want to be a person who has admin access and posts for 9 Adar, please let us know.
2. **Update your email signature:** Add this to the bottom of your emails:
[Sign up now](#) to help turn 9 Adar into the Jewish Day of Constructive Conflict!
For more info, visit [9adar.org](#).
 Like Us on [Facebook](#)
 Follow us on Twitter [@jdcc9adar](#)
3. **Send us pictures and videos of 9 Adar activities to 9adar@pardes.org.il.** We plan to gather all of these and produce a short promotional video for next year.
4. **Direct people to sign the [Rodef Shalom Agreement](#).**
5. **Forward our email blasts or use the wording in them and edit to meet your needs.** We plan to send out mass emails on Jan 6, Jan 28 and Feb 8.
6. **Encourage your networks to sign up.** Our sign up form asks how you were referred to the site. We plan to share this data with our partners following 9 Adar so you can know who participated because of you.
7. **Share articles and more on our [blog/share page](#).** Go to blog page for instructions of what to email us, and we will then post it.

ADDITIONAL MATERIAL

- **All** 9 Adar-related materials should include:
 - 9 Adar logo (at [this link](#))
 - This line: "9 Adar is a project of the Pardes Center for Judaism and Conflict Resolution." or "9 Adar is a project of the Pardes Center for Judaism and Conflict Resolution, a part of the Pardes Institute of Jewish Studies."
- Link to Pardes Center for Judaism and Conflict Resolution: <http://pcjcr.pardes.org>
- A video [clip of Knesset member and Education Minister Shai Piron](#) speaking about 9 Adar last year (with English subtitles). (We have invited him to join us in commemorating the day again this year.)
- Email blasts.

Thank you for helping us transform 9 Adar into the Jewish Day of Constructive Conflict!

Please direct all comments/suggestions/questions to 9adar@pardes.org.il.