

# Mitzvah Mall

Congregation Beth Sholom  
7525 E. Northern Lights Blvd.  
Anchorage, AK 99504

[mitzvahmall.com](http://mitzvahmall.com)

## What is it?

Mitzvah Mall is a gift from Congregation Beth Sholom (CBS) to the Anchorage community. Think about a bizarre bazaar or an alternative style of gift fair. Mitzvah is Hebrew for commandment and over time has become synonymous with good deeds. While giving to charity is always a *great* deed, Mitzvah Mall was created to make it easy, engaging, and **fun** for all involved.

*Gifts of charity make the holidays less materialistic while the good deeds keep on giving year-round.*

*Mitzvah Mall has consistently raised a combined \$10,000 to \$16,000 annually for its partners—in just three hours.*

Up to 30 nonprofit participants are represented under one roof, each with a table and literature, eager to share their respective organization's mission and vision. Donors can purchase from local, national, and international nonprofits on behalf of friends, family, or others on their holiday gift list. In between the partner presentations on the main stage, local talent fills the space with ambiance and entertainment.

## How does it work?

We've found that Mitzvah Mall donors prefer the gifts to be specific and not a 'drop in the bucket' towards a larger fund. For example, buying a bus pass for a client is usually preferred to contributing to a general transportation fund. Nonprofit participants may choose three things with specific dollar amounts attached to each, ranging from less to more expensive, and CBS provides the cards, envelopes, and gift labels needed to complete the purchase. A calligraphy booth will also be onsite for donors to have their gift cards finished.

## How do I get involved?

Mitzvah Mall is open to any 501(c)(3) nonprofit organization and only costs \$75.00 to participate. Complete the application with any required documentation and send payment to reserve space before it's too late!

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## Application criteria:

- Mitzvah Mall is open to any 501(c)(3) nonprofit organization to participate.
- New participants must provide a copy of their 501(c)(3) certification—returning participants only if their information has changed since the last submittal.
- Identify three (3) gifts to offer at Mitzvah Mall.
- All participants must provide a signed funds statement on letterhead stating that all money raised at Mitzvah Mall will be used for the stated purpose to the greatest extent practical.
- Mail or deliver the completed application, required documentation, and payment to Congregation Beth Sholom. Paperwork may be e-mailed to [mitzvahmall@frozenchosen.org](mailto:mitzvahmall@frozenchosen.org), however, electronic payments are not available at this time. Space is not reserved until all materials are received. Application fee of \$75.00 made payable to:

*Congregation Beth Sholom*

*Re: Mitzvah Mall*

*7525 E. Northern Lights Blvd.*

*Anchorage, AK 99504*

## Gift tips:

- Participants determine the gifts and their associated dollar amounts for the donors to receive their cards—for themselves or in another's name. For example, past gifts have included:
  - \$5 to provide lunch for a child without at Joy Greisen Jewish Education Center.
  - \$10 for a box of nails provided to a Habitat for Humanity house.
  - \$10 provides music education to an underprivileged child from Turnagain Arts Community Alliance.
  - \$50 buys 110 small cans of mixed fruit for hungry kids from the Food Bank of Alaska.
- It is best to have a range of gifts from less to more expensive so donors have a choice.
- Gifts must offer nothing to the buyer except satisfaction. No memberships, subscriptions, tickets, etc.
- The dollar amount for each gift must be specific, not a range. \$10-\$30 won't work.
- In Jewish culture, 18 is an important number. Having one or two gifts in increments of \$18 is symbolic for Jewish shoppers but other gifts can be in increments of \$5 or \$10.

## Please note:

- **A maximum of 30 nonprofit participants are available on a first-come-first-serve basis.**
- CBS provides a table and two chairs for each booth, gift cards and envelopes with sheets of clear labels for each gift offered, and multi-part receipt forms so both parties have a copy.
- All monetary transactions happen at the partner tables in accordance with their policies. An internet connection can not be guaranteed so we suggest having cellular-capable devices for card transactions—and possibly manual entry as a backup.