

Dinner in a Day Seminar Hosted by the *Yated* and H. Leiner & Co. a Resounding Success

By Avraham Shaleim

Summer is generally assumed to be a time when fundraisers and organizational heads

the main presenter. The seminar was created with the intention of assisting leaders with the proper tools to run successful dinners for their respective organizations.



Rabbi Herschel Leiner speaking at the Dinner In A Day Seminar.

are taking it easy a bit. Judging from the turnout at the recent Dinner In A Day Seminar in Lakewood, NJ, raising funds for *tzedakah* is a year-round job.

The event, held this past week, was co-hosted by the *Yated* and H. Leiner & Co. The event featured Rabbi Herschel Leiner, president and founder of H. Leiner & Co., as

An organization's annual dinner can be the most pivotal point in the fundraising year. Far too many organizations have unfortunately seen a decrease in their yearly funds raised at their dinner, as well as a decline in attendance. The assembled group of idealistic leaders from across the United States tuned an attentive ear with a thirst for knowledge

on how to make their dinners great.

Rabbi Leiner and his company have successfully guided many organizations and helped raise the bar for their dinners, both in funds raised and in attendance.

The day-long seminar took place at the Solomon Suites Hotel in Lakewood. Welcoming remarks were delivered by Rav Avrohom Mordechai Newman, *rosh yeshiva* of Bais Medrash Mayan Hatorah, who delivered *divrei chizuk*, pointing out the rewards that result from being involved in *avodas hakodesh*.

Rabbi Leiner then began the first of four sessions. Throughout the day, he presented the attendees with the comprehensive knowledge necessary to maximize the earning potential of a dinner.

Rabbi Leiner explained that the preparation for a dinner requires months of planning. Strategic planning is the art of mapping out a detailed plan, down to the minute details of running the dinner campaign.

"It is only through strategic planning that a dinner can be successful, as only then can one know where to focus his energies instead of the last-minute rush that usually occurs," said Rabbi Leiner.

Covered the course of the day, Rabbi Leiner covered all aspects of a dinner event, from the pre-dinner planning to the night itself to follow-ups after the dinner. Some of the topics covered were the three rules for fundraising in a bad economy, the selective approach of fundraising, getting honorees, and utilizing alumni.

A brief session was delivered by Mr. Nesanel Gantz, director of Yad L'Achim in Brooklyn, on three vital topics. He spoke about how to properly acquire, utilize and manage volunteers.

"The bottom line is that if time equals money, then free time is like receiving free money," said Mr. Gantz.

He also spoke of the need to acquire many small donations during a weak economy, as small donors often become larger donors when the economy recovers.

The seminar was created to give an in-



depth overview of planning dinners with the encouragement to seek further consultation as needed.

Rabbi Yitzchok Gottdiener, executive director of Yeshiva Torah Vodaas, wrote in a follow-up letter, "I thoroughly enjoyed yesterday's seminar. It was informative and covered far more information that I could handle in one day."

One of the most interesting topics that sparked interest was that of donor segmentation. Rabbi Leiner detailed to the crowd how not all donors should be approached in the same manner. While at the same time not ignoring smaller donations, there is a unique and specifically catered individualized approach necessary when dealing with large donors.

Attendees took pages of notes, as many expressed their earnest appreciation of learning new ideas.

Rabbi Yechiel Biberfeld, *rosh kollel* of the Philadelphia Community Kollel, said "It's always good to have *chazarah*, and the *chidushim* were nice as well."

Thanks the success of this seminar, additional ones are being planned for New York and New Jersey, as well as throughout the United States. The seminars will be on arranging dinners and other topics related to fundraising and non-profit management.

For more information, contact H. Leiner & Co. at 917.902.1404 or via e-mail at hl@hleiner.com.

Beth Medrosh of Monsey Annual Parlor Meeting

Kollel Beth Medrosh of Monsey will be holding its annual parlor meeting on Tuesday, 2 Av/August 2, at 7:30 p.m., at the home of Mr. and Mrs. Yitzzy Scheine, located at 22 Mariner Way in Monsey.

Kollel Beth Medrosh of Monsey has earned its reputation through the remarkable Torah accomplishments of thirty members, a number of whom have published *seforim*. Known for the *hasmadah*, harmony and distinguished accomplishments of its members, the institution has carved out a tradition of excellence as a premier *kollel*. The *kollel* is a meeting ground for *rabbonim* and *dayanim* in Monsey.

The Toldos Aharon Rebbe, Rav Dovid Cohen, studied in the *kollel* for twelve years. His children, Reb Aharon and Reb Yeshaya, now follow in their father's footsteps at the *kollel*.

Beth Medrosh of Monsey has been in existence for thirty-three years. It was established at a time when the *kollel* concept was foreign, and it now carries the distinction of being one of the finest places of advanced learning in Monsey.

Rav Tzvi Elimelech Waxman, a descendent of the *Bnei Yissochor*, established the *kollel* with the blessings of the Satmar Rebbe *zt"l*, Rav Moshe Feinstein *zt"l*, and Rav Yaakov Kamenetsky *zt"l*. Rav Waxman has just published the fourth volume of his *sefer Tiferes Elimelech* and is the founder and president of the Chevrah Kadisha of Monsey and Keren Shmuel Gemach.

On *Erev Shabbos*, generally not much Torah is learned, because most *kollelim* and *yeshivos* are closed. On such occasions, every bit of Torah learning is a great *zechus*. Rav Waxman therefore instituted an hour of learning *hilchos Shabbos* at the *kollel* every

Erev Shabbos from 5 p.m. to 6 p.m.

This past *Elul*, the *kollel* opened the doors to its newly built *bais medrash*.

Mr. and Mrs. Yitzzy Scheiner will be hosting this year's parlor meeting at their home. The Scheiners have been longtime supporters of the *kollel*. "People who accept the burden of hosting parlor meetings today show the nobility of their character and should be blessed in all of their endeavors," said Rabbi Waxman.

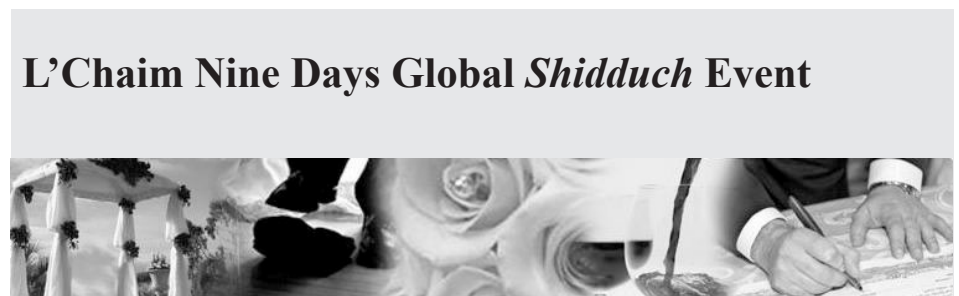
Rabbi Waxman voiced the *kollel's* gratitude to Mr. Leon Miller, president and devoted friend of the *kollel*, and to the rabbinical committee members, including Rabbi Zelig Berkowitz, Rabbi Chaim Leibush Rottenberg, Rabbi Betzalel Rudinsky, Rabbi Yitzchok Lichtenstein and Rabbi Baruch Twer-sky.

Mr. Ben Tzion Lebovits, Mr. Abraham Feig and Mr. Mechel Tauber are this year's guests of honor. Mr. Lebovits, as the coordinator of the Brooklyn branch of Hatzolah, has committed himself to benefit the *klal* with selfless devotion. Mr. Feig is known as a *baal tzedakah* and community *askan*. Mr. Tauber is well-known throughout Jewish communities for his kindness and support of many Torah and *chessed* institutions.

The event chairmen are Mr. Naftoli Silberberg and Mr. Yitzzy Scheiner.

The co-chairmen, to be awarded with the Machzikei Torah Awards, include Mr. Shalom Kallner, Mr. Yerachmiel Simins, Mr. Yechiel Newhouse and Mr. Zev Schneck.

The *kollel* expresses its appreciation to Rabbi Zelig Berkowitz, Rabbi Yaakov Hain, Dr. Aryeh Weltin, Mr. Mark Cohen, Mr. Andre Politzer and Mr. Yisroel Orzel for their support each year and helping make the annual event a success.



By Zehava Deitch and Blimi Green

The L'Chaim *Shidduch* Organization has maintained its spirit of hope and the drive to foster *shidduchim* amongst *frum* Jews of all backgrounds and ages for over a quarter of a century. The upcoming Nine Days, July 31 to August 9, present an optimal opportunity to facilitate *shidduchim* worldwide without the distractions that overwhelm us throughout the year.

L'Chaim has a user-friendly website, www.lchaimshidduch.com. Profiles may be entered by either singles or sponsors at absolutely no cost. All information is held in strict confidence and is viewed only by select L'Chaim *shadchanim* eager to apply 21st century technology to solving an age-old problem. The website also provides additional resources, such as "How to Run a *Shidduch* Meeting," "Information to be Supplied at a *Shidduch* Meeting," and "Information on How to Organize a *Tehillim* Group." You can also order a copy of the L'Chaim Networking Directory of Volunteer *Shadchanim* 2010 for a fee of \$25.

L'Chaim once again urges *Yidden* to uti-

lize the Nine Days as a time for global community *shidduch* meetings. Time and time again, it has been confirmed that the efforts of the women attending these meetings have resulted in numerous successes beyond their expectations.

Take the initiative and host a *shidduch* meeting in your home, bungalow colony, *shul*, or elsewhere during the upcoming Nine Days. Assist the global effort by notifying your friends and acquaintances about your meeting. Register your meeting by emailing lchaimshidduch@gmail.com or by calling 845.356.7038 and leaving a message. Register as soon as possible, and certainly before Thursday, July 21. Provide your name, address, phone number, and email address/fax, as well as the date, time, location and category of your meeting.

Information regarding scheduled meetings will be available as of Monday, July 25. Visit www.lchaimshidduch.com or call 845.356.7038.

Whether in America or Australia, or anywhere in between, you can make a commitment to use this precious time to help establish *botim ne'emanim* in *Klal Yisroel*.