

Shoah Yellow Candle™

PROGRAM GUIDE & ORDERING INFO FOR 2027/5787

SHARING LIGHT FOR REMEMBRANCE



SHARE REMEMBRANCE... “BE A YELLOW CANDLE!”

The Shoah Yellow Candle is a source of inspiration for all members of your family and friends; to be a light. The Yellow Candle is an opportunity to open a conversation, which parents often have trouble doing. Yes, there is evil, and the next generation has seen it. When it happens, we need to draw attention to it. Candles are powerful symbols, yet these symbols are not obvious. You must explain it.

“Anti-Semitism is like a virus; it doesn’t go away. You must figure out how to vaccinate against it.

Once a year we pause and realize that the Holocaust must not be forgotten. The next generation will not likely have the same experience. There is a danger of simply forgetting the reality which is and was the Holocaust. They may think it couldn’t have been that bad and human beings wouldn’t do that.

Visit us at

www.yellowcandles.org

Find out more – download this guide!

Questions? E-mail us

info@yellowcandles.org

Call us toll-free

1-800.391.7293

Order Online

<https://fjmc.org/fjmc-store>

Like us on Facebook

www.facebook.com/YellowCandles

#YHYellowCandle

ANTI-SEMITISM IS PERVASIVE

Light Your Yellow Candle™

Sundown, Monday, May 3, 2027

“Be A Light, Preserve A Memory”™



c/o Officense

300 East Lombard St, Suite 840

Baltimore, MD 21202

212-749-8100

Email: international@fjmc.org

Why Share the Yellow Candles? You may make a difference.

Sharing Light for Remembrance. The tragedy of the Holocaust is not forgotten to help prevent similar heinous crimes or repeat offenses. Sharing light through remembrance using the Yellow Candle, is just a moment in time, but a timeless moment that may never be forgotten. The tool of light – through candle sharing – will shine truth on everyone it comes across.

Today, organizations worldwide sponsor this international program. Shoah Yellow Candles™ are distributed to people from all streams of Judaism to institutions such as synagogues, schools, Holocaust Museums, military bases, churches, Hillel campus chapters, Jewish Federations, and government offices.

Your organization may run a successful Shoah Yellow Candle program. Success means educating and distributing as many Candles as possible to your community. No human being who wishes to memorialize a victim should be left out.



Why Shoah Yellow Candles? Never Again. Remember the Holocaust.

The Shoah Yellow Candle™ was created in 1981 by FJMC clubs in Canada, New England, and elsewhere to keep alive the memory of the Six Million who perished in the Shoah. The Candle is modeled after a traditional Jewish memorial Yahrzeit candle that burns for 24 hours during periods of mourning and on the Yahrzeit anniversary of a family member.



Survivors asked, how could Yahrzeits be observed for those victims whose entire families had been wiped out? When you light a Yellow Candle for one victim of the Shoah, you recognize all the victims of the Shoah. On this basis, the Yellow Candle™ program exists, as a unique Holocaust remembrance observance.

The candle's yellow wax serves to remind us of the yellow arm band which Jews were forced to wear during the Nazi regime. In addition, the program logo is a yellow Magen David (Star of David) outlined with barbed wire, with the word "Jude" in the middle. These symbols preserve the memory of the armband or cloth patch that Jews were forced to wear in the ghettos of Eastern Europe.

Please share Yellow Candle™ remembrance, photos, etc.

to: [#yhyellowcandle](https://www.fjmc.org/yellow-candle-info)

Please send me Yellow Candle information. <https://www.fjmc.org/yellow-candle-info>

Because Holocaust denial is a common facet of certain [racist](#) propaganda, it is considered a serious societal problem in many places where it occurs.

Evil is like a virus. We need the vaccination. The FJMC leadership understands many organizations, large or small can, rightfully, be apprehensive at undertaking a Shoah Yellow Candle program in their organization because of the costs involved, including the cost of candles, envelopes, or plastic bags. But we have several ideas that other clubs or organizations, like yourself, have implemented to overcome this "seeming impediment."

