

**Instructions for Individual Direct Mail Shipment - 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.

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 file, formatted as described below.

**Please scan the completed Direct Mail order form. E-mail all files at one time to [info@yellowcandles.org](mailto:info@yellowcandles.org).**

*Please set up and upload files with the order:*  
  
**1. mailing list in Excel (.csv) spreadsheet and**  
  
**2. cover letter in Word doc format**

- 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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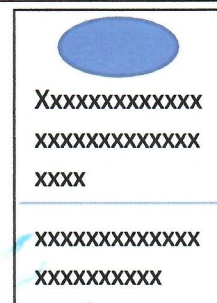
- Note:**
- **Only the above file format is acceptable. If any additional fields are included, your data will not be acceptable.**
  - An additional \$25 charge will be imposed if your data is formatted incorrectly but can be fixed.
  - Another file will be requested if the original data is not usable.

**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](http://www.yellowcandles.org).



**Before Sending Order**

- Do **all names have complete** addresses, including city, state, and ZIP code?
- Does the **number of names** on the list match the number of candles ordered?
- Are the name, address, phone number, website, and other contact info for your organization included?
- Is the **letter with the tear-off form from your organization included?**
- Is full payment for the entire order included?
- **REMEMBER: Last day for ordering direct mail candles is February 14, 2024**

**Need Resources?**

Visit: [www.yellowcandles.org](http://www.yellowcandles.org)

**Have Questions?**

Call: 1-800.391.7293 (From 9 am to 9 pm - Eastern Time)  
or E-mail: [info@yellowcandles.org](mailto:info@yellowcandles.org)



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

- Online Order at [www.yellowcandle.org/order](http://www.yellowcandle.org/order)
- Catch the "Early Bird" for Direct Mail Orders! "Early Birds" must be received before **January 17, 2024!**
- Direct Mail Deliver Orders have a minimum of 100 candles.
- Bulk delivery order form for cases of Yellow Candles, bubble mailers and bags is the next page in this guide.
- **Deadline for Direct Mail Orders is February 14, 2024**

- Yellow Candles™ are individually mailed in a mailer to members of your congregation or organization. Each mailer contains a cover letter from your congregation or organization, including a tear-off form for contributions along with a meditation, and a windowed return envelope.
- Candles will be mailed standard nonprofit Marketing Mail (formerly Bulk Mail) about three weeks prior to Yom HaShoah.
- Delivery is available only within the United States.
- Directions for preparing the mailing list are on the reverse of this form.

**Make checks payable to "FJMC"**

and mail to:  
**Yom HaShoah  
 Yellow Candle Program  
 P.O. Box 2122  
 Kirkland, WA 98083**

Name of Person Placing Order: (please print) \_\_\_\_\_  
 Organization Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Purchaser's Email: \_\_\_\_\_ Purchaser's Phone: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Contact's Email: \_\_\_\_\_  
 Org. Website: \_\_\_\_\_ Org. Twitter: \_\_\_\_\_

For Information or Help Call:  
**1-800.391.7293**  
 (after 12 noon EST) or  
 Email to:  
**info@yellowcandles.org**

Is your Organization affiliated with one of the following movement Organizations? Check  the one that Applies:  
 FJMC. If yes, Club #: \_\_\_\_\_  MRJ/URJ  USY/USCJ  WLCJ  Other \_\_\_\_\_  
 This order includes all these items: Excel spreadsheet mailing list & cover letter in Word format, per the instructions.

	ITEM	Qty	PRICING – Note: Pricing is Date Sensitive!	Subtotal
Check <input checked="" type="checkbox"/> If this is a First Time Order By your organization <input type="checkbox"/> Yes	Yellow Candle™ Includes Mailer, Letter, Meditation & Return Envelope		\$6.50 per Candle on Orders received by January 17, 2024 \$7.00 per Candle on Orders received between January 18, 2024, and the order deadline date, February 14, 2024	
	Data Entry Reformatting Fee		\$25 Fee. No Charge if Properly Formatted per the Instructions	
<input type="checkbox"/> Check Enclosed Payable to "FJMC"	Additional Case(s) of Yellow Candles™ (48/per case)		\$72/Case for 3 Cases or Less If Ordering Cases in Addition to Direct Mail Delivery Use BOTH Forms, but send them Together when Placing and Paying for Your Order	
	Delivery Charge for Cases(s)		\$12 for each case of candles (48 per carton) at all times	
	Total # of Items Ordered			<b>Total Due:</b>

Charge to Visa or Master Charge

**Payment in Full Must Accompany the Order to be Processed**

Cardholder Name: (please print) \_\_\_\_\_  
 Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_ Security Code: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Cardholder Signature: \_\_\_\_\_

Extra cases? Ship to Address:  
 For Case(s) of Candles, if Ordered and if Different than the Person Placing the order

ATTENTION: (Name of Person Receiving Order): (please print) \_\_\_\_\_  
 Organization Name: \_\_\_\_\_  
 Address (Include Room if Applicable): \_\_\_\_\_  
 City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Recipient's Email: \_\_\_\_\_ Recipient's Phone: \_\_\_\_\_  
 Does Your Organization Accept Friday Deliveries? Yes  No