



SHARSHERET

PINK OR TEAL CHALLAH OR BABKA BAKE

Host a challah or babka bake to bring your community together in-person or virtually and include Sharsheret's educational information and meaningful challah bake resources. Participants will learn in a fun and interactive way.

Q: Who should lead the bake?

A: Anyone! A community member, volunteer, or Sharsheret staff member can take the lead.

Q: Why pink and teal?

A: Pink is the color of breast cancer awareness, and teal is the color of ovarian cancer awareness.

Q: How can we get dough for the event?

A: Contact your local bakeries to see if they will sell you balls of dough for your challah or babka bake. Some may even dye them pink or teal for you. Alternatively, you can invite a group of community bakers to volunteer to prepare the dough in advance of the event, or have everyone make it themselves. Sharsheret can send you a link to our pink challah recipe or mail individual recipe cards if your group wants to make dough from scratch. If you're running the event virtually, share instructions in advance, along with plans for dough to be delivered, picked up by participants at a central pickup site, or for everyone to make or purchase their own dough.

Q: How do we make the dough pink or teal?

A: You can dye it with pink or teal food coloring or use beet juice to make it pink. You can also use regular dough and have participants sprinkle pink or teal sanding sugar or sprinkles on top.

Q: What should we include for program content?

A: It's up to you! You can invite a speaker (p. 14) to address the group, share a Sharsheret video, and/or incorporate *tehillim* (psalms) or blessings for the sick.

Q: What should participants do with the challahs/babkas?

A: Encourage participants to keep the challahs or babkas, sell them and raise funds on behalf of Sharsheret, or give one to a neighbor in need of support and include Sharsheret resources to help spread the word. When friends or family ask why the challah is pink or teal, participants can share what they learned, thereby spreading breast and ovarian cancer awareness, and educating others. If your community is gathering in person, the community can also enjoy the challah or babka at a themed *oneg* or *kiddush* (Shabbat social gathering).

Contact us to obtain the following Sharsheret resources to enhance your event:

- Insights and messages about the challah ingredients
- Challah and babka recipes - the challah recipe cards include the blessings in Hebrew, English, and transliterated English
- Step-by-step challah braiding instructions
- Sharsheret talking points for speakers
- Communal shopping list for in-person events and personalized shopping list for virtual events

PLANNING YOUR SHARSHERET PROGRAM: STEP-BY-STEP GUIDE

Use these steps to help guide you as you plan your program:

1. **Identify the people who will help coordinate.** This group of people can help with logistics, spreading the word, and encouraging others to join your program.

2. **Develop your program and find speakers.** Choose and begin to plan the Sharsheret program for your group (pp. 2 - 13). Get details about how Sharsheret can enhance your efforts and suggestions for identifying speakers for your program (p. 14). We're always here to help you brainstorm and plan.

3. **Choose a date.** Select the date of your program for whenever it works best for your organization. Programming is essential all year round, but consider that September is Ovarian Cancer Awareness Month, October is Breast Cancer Awareness Month, November is Caregivers' Awareness Month and Men's Health Awareness Month, and Sharsheret Pink Day is on 2/15/23. Check your community calendar to select an available date, and reserve a location if the event will be in-person.

4. **Tell Sharsheret about your program.** We will send you free educational resources (PDFs or booklets), talking points, and giveaways. We will also add your event to our website calendar.

5. **Invite participants to register for the program.** Ask Sharsheret about setting up a registration or fundraising page. We're happy to do it for you.

6. **Recruit participants and promote the program.** Visit sharsheret.org/toolkit to download templates and sample language for online and print promotions. Remember to always tag Sharsheret in social media, so we can repost and share. Find us @Sharsheret on Facebook and @Sharsheretofficial on Instagram.

7. **Facilitate the program and collect contact information.** Be sure to introduce the program, explain why you're doing it, and thank everyone for participating. Collect the contact information for everyone who participated in the event. Sharsheret is launching a national evaluation to understand the longer-term impact of educational programming and will ask you to contact participants in your program six months after its completion (p. 18).

8. **Evaluate your program.** Get feedback from program participants about what went well and what could be improved. This will help enhance your future programming.

9. **Continue the education.** Put a date on the calendar for another event. Sharsheret is here to help.

NOTE: Though not required, many communities include a fundraising component in their program; we can help set this up as part of your registration page. For example, you can ask for a "suggested donation" of \$36 for participants at a pink challah bake or yoga class. Some organizations seek community sponsors for their activities and donate any additional funds to Sharsheret.