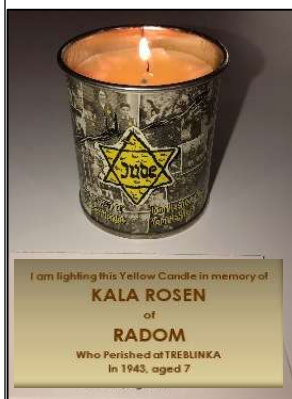
- There are likely several people within your organization who were directly, or within one or two generations, affected by the Holocaust, family members who perished, or family members who survived. Ask them to sponsor and donate a case (or more than one) of candles in honor or memory of that person or family and highlight such fact of dedication/sponsoring in your publicity. The FJMC can provide a sample letter to ask them for such.
- Although members of your organization may not have first-hand experience or connection with the Holocaust, they may be passionate about ensuring that the Jewish community does not forget such an experience. They may be willing to sponsor or dedicate a case (or more than one) of candles. You can ask the leaders or Rabbi who those people are. The FJMC can provide a sample letter to ask them.
- You might ask your leaders, Rabbi or Cantor, or members of the congregation's Executive Committee, to sponsor a case (or more than one) of such candles. And your publicity would so indicate. When other members see the sponsorship, you'll be surprised how many of those who 'stepped up' are thanked for their efforts.
- You can ask a local business, whether it is connected to one of the organization's members, to sponsor the campaign for a year. Assuming your organization has less than 200 families, four (4) cases of candles & envelopes or bags would cost approximately \$400. Such is a small amount for any business to spend on direct marketing.
 - A group in the Seaboard Region reached out to a car dealership not owned by a Jewish owner or a member of the congregation to sponsor the program. Each of the candles distributed had the dealership's logo and the appreciation of the club for the dealership sponsoring the campaign. For what, in the budget of the car dealership, was a small amount of money, it reached hundreds of potential customers who would likely remember such action much more than the print ad buried in a local paper. The dealership would have to get one (1) additional car sale and the sponsorship would have paid for itself.
 - There are likely many businesses and professionals who, if the sponsoring of the program resulted in one or two new customers, it would pay for itself.
 - Your Rabbi (or leaders/Executive Director) can likely guide you on who such businesses or professionals are.
 - The FJMC can provide sample letters to help you ask for such sponsorship.

A reality of life is that if you don't ask, you will not receive. All too frequently, our fear of rejection stops us from even trying. If you realize that you are asking people who have a connection to the subject matter and understand the importance of the program, or in the case of a business, might be able to present their company or product in a very different and more effective light, the worst that happens is that they say no. Your club is in no different position than if you would never have asked. Get a yes, then continue asking someone else. The Yellow Candle program depends on your support.

Best Practices to Build a Yellow Candle Program

Best Practice #1:

The FJMC Yellow Candle website link, <https://yellowcandle.fjmc.org/distribution/lists-of-childrens-names-and-sample-letters/> has lists of NAMES OF CHILDREN who were murdered during the Holocaust. Include their names as part of your Yellow Candle remembrance program.



During the Holocaust, the Nazis and their collaborators murdered over 1.5 million Jewish children under the age of 16. Personalize each family's observance of Yom HaShoah by providing every family with the name and homeland of a young victim who may have no surviving relatives to light a candle in his or her memory.

Another way to include children's names is to mail merge them into the Yellow Candle Meditation letter. Numerous Yellow Candle Committees – who have used the Holocaust children merged meditation – have experienced an increase in donations from the organization's families with children.

The FJMC website has templates for Avery Labels, mail merged lists, and sample meditation prayers ready to use.

Key Ordering Dates

	Save up to \$9 per case* on quantity discounts for Bulk Shoah Yellow Candle™ Cases! Order Online at http://fjmc.org/fjmc-store/
Monday, January 18, 2027	Savings up to \$9 per case** – Early Bird Discount ENDS.
Monday, January 18, 2027	Last day to order Yellow Candles™ for Direct-Mail Shipment.
Tuesday, March 23, 2027	Last day to order Bulk Candle Cases of Shoah Yellow Candles™.
	** Minimum order of 4 cases, the more cases that are ordered, the larger the discount, see order form for details. Early Bird discounts end 1/18/2027

