



MyZuzah Moments - March 8, 2024

In this week's data crunching, we reviewed our history of people referring friends and family to get a mezuzah – we've seen **215 referrals** in the past four years, of whom **20%** end up receiving and putting up a mezuzah. Within that group, several have also made donations or purchased additional mezuzahs and cases from our [online store](#). Out of the nearly 15,000 mezuzot that we've sent around the world, this may be a small number, but we can learn something from the significant percentage of people who trust their friends enough to follow through. We've always said that word of mouth referral is our best tool for growth, but seeing these hard numbers has given our team some ideas for future growth campaigns. After all, if you can't trust your friends, who can you trust? 😊

Partner Updates:

Our friends at the **Tel Aviv Mezuzah Project** are collecting requests from 20s and 30s in Tel Aviv and planning for a big launch with mezuzah-hopping from home to home around Purim. **Nefesh B'Nefesh** and other organizations are jumping on board with this project, which is growing in partners by the day!



Chabad in Central Tel Aviv, which focuses on young professionals and students, is a new partner also answering the call for mezuzot along the coast of Israel.

Supporting Jews in **Russia** and the **Commonwealth of Independent States (CIS)** has been very difficult over the past year (packages to **Ukraine, Russia, and Belarus** all tend to get returned), but we are now working with **Olami** to help connect students across the region find stability and rekindle their Judaism. Starting with a pilot of 100 mezuzot in **Moscow** and other areas (specifically **Gomel and Minsk in Belarus**, and **Pyatigorsk**), we should be growing our partnership in the coming months. We are excited to share more details and pictures soon!

MEZUZA

OLAMI

Мезуза – то, что хранит тебя, твоих близких и весь наш народ.

Постоянное напоминание о том, от Кого зависит наша жизнь: «Не спит и не дремлет Страж Израиля».

Мезузы должны висеть в каждом еврейском доме.

Студенты OLAMI могут приобрести мезузу по **субсидированной цене**

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Individual Stories:

*It really is wonderful that you do this program and we have no suggestions for improvement! Gary and Laurie Margolis, **Des Moines, IA***

Kian Kohanteb of **Los Angeles, CA**, surprised his roommate with a new mezuzah for their apartment door:



*It is most exciting to have a real kosher scroll for my mezuzah. I'm so glad that I can now walk through my front door Jewishly and greet HaShem on my way in and out of my house. Primrose Bloom, **Durango, CO***



*I've recently moved into a new home and spent too much time trying to find the right mezuzah. I saw MyZuzah and and thought, why not. When it arrived in the mail, it looked gorgeous with a beautiful Kosher scroll inside (a bonus!). Very happy with it. Thank you 🇺🇸 Mark Dorfman, **Rockville Center, NY***



*This program is a blessing. Thank you for helping me perform a mitzvah today! The most exciting part is having someone walk me through the process of putting up a Mezuzah. As a new convert to Judaism, am relieved to have fulfilled a commandment that links every Jew. Diana Lehn, **Camden, SC***

