

# Kumah – Americans Return to Zion

Kumah Meeting

Erev Tisha B'av

## We've Come Home. What Next?

- ❖ Shir Chadash - Spreading a New Idea
  - The Power of Pins
    - Standard Israeli and American Responses  
“I'm not American” or “I already made Aliya” – Its not only about you, its about the Jewish People, so help spread the message, call the rest of the Jews home, and make new Olim comfortable.
  - PR work and Propaganda – The Need for American Aliya – Planting a new idea in the stream of public opinion.
    - Sticker, slogans, talk shows, newspapers
    - Hebrew content for site
    - Kumah Aliya curriculum
- ❖ Creating support network for New Olim
  - Absorption center and yishuvim
  - Adopt-an-Oleh
  - Airport welcomes with Shofar
  - Kumactivities – KUMAH CLEAN-UP!
  - Kumah Nights Out on the Town and Jam Nights
  - Coordinator/database to set up perspective Olim with new Olim for Shabbat
  - Target one-year students: “You don't have to leave!”
- ❖ Kumah in Action
  - Manhattan Aliya Conference – Cracking the dam of American Galut; an intellectual one day conference in which the heads of Aliya speak: R. Riskin, R.Tendler, R. Marcus, R. Fass, Salai Meridor, others.
  - Invitation Rally – A call from American Olim to their brothers in America to come Home.
  - Kumah Birthright – Putting ‘Meeting new Olim’ on the itinerary
- ❖ Aliya Boat – Nefeshb'Nefesh
  - 3000 Jews come at once on a huge cruise ship. Romantic, retro, unifying and with huge PR impact.