"The Shoah Yellow Candle program is a powerful initiative that offers a meaningful way for adults and children to engage in Holocaust education and remembrance. It stands as a crucial call to action for Jewish communities and people of all backgrounds and faiths to actively combat hatred, foster empathy, and ensure that the profound lessons of the Holocaust are both remembered and embraced. By lighting a candle in your home on Yom HaShoah and sharing images of the lit candles on social media, this initiative ignites vital conversations among friends, family, and supporters of Holocaust education, inspiring everyone to take a moment to honor its victims and reaffirm our collective commitment to preventing future atrocities. Our program links the past to the present, while inspiring a hopeful vision for the future."



Bruce Tomar
FJMC International
President

Member of Congregation
Beth El, Voorhees,
New Jersey

Best Practices to Build a Yellow Candle Program

Best Practice #2:

A Yellow Candle committee completely redid distribution through an online-based HAND DELIVERY program which can be easily adapted to your organization.

1. The congregation's religious school represents 14% of total families. The yellow candle committee worked with the school director to create family name labels by grade. On candle packing day, they used magic markers to boldly mark the bags to get to the correct grades and then delivered them to the school office.

2. The congregation's Chai Society (over 55 years old) programs average over 100 attendees. The committee attends one or two of their programs to distribute candles and delete those names from the home delivery list. Look for other large groups that meet at the synagogue to hand-deliver the candles too.

3. Home delivery program. Using an Excel spreadsheet, the committee gets the synagogue list by full name with title, family salutation, street, city, state, and zip. Suggestion: have zip as a separate cell. After deleting school families, Chai member families and candles that are picked up at the synagogue.

4. The organization prepares the home delivery list. Map your delivery routes by using software like <https://www.drivingrouteplanner.com> or <https://www.myrouteonline.com>. On the Excel spreadsheet, sort by town, or zip+4, or by easily concentrated communities. You can find a master delivery spreadsheet on the FJMC website.

5. To determine the number of delivery volunteers needed, divide the master list by approx 25. Recruit volunteers from Men's Club, USY, religious school parents and children, and others in the synagogue. A volunteer can deliver 25-30 candles in two hours with this method, preferably with a helper. The distribution list is sent to the volunteers to help them organize envelopes or plastic bags, clearly labeled with each volunteer's name, are preloaded with the correct number of candles, Yellow Candle door bags, and the master delivery list.

FYI: Some candles cannot be delivered because of gated communities and security buildings. Ask your volunteers to bring those back. In turn, mail those Yellow Candles that could not be hand-delivered or make other arrangements with the recipient.



Delivering Yellow Candles at a community-wide Yom Hashoah observance.



United States Holocaust Memorial Museum



Adults and children preparing to distribute Yellow Candles.

Please share Yellow Candle photos, etc.

#yhyellowcandle

Best Practices to Build a Yellow Candle Program

1. Have your Rabbi prepare a letter encouraging congregants to light the yellow candle in observance of Yom HaShoah and encourage donations of any amount. The letter should be sent six weeks before the distribution of your candles.

The letter will be more effective if you include the charity selected by your congregation or club's donation. Sample Rabbi letters are found at www.yellowcandles.org.

2. With each candle distributed, include a meditation prayer with the synagogue's and Men's Club president's letter. Sample letters and meditation prayers are at www.yellowcandles.org.

- a. Personalize the meditation page with the names of children that perished in the Holocaust. Children's names, birthplaces, ages, and places when murdered are available at www.yellowcandles.org.
- b. The President's letter, inserted with the candles, includes a form for donations equal to the Rabbi's letter. Sample letters and meditations are at www.yellowcandles.org.
- c. Ask all participants to post a picture of their candle lighting to social media. #yellowcandle on Twitter, post on your own Facebook page and share on <https://www.facebook.com/YellowCandles/>, etc.

3. Two weeks after the lighting of the candle, send a reminder letter requesting that congregants who have not yet donated, do so.

While you would hope that all the people receiving candles will remember to light them on Yom HaShoah – Wednesday, April 23, 2025, There are other days (this list is far from complete) that would be appropriate for lighting them.

