

Dear Prospective Host,

Thank you so much for considering partnering with us to host a LEV in the Living Room (LILR) program. We truly appreciate your help in the growth of Lev by participating in this program that has already touched hundreds of new faces. Here are the answers to some frequently asked questions to help you determine whether this program is right for you.

Q: Who will come to the class and how many people is it for?

A: The participants of a LILR program are ALL guests of the host. This means that we are relying on you, the host, to fill the room with great participants. The number of participants is completely up to you but we ask that you make every effort to ensure that there are at least 15 participants at the program. After that, the more the merrier!

Important note: Please keep in mind that people are not as quick as you might think to commit an evening to attending a class. Assume that only a quarter of the invitees will commit to come and that will likely take a personal email or phone call to them. Also, don't be surprised if some participants cancel on the day of the program. So please make sure that you leave enough time to recruit and that you have a solid guest list coming in.

Q: Is there a cost for the host or for the guests?

A: Ideally, we would like each participant to contribute \$18-\$36 for attending. Depending on the host's preference, we can either have pre-registration and payment go through our website or the host can ask for participants to donate at the event, or the host can follow up after the evening is over and ask the participants to make a donation. (Note: this last method is really only effective with a group that is accustomed to charitable giving. Otherwise it is better to have them give either before or at the event.)

If the host prefers to not ask participants to pay at all, we do request a donation from the host of \$180 or more.

Q: What are the different topics for classes?

A: LILR classes are meant to be on a topic that interests you and your friends. So if you would like to learn about something specific please let us know. Popular topics include marriage, raising kids to have a Jewish identity, the relevance of Judaism in our lives, holidays, Kabbalah, prayer, and meditation. But if there is something specific on your mind we will create a class that addresses your topic.

Q: Are there any other possibilities besides for a class?

A: Absolutely! Let's get creative! In the past we have done Challah baking, cooking, dinner, wine tasting, scotch tasting, open bar with cocktails, a movie night, game night, musical Havdalah service, Menorah lighting, etc.

Q: Do I need to put out food and drink?

A: Refreshments add a nice touch but often they just sit there untouched. You know your company best so it is up to you what to put out.

Note: please make sure that all refreshments that are served have a Kosher certification. We would be happy to help you with that.

Q: Are there specific marketing materials that I should send out to the invitees?

A: There is no specific marketing material to send out. Typically, you would prepare an email that says a little bit about your involvement with LEV (you can even put a link to our website or use language from our site) and a little blurb about what the class will be about. If we are running pre-registration through our website, we will set up an event page on our site with a graphic and the description of the event and you can also share a link to our site in your email.

Q: Is there any follow-up after the event?

A: This is the most important part. We ask that the hosts follow up with the guests and try to collect some sort of feedback from the participants. We also ask the host to try to identify whether any of the guests would like to host an event in the future. Also, if registration was not done through the site, we do ask the host to share the emails of the guests so we can add them to future LEV communications.