



# #NewYearPrayer

A global blessing • Starting September 6

## TOOLKIT

# #NewYearPrayer

On September 6, Jewish communities around the world will have the opportunity to unite around #NewYearPrayer in anticipation of the Jewish New Year, which begins the evening of September 9.

**Please consider joining us on September 6<sup>th</sup> by sending your blessings and prayers from around the world with the hashtag #NewYearPrayer.**

Through #NewYearPrayer, communities can share their messages of reflection, hope and inspiration for Rosh Hashanah.

Anyone anywhere can get involved in #NewYearPrayer—it's a great way to engage your community and become part of a larger, worldwide movement.

# Ways to get involved

Share your words, photos and videos on social media with #NewYearPrayer

- **Record the sounds of the new year.** Create [#Soundies](#) and share what you hear during the High Holiday season
- **Share your reflections** on the past year and your hopes for the coming year
- **Sound a shofar** in a meaningful spot
- **Show yourself** making challah or a holiday meal
- **Take us on a virtual tour** of your local synagogue or the holy space where you'll spend the holidays
- **Post a meaningful question** and start a conversation with the global community
- **Host a Facebook Live event**—like a text study, meditation or learning moment

*\*By posting a photo with the hashtag #NewYearPrayer, you give 92Y permission to feature your photo on 92Y's website, as well as websites of organizations partnering on the #NewYearPrayer project.*

**Social media is key  
to growing  
the #NewYearPrayer message.**

Use the hashtag **#NewYearPrayer** so  
we can share your story and  
encourage your followers and  
networks to join the conversation.

# #NewYearPrayer case studies

## Spreading the word far and wide

**Krakow, Poland:** The **JCC Krakow** handed out apples and honey to passersby on the streets of Krakow and shared the photos on Twitter to celebrate their #NewYearPrayer.

**Sydney, Australia:** The **North Shore Temple Emanuel** synagogue choir got musical, sharing a song over Facebook.

**Hong Kong:** The **United Jewish Congregation of Hong Kong** took to Twitter with their wishes for the New Year.

**Tel Aviv, Israel:** The **Daniel Centers for Progressive Judaism** treated us all to the sounding of a shofar during a local school's visit to Beit Daniel by sharing the video on Facebook.

**London, UK:** Families from **Finchley Reform Synagogue** sang *The Shofar Blast* during Tot Shabbat and shared it with the world via YouTube.

# Questions or ideas?

Reach out to [NewYearPrayer@92Y.org](mailto:NewYearPrayer@92Y.org)

Check out our 2017 #NewYearPrayer video:

<https://www.youtube.com/watch?v=WVbT84hnUZE>