- September 29-30. Babi Yar Massacre of 33,000 Jews
 - November 9 – Kristallnacht
 - November 15 – Warsaw Ghetto Sealed
 - January 27 – International Holocaust and Remembrance Day
- Any day when your congregant has a personal yahrzeit. There were tens of thousands of Jews who had no one to light a candle on their behalf. By the congregant lighting a candle and saying a prayer, those victims have not been forgotten.

In addition, you want your members to light the candle so that when you distribute the candles again next year, they do not have multiple candles and become less likely to send a contribution.

Those who forget history, are doomed to repeat it.

You can make a difference. This new Yellow Candle guide makes it simple.

1 Single
Candle
\$10 Donation

For a simple, meaningful observance, please order one Shoah Yellow Candle™, including the names of an innocent child who was murdered in the Holocaust, and a customized meditation to read when you light the candle. The child's name and information are from Yad Vashem. The Yom HaShoah Yellow Candle™ is made in Israel. Single Candle Sales close on Tuesday, March 23, 2027. This is a donation to FJMC Holocaust Education. \$10.00. Order at fjmc.org/fjmc-store/



Suggested Planning, Education, Marketing and Delivery Dates

This Year, Yom HaShoah is Observed Monday Evening through Tuesday, May 3 – 4, 2027

On or before Monday, January 18, 2027	<u>Important Message regarding Purim Mishloach Manot Baskets (if your Rabbi permits you to distribute Yom HaShoah Candles for Purim)</u> Candle orders received by January 18, 2027, will be delivered the third and fourth weeks of February 2027. It's important to note that FJMC cannot control UPS or FedEx delivery schedules or winter weather challenges. If your Rabbi permits you to distribute candles in Purim Mishloach Manot baskets, you must place your candle order by January 18 to guarantee delivery before Purim March 22, 2027. Order online at fjmc.org/fjmc-store/
Monday, January 18, 2027	Last day to order Yellow Candles™ with the Early discount. fjmc.org/fjmc-store/
On or before January 5, 2027	Submit ideas and pictures to your organization's webmaster for inclusion on your organization's website.
Monday, January 18, 2027	Last day for Direct Mail shipment orders.
February 11, 2027	Arrange for calendar notices and reminders to appear in your organization's on-line calendar, weekly e-blasts, bulletin, newsletter, etc. : Arrange for your Rabbi, Spiritual, or Lay Leader to provide a letter of support for your program, to be sent six weeks in advance of your candles.
On or before February 17, 2027	Candle orders received between January 19 th and February 17, 2027, will be delivered during the second or third week of March 2027. NOTE: Your Yellow Candles and the new mailers will arrive via separate deliveries, within a few days of each other.
On or before March 23, 2027	Candle orders received by March 23, 2027, will be delivered during the second or third week of April 2027. NOTE: Your Yellow Candles and the new mailers will arrive via separate deliveries, within a few days of each other.
Feb. 25 - March 25, 2027	 Set-Up HOME DELIVERY PROGRAM and / or MARKETING MAIL - BULK ASSEMBLY: Use a home delivery software program for most efficient delivery. Assemble your "packing team" For organizations that distribute the candles by mail: please carefully observe USPS set-up deadlines. Print labels with addresses and proper mailing codes, and /or Marketing Mail non-profit permits. Set aside some Yellow Candles™ to leave in your office for people to come in and pick up, as they will hear about the program from media or word of mouth.
March 25, 2027	Marketing Mail (FORMERLY KNOWN AS BULK MAIL): Deliver Marketing Mail candles to your local Marketing Mail Post Office, at least 40 days prior to Yom HaShoah.
March 4-11, 2027	Submit a press release to Jewish and general print and web-based media outlets. Follow up with telephone calls to increase media coverage.
March 23, 2027	Sales Order Deadline for all Bulk Shoah Yellow Candles™ and Supplies.
March 23, 2027	Sales deadline for all Single Candle orders.
On or before April 21, 2027	HAND DELIVERY: If your organization distributes your Shoah Yellow Candles™ by hand, finalize delivery teams, plan, and establish routes. If possible, deliver your Shoah Yellow Candles™ about two weeks before Yom Hashoah
On or before April 7, 2027	Yellow Candle Countdown Begins. Make sure that the staff and/or clergy in your organization's office have sufficient copies of your announcement.
April 7, 2027	Encourage the Rabbi, Clergy and leaders to post, and share their thoughts and announcements via their social vehicles and media feeds. Provide your Rabbi, Clergy, or organizational leadership with an announcement to be read at the appropriate time, reminding people to light their Shoah Yellow Candle™ on Monday, May 3, 2027.
Sunday, May 2, 2027	Present one or more community-wide Holocaust education program(s).
Monday Evening May 3 rd , 2027	Erev Yom HaShoah – Light your Shoah Yellow Candles™ with family and friends in the evening. BE A YELLOW CANDLE. Your Yellow Candle will shine more than 24 hours. 
Tuesday, May 4, 2027	Yom HaShoah! Holocaust Memorial Day. (27 Nisan) Actively Teach. Remember the innocent lives of the Six-Million Jews and Five Million Others who were killed by Nazi atrocities..

