



Event Planning Toolkit



Forest Hill Jewish Centre, ON



Igreja Missao of Toronto, ON



Cariboo Christian Life Fellowship, BC



International Fellowship
of Christians and Jews®
CANADA



Event Planning Toolkit

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Shalom, my friend,

I am so grateful for your compassionate heart for Israel and the Jewish people. In these painful years since the horrific attacks of October 7, 2023, your steadfast love has been a source of strength. Your prayers, your generosity, and your unwavering solidarity remind us that even in our darkest moments, God surrounds us with faithful friends.

Each year, The Fellowship joins with churches, synagogues, and universities to commemorate October 7 through a meaningful initiative called Flags of Fellowship. Together, we make a visible declaration to our communities and to the world that even in the face of hatred and darkness, we will choose life. We will stand together as people of faith, shining His light into a world that deeply needs hope.

That is why we are prayerfully inviting you, one of our most trusted friends and partners, to take part in this movement of faith and compassion.

This year, Flags of Fellowship will take place October 2–7. By displaying 1,200 Israeli flags in honour of the precious lives lost on October 7, you and your congregation will offer a powerful expression of remembrance, unity, and hope. It is a simple act, but a meaningful one—an act that says: We remember. We stand together. We will not be silent.

As we reflect on the values that bring people of faith together—compassion, courage, and the belief that light can overcome darkness—Flags of Fellowship reflects these shared ideals, bringing Christians and Jews together in unity and care.

I thank God every day for friends like you—those who lift up the Jewish people in prayer, who stand in solidarity, and who offer tangible help to those in need.

Thank you for reminding us that we are not alone. Our partnership brings to life the timeless truth of Scripture: *“How good and pleasant it is when God’s people live together in unity!”* (Psalm 133:1).



With blessings from the Holy Land,

Yael Eckstein
President

How to Host Flags of Fellowship

Before Your Event



Announce the event date to your community and on social media. Optional: notify and invite local media – if you need support please email: press@ifcj.ca

Choose how to display 1,200 flags.

Flags can be planted outside the building, or volunteers may distribute them to participants indoors.

Ensure that your volunteers have enough time to plant or distribute 1,200 flags.

Day of the Event



Prominently display the Photo & Film Notice at your event (the Notice is available in the online toolkit).

Display flags – Have volunteers capture high resolution photos and videos of your event (see How to Capture Photo and Video Sheet in online toolkit).

Flags of Fellowship ceremony (optional):

1. Pray for Israel (Talking Points and Prayer are in online toolkit).
2. Observe a moment of silence for the 1,200 lives lost.
3. Show the Flags of Fellowship video from the online toolkit.
4. Please consider asking your community to support the Jewish people with a contribution.

After Your Event



Demonstrate your support by uploading photos and videos to the IFCJ drop box (ifcj.us/uploadFOFpictures) and tag us on social media with **#FlagsOfFellowship**. Please refer to the How to Capture Content at Your Event sheet for best practices.

Preserve the Flags – Arrange for volunteers to pack the flags into boxes for storage until next year's event, or allow participants to take the flags home.

Social Media Tips

Join the Flags of Fellowship Online Community



Post your Event



Use IFCJ Canada
Socials to tag us



Use the
#FlagsOfFellowship

If your congregation would like support in notifying local media,
email press@ifcj.ca.

IFCJ SOCIALS

 **FACEBOOK:**

[facebook.com/
IFCJCanada](https://facebook.com/IFCJCanada)

 **INSTAGRAM:**

[@IFCJCanada](https://www.instagram.com/IFCJCanada)

 **X:**

[@IFCJCanada](https://www.x.com/IFCJCanada)

 **LINKEDIN:**

[https://www.linkedin.com/
company/international-
fellowship-of-christians-
and-jews-of-canada/](https://www.linkedin.com/company/international-fellowship-of-christians-and-jews-of-canada/)

POST EXAMPLES



As Christians, we are called to bless the Jewish people. With anti-Semitism on the rise, our Jewish friends need us now more than ever. That's why we're taking part in [#FlagsOfFellowship](#) with [@IFCJCanada](#).

Join us as we pray for the Jewish people and for peace in Israel.

"So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand." (Isaiah 41:10)



In times of darkness, we are called to be a light.

As Christians, we are called to stand alongside our Jewish brothers and sisters, so nearly three years after the horrific attacks of October 7, the choice is ours.

Through [@IFCJCanada](#), [#FlagsOfFellowship](#) is one way we choose to remember life — to honour life, and to stand together in hope.

"I have set before you life and death, blessings and curses. Now choose life, so that you and your children may live." (Deuteronomy 30:19)

HASHTAGS

[#FlagsOfFellowship](#)

[#SupportJewishPeople](#)

[#Fellowship](#)

How to Capture Content at Your Event

Thank you for volunteering to help gather photos and videos.

FORMAT	ORIENTATION	UPLOAD
Video: .mp4 file at 24–30 fps	Both horizontal and vertical, including as much background as possible	Upload all files to the IFCJ dropbox at: ifcj.us/uploadFOFpictures
Photo: .png or .jpg file		

Visual guidelines for photos & videos



Unboxing of flags



Planting of flags



Landscape of location



Close up of flags



Flags without people



Leader(s) of the event



Participants at event

Photography & Filming Notice

By attending this event, you understand that photographs or videos may be taken and used by the International Fellowship of Christians and Jews of Canada (IFCJ Canada) and its affiliated organizations, including the International Fellowship of Christians and Jews (IFCJ), in promotional, fundraising, and public relations materials, in print and digital formats, in perpetuity to support and further their mission.

If you do not wish to be included, please notify a member of the IFCJ Canada staff or volunteer at the event.



International Fellowship
of Christians and Jews®
CANADA

Israel

The Land of Milk and Honey

Children's Bible Lesson For Grades K-5

Lesson Objective

In Bible times, God's children lived in "the land of milk and honey" that God had promised to them.

Today we need to learn about Israel and God's people by educating ourselves and trusting in the truth of His Word, the Bible.



Memory Verse

Guide me in your truth and teach me,
for you are God my Saviour...

PSALM 25:5

Let's Play Telephone!

Before the game, print out the half dozen tongue-twister “messages” on the next page or other silly messages. Cut them apart so you have two sets of cards.

As the children come in, divide them into two teams and have them sit in two lines.

Introduce the Game

We're going to play a game called “Telephone.” The object of the game is to pass along a silly message the clearest!

The first person in each line will whisper the message to the second person, who will then pass along what he or she heard to the next person, and so on. We'll see which team comes closest to passing along the original message!

What Did We Learn?

Wow! We got some pretty mixed-up messages, didn't we?

It's fun sharing silly messages, but when we have an important message to share, we need to make sure everyone can understand what we're saying, and that the information we're sharing is true.

Knowing the truth is very important!

God wants us to know the facts and the truth about His land and His people so we can help educate others about Israel, too!

It's like our Telephone game. God tells us, and then we can tell others!



Sample messages you could use for the Let's Play Telephone game

Before the game, print out these half dozen tongue-twister “messages” – or other silly messages. Cut them apart so you have two sets of cards.

**Twelve twins twirled
twelve twigs**

**Five frantