

THE MINCHA KADDISH INITIATIVE



*An Easy Workplace
Kiruv Opportunity*

לע"נ קדושי השואה הנעלמים הי"ד
In Memory of the Unknown Holocaust Victims Hy"d

If you attend a daily Mincha minyan from work, here is an easy yet powerful kiruv tool for reaching out to your less-affiliated co-workers. If one or both of their parents are deceased, ask them when the Yahrzeit is, or figure it out for them with the date calculator at mykaddish.com. (Of course, if they are still in aveilus, this would apply daily.) Give them the enclosed card, which explains the beauty of the Kaddish and its benefit to the Neshama of the niftar, and includes the transliterated Kaddish, and invite them to join you at Mincha on the Yahrzeit. Bring along a Yarmulka and an Artsroll Siddur. You might even want to complete the outing with lunch at a local Kosher restaurant.

We have found this to be a very effective and non-threatening Kiruv approach. Most Jews, however unaffiliated, observe basic Jewish customs of death and mourning at the levaya and shiva, and are familiar with the concept of Yahrzeit. They certainly feel a spiritual connection to their departed parents, and usually welcome the opportunity to continue that connection with such a meaningful yet simple gesture.

Finally, if they are unwilling to accompany you to Mincha, give them the card, ask for the name of the parent, and offer to have someone at Mincha recite the Kaddish on their behalf.

PROJECT
INSPIRE.
www.kiruv.com

I took an unaffiliated office mate to Mincha on his mother's Yahrzeit. The next day, he told me that he called his sister (also unaffiliated) to tell her that he had said Kaddish for their mother, and she was in tears.

- E.D.