Meditation



Please light your Yom HaShoah Yellow Candle and place it in your window for all to see on Monday evening, May 3, 2027, and recite the following as you light it:

As I light this Yellow Candle, I vow never to forget the lives of the Jewish men, women, and children who were martyred and are symbolized by this flame. They were tortured and brutalized by human beings who acted like beasts; their lives were taken in cruelty.

May we be inspired to learn more about our six million brothers and sisters as individuals and as communities, to recall their memory throughout the year, so that they will not suffer a double death.

May we recall not only the terror of their deaths but also the splendor of their lives. May the memory of their lives inspire us to hallow our own lives and to live meaningful Jewish lives so that we may help to ensure that part of who they were shall endure always.

- Rabbi Jules Harlow

MAY THEIR MEMORY BE A BLESSING FOR US ALL.

*“THOSE WHO DO NOT REMEMBER THE PAST
ARE CONDEMNED TO REPEAT IT.”*

All 2027 Shoah Yellow Candle orders to be placed online at <https://fjmc.org/fjmc-store>

PRICING

BULK ORDERS	
Yellow Candle™ Order: (3 cases or less)	\$76/Case at all times. Orders are taken until March 23, 2027.
Yellow Candle™ Order: (4 to 14 cases)	\$73/Case on orders received by Monday, January 18, 2027 \$76/Case on orders received January 19 – March 23, 2027
Yellow Candle™ Order: (15 to 24 cases)	\$70/Case on orders received by January 18, 2027 \$76/Case on orders received January 19 – March 23, 2027
Yellow Candle™ Order: (25 cases or more)	\$67/Case on orders received by January 18, 2027 \$76/Case on orders received January 19 – March 23, 2027
NEW! Delivery Charges	NEW! \$17 delivery charge for every candle case at all times. Free delivery for mailers and door bags.
Packs of poly “door” bags: (250 Bags/Pack)	\$35/Pack at all times through March 23, 2027.
Bubble Mailers Please place your Poly Door Bags and/or your Bubble Mailer orders in the same order as your Yellow Candles.	\$40 per case of 100 bubble mailers at all times through March 23, 2027
	\$75 per case of 350 bubble mailers at all times through March 23, 2027.
	\$100 per case of 500 bubble mailers at all times through March 23, 2027.
	\$275 per case of 1,500 bubble mailers, at all times through March 23, 2027.

Minor Changes for Ordering Candles and Supplies.

- All customer payments must be made using a VISA® or Mastercard® credit card. We will no longer accept checks, American Express®, or Debit Cards.
- All orders must be placed through the Yellow Candle Store on the FJMC website, as handwritten or printed forms will no longer be accepted.
- Due to rising candle manufacturer costs and associated shipping charges, the price of candle cases has increased by \$2 per case. The delivery charge remains at \$17 per case, with no shipping charge for polyurethane boxes or bubble mailer envelopes

BULK CANDLE DELIVERY SCHEDULE:

• Candle orders received by January 18, 2026, will be delivered the third week of February 2027. For those who distribute candles, with their Rabbi's permission, in Mishloach Manot Purim Baskets, Purim begins at sundown on Monday, March 22, 2027.

• Candle orders received between January 19 and February 22 will be delivered during the third week of March 2027.

• Candle orders received between February 23 and March 27 will be delivered during the third week of April 2027.

*It's important to note that FJMC cannot control UPS or FedEx delivery schedules or winter weather challenges.

Individual Direct Mail Delivery Order Form & Pricing – Minimum is 100 Candles

PRICING	
Yellow Candle™ Includes Mailer, Letter, Meditation & Return Envelope	\$8.00 per Candle on Orders received by January 18, 2027 \$8.50 per Candle on Orders received between January 19, 2025, and the order deadline date, February 17, 2027

Instructions for Individual Direct Mail Orders - Minimum is 100 candles

Shoah Yellow Candles™ are individually mailed by standard nonprofit Marketing Mail (formerly known as Bulk Mail) to members of your congregation or organization about three weeks prior to Yom HaShoah.

1. A mailing list with same number of names and addresses as there are candles in your order is required. The minimum order is 100 candles, For example, if that is the size of your order then your mailing list should have 100 names and addresses. It must be supplied as an electronic excel spreadsheet file, formatted as described below.

Set up the mailing list in an MS Word table or Excel – (.csv) spreadsheet format. Prepare mailing list fields as follows:

Name, Address, City, State, ZIP (FIVE FIELDS ONLY)

Mr. & Mrs. Joe Stein	444 Blue Street	New York	NY	55555
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2. Cover Letter:

Only one (1) original of the congregation/organization cover letter is required. Please send in either MS Word doc (or docx).

Tear off form: To facilitate the return of individual contributions to cover the cost of the Yellow Candle program and to support Holocaust commemoration programs, a tear-off form should be added to the bottom of the congregation/organization cover letter. The format for the tear-off form (to be returned in a standard #10 windowed envelope included in the mailing) includes a return address in the lower left so that it will show through the envelope window with space for the donor's name and address on the right. Sample letters with tear-off forms can be found by going on-line to www.yellowcandles.org.

Please attach a copy of your logo, along with your organization's return mailing address. This will be included in the return address for the individual candle mailed to your members.

E-mail all files at one time to info@yellowcandles.org.

QR codes

We encourage you to consider incorporating QR code payment options into your Yellow Candle direct mail inserts.

Nonprofit organizations, such as Men's Clubs, Synagogues, and Reform Temples, can utilize QR codes to simplify the donation process. By including QR codes on your Shoah Yellow Candle letter insert, you can make it easier for donors to contribute to Yom HaShoah programs. Donors can simply scan the code and pay using their preferred payment methods. This innovative payment solution enhances the experience for congregants and streamlines donating for the Shoah Yellow Candle.

If your Synagogue or Temple does not currently use QR Codes for payment options, follow these basic steps to generate a payment QR code.

Select a payment service provider (PSP) that supports QR code payments. Your choice may depend on your region. A PSP can be a banking institution, a digital wallet service like Apple Pay, or a dedicated payments platform such as Stripe.

To accept payments, you must have a merchant account with your selected Payment Service Provider (PSP). This account will be linked to the QR code and will receive the payments. If you already have a merchant account, you can use it; otherwise, you will need to create a new one.

Log in to your account on the PSP platform and find the QR code generation feature, usually located in the payment or tools section.

Enter Payment Details

The platform will ask you to enter your payment information. This may include your merchant ID, the account where payments should be directed, and possibly a specific transaction amount if the QR code is meant for a particular product or service, such as Shoah Yellow Candles.

To generate the QR code, enter the necessary details and click the "generate" button. The platform will then create a unique QR code associated with the payment information you provided.

Thoroughly test the QR code before deploying it. Scan the code to ensure it triggers the correct payment process and directs payments to the right account.

After testing the QR code, you can display it at your point of sale, on your Yellow Candle flyer, or on your synagogue website. You can also use it in any other way that supports your payment strategy.

When using QR codes for payments, prioritize security. Always use trusted, secure payment platforms. Also, display or share your QR codes in a way that minimizes the risk of tampering or unauthorized changes.