



Dear Sir/Madam,

You have shown yourself to care for the Jewish community in Natick and throughout the Metrowest.

I think that's because you believe that Jewish culture, ritual, continuity, or community is important. It speaks to your strength, your identity, your connection to G-d, and to the Jewish people.

We all need a strong and clear-eyed community. And that's what I'm asking you to make possible today. I'd like to invite you to join the monthly Chai Club.

Chai means life. The heart does a small thing. It pumps. We often don't think about the things that keep us alive. But they are so very important. And the most important thing about the heart is...it needs to beat regularly.

As a member of the Chai Club, your regular monthly donation (combined with everyone else's) will provide consistent and regular services and programs to the Jewish community at large in Natick and the Metrowest.

Don't worry; you can always increase or decrease the amount. And the sum of all of our regular gifts together will create a Jewish community on a solid foundation and firm footing.

Here's why I think you're going to love this opportunity;.



- **It's an easy, no-hassle way to make a difference every single month.**
- **It saves you time.**
- **It saves money for the work you make possible.**
- **It links you to others in our Jewish community who know the power of standing together.**

I hope you see yourself as part of the Chai Club. I think it is where you belong.

A monthly donor gift will help make possible the continuation of Jewish education for youth, add to our weekly Hebrew School and continue to bring holiday programming into the area. The active synagogue and weekly Shabbat services and kiddush will be enhanced. The Chabad Center of Natick campus will continue to be maintained in a beautiful manner, befitting a Jewish headquarters. The numerous weekly classes and lectures will continue to be impactful. The reach of the area will increase and the goals will grow.

It's easy and affordable, but your impact is HUGE.

It's probably the most convenient way to support our Jewish community.

You can pledge any amount you choose. Many people choose \$18 or \$72 a month. But whatever amount you choose, it makes a big difference all year long.



For someone like Rachel, a single mom of three whose childrens' Jewish identities are challenged in public schools ... For someone like Michael, a widower of many years, seeking support as he struggles through an illness ... For someone like Don, an adult with special needs who simply wants to connect ...

Rachel brings her children to the holiday programs at Chabad. Her kids have built shofars at the annual Shofar Factory and challenged themselves to make shmura matzah in the span of eighteen minutes, at the annual Matzah Bakery. They have fun, and they learn about their heritage. But Rachel's children will soon become teens and need more specific programming.

Michael receives Shabbat packages and visitations with a touch of warmth. Chabad volunteers want to reach even more patients, but their time is limited. Don loves connecting with the warm and friendly crowd at Chabad, and Chabad would be thrilled to further support him according to his needs.

Let's work together to solve these problems.

It's easy to join. Just use the enclosed reply form and:

1. Choose the amount you want to give every month — \$36, \$100 or any other amount.
2. Provide your credit card or bank account information.
3. Return the reply form in the enclosed envelope.



That's it! Now you're a member of Chai Club! There are no strings attached. You're always in control and free to change your gift or stop giving at any time. This is all about maximizing your convenience and your impact.

You'll receive special updates to let you know about the great things you're making possible. You'll love it.

And you'll love being part of our special group — friends who believe in fostering and strengthening our Jewish identity, just like you do.

Please join Chai Club now. You'll enjoy the convenient and effective giving, and you'll be so happy every time you think about the difference you're making. Why wait another moment? Please join now. Thank you!

Yours sincerely,
Rabbi Levi Fogelman
Executive Director—Chabad Center of Natick

P.S. Do you want more from your giving? More impact? More convenience? Start giving monthly by joining Chai Club today. Thank you again!

P.P.S. You can also go online to chabadnatick.com/chaiclub to get started. Thank you for joining Chai Club!