MyZuzah Moments - June 16, 2022

Our mezuzahs keep on traveling, crossing **30,587** miles to **16 U.S. states** in May– and later this month we will have many thousands more miles to cross with a big increase of international shipments! From **Azerbaijan** to **Switzerland**, **Lisbon** to **Stockholm,** MyZuzah is gearing up to greatly expand our reach and connect more Jewish communities to our network.

Now that we are four months into using our CRM, **MyZuzah Connect**, we are getting more adept at maintaining continuous communication with all of our mezuzah recipients. By pushing out reminder text and email messages, our **confirmed dedication rating** (for mezuzahs our team sends directly to individuals) has risen more than **6%**! Making sure that each mezuzah we share is properly affixed is a priority, and we continue to work hard to ensure that every recipient shares a picture or otherwise lets us know that their mezuzah is where it should be.

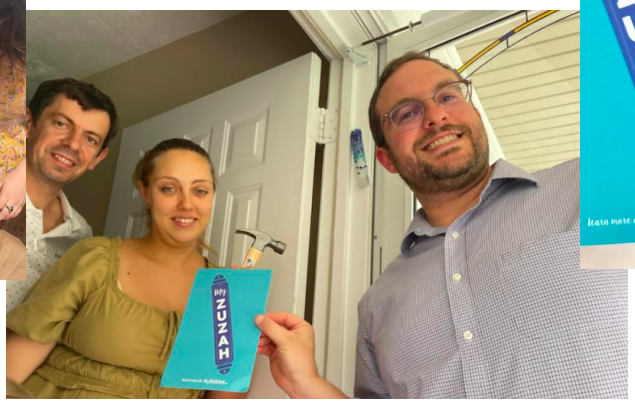
Next, we plan to utilize our text message platform to push out educational content to further the journeys of our recipients– more on that in future weeks!

Partner Updates:

Aliza Asher, wife of our partner **Rabbi Dovid Asher** in **Richmond, VA**, had her daughter and friends mark her bat mitzvah by decorating mezuzah cases to donate to people in need in their local community. The beautifully enhanced and inspired cases turned out wonderfully, and made for a very meaningful mitzvah project– and the first mezuzah was given yesterday to a Ukrainian refugee family who just resettled in Richmond!









The team at **Chabad of UT Austin** shared this picture of Brett Cohen and his roommates, with their new mezuzah:



For a little snippet of news from Down Under, we received this picture from **Rabbi Yehuda Niasoff, in Sydney, Australia.** On top of being a cantor at the Central Synagogue, Rabbi Niasoff serves as a mohel throughout Australia, and he helped a family move from one mitzvah to another after the bris of their baby boy, by putting up a mezuzah on their home:



Individual recipient messages & photos:



A couple of friends recommended MyZuzah to me. I decided to put one up not only because it's an important thing culturally and religiously for Jews, but because I live in a rural area where there aren't a lot of us and it's important to me to be visibly Jewish here. Thank you again for what you do! Kaydence Rain, **Hillsboro, OH**

I heard about MyZuzah from Facebook. I was so excited to receive my mezuzah! Once my facilitator helped me affix it and bless it, I felt a rush of emotion. I can definitely say this is one of the moments I will always remember as I reflect on my journey with Judaism. This was a really wonderful experience that makes me feel so much more connected to my community. Brittany Parks, **Chicago, IL**



Ana Salzman and family**, Homestead, FL**



Just moved and got everything set up!!! Thanks MyZuzah! Colleen Mattis, **Erie, PA**





Emmie Arnold is a Chaplain in the Pediatric Unit at Long Island Jewish Hospital in **Bayside, NY**. She didn't stop smiling the entire time we were on Zoom to put up her mezuzah!