

Note: The letter below can be used for different purposes: to accompany a tab card, to announce an in-shul appeal, to announce a paperless appeal and include a link – simply edit bold paragraph to fit specific needs.

Dear Members of [insert name of synagogue],

Rabbinic tradition teaches all Jewish souls were present at Sinai to hear the first sounding of the shofar announcing the *brit* between Ad-nai and all People of Israel.

The Torah instructs us to remember that moment with sounds of the shofar on Rosh Hashanah. Tekia, Shevarim, Teruah help us to remember the emotions of *brit*-unity-peoplehood at Sinai and also our bond to the Land of Israel – one of the chief pillars of that eternal *brit*.

This year's High Holy Days campaign features a digital option to purchase an Israel Bond(s) to celebrate 5784 in the spirit of covenant we experienced at Sinai. Use Israel Bonds' Virtual Tab Card to begin the process or to request personal assistance to invest.

Israel Bonds are also available online at israelbonds.com and via the Israel Bonds phone app. Contact us at investments@israelbonds.com or 888.764.2631.

In a year highlighted by political and security challenges in Israel the sound of the shofar reminds us of Sinai – a moment of covenant and unity that launched our nation. In the new year ahead let's draw strength from what is eternal – our tradition, our ideals, our land – and from the sounds of the shofar.

Every Israel Bonds investment, donation, or gift by a member of our congregation renews our ties to Israel and each other. Celebrate the New Year 5784 by sharing an Israel Bond with a family member or a Shalom Bond donation to our synagogue.

Wishing a sweet, healthy, and peaceful year for our people, our home and our homeland.

[insert signature]

For inquiries contact Rabbi Martin Pasternak at m.pasternak@israelbonds.com or 212.446.5883, or reach out to your local Israel Bonds office [here](#) if additional support is needed.