



#BJEBuildingKindness Challenge

"The highest form of wisdom is kindness." -Talmud Brachot 17a



Concept: The #BJEBuildingKindness Challenge is a social media campaign dedicated to inspiring our personal networks to promote acts of loving kindness (*Gimilut Chasadim*), which ultimately help to 'rebuild' the world. This challenge is about empowering children and teens to be the change they wish to see in the world, to 'not stand idly by' in the face of adversity and injustice and to treat all human beings and creatures with kindness, respect and dignity.

How it Works:

1. **Sign up** to be an 'influencer' (Congrats! If you're reading this, you've already done this step ☺)
2. Have a **conversation** with your family discussing the #BJEBuildingKindness challenge, during which you review: What is Tisha B'Av? What is the Challenge and why are we as a family committing to be a part of it? What you will need to do (see below)?
3. **Make a list of a minimum of 5 acts of kindness** - minimum of 1 per day of the challenge - and assign them to the specific days of the week/times during which you will make sure to do them.
Tip: we've included 'Kindness Bingo' and 'Kindness Photo Scavenger Hunt' activities for some of the days to add some structure, ideas and fun to the challenge; however, we encourage teens to come up with their own ideas as well!
4. **Make a list of a minimum of 20 people you are going to tag and nominate** to carry the challenge forward - minimum of nominating 5 people per day - so you already know who to tag and don't have to think about it. The more preparation you will do ahead of time the quicker and more fun this will be!
 - *Tip:* try 'theming' these lists (ex: on Monday, tag family members; on Tuesday, tag classmates, on Wednesday, tag teachers, on Thursday, tag professional colleagues etc.)
5. **The Challenge - July 20th - 24th, 2020**
 - Have your child/teen/your family do an act of Kindness every day Monday-Friday
 - Snap a photo(s) of them in the process of doing the action and the final results
 - i. *Tips:* 'selfies' are great...portrait mode produces wonderful photos...clear photos of a few people are better than large group photos from far away...make sure that the teen(s) and act of kindness are featured.
 - **Post to Facebook/Instagram** (bonus points if your Instagram is connected to your Facebook) and **in the post, please include the following:**
 - i. Photo/Photos
 - ii. Cute Caption (1 sentence or a few words) explaining the act of kindness - FYI on the photo scavenger hunt document, there is a list of Jewish Values associated with certain actions. Feel free to use those in your caption.
 - iii. Nomination: I nominate {tag 5 people here} to take on the #BJEBuildingKindness Challenge to help make the world a better place!
 - iv. Hashtag: #BJEBuildingKindness
6. **BJE will repost and share** anything tagged with #BJEBuildingKindness and your work will be highlighted and featured on our social media accounts!



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What is Tisha B'Av?

'Pshat' - Plain and Simple Explanation: Tisha B'av is the 9th day of the Hebrew month of Av. It is a day of mourning in Judaism. The day commemorates the destruction of the first and second temples in Jerusalem. It is known as the saddest day on the Jewish calendar, and is the culmination of the 'Three Weeks', a period of time during which we mark the destruction of the Holy Temple in Jerusalem.

'Drash' - Alternative Perspective: Our world has changed and our needs have changed. To speak to us today, Tisha b' Av should no longer only be the day on which we remember all the evil that has happened to us. Rather, we should think about it as the day on which we understand that despite our setbacks, our struggles, our real loses and deep suffering, we, the Jewish people, have overcome the obstacles fate has set before us. Our existence today is a triumph of our people's spirit. There is something miraculous about the Jewish people, our culture, and our faith.

How is it Observed?

The day is typically observed similar to Yom Kippur. People fast, refrain from washing and taking part in joyous activities, pray and we recite a service called Eicha (Book of Lamentations).

Why is building/rebuilding significant?

Throughout life we are faced with challenges (both personally and globally) and while it can become all consuming to simply focus on the 'destruction' and the 'bad', we are proposing that a healthier mindset means acknowledging the 'destruction' and difficult moments, but counter balancing those thoughts with action and positivity: 'Rebuilding'. It is by rebuilding - mind, body, world, soul - that we are able to truly heal and move forward.

How can we help rebuild within our own community?

We are living through scary and uncertain times right now. We may feel lonely, scared, sad, disheartened, hopeless or a myriad of other emotions. 'Rebuilding' within our own community means doing something...anything...that makes someone else feel good. It can be as small as saying hello to a passerby (though your mask) while walking on the street, chalking a message of positivity on the sidewalk, hanging motivational signs, cleaning/cultivating a garden or community space, donating items to those in need, video chatting a friend, saying thank you to an essential worker or teacher etc. **No action is too small or insignificant!**

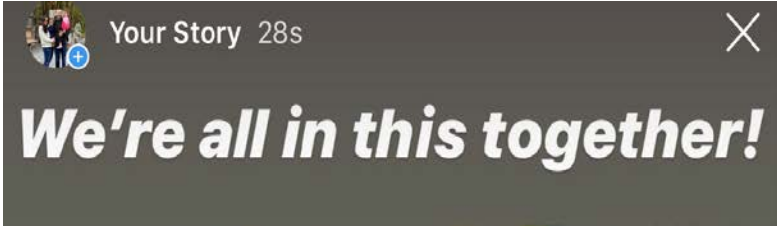
Special thank you to our partner organizations for helping to make the world a better place!

#BJEBuildingKindness resources & information can be accessed on our website:
www.bjela.org/Kindness



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INSTAGRAM



Michal Kress

Just now · ⚙️

We're all in this together!

I nominate Maya Aharon Gaby Natelson Roxanna Donay Zevin Jessica Cooper Danielle Natelson to take on the #BJEBuildingKindness Challenge to help make the world a better place!



FACEBOOK



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**** INSPIRATION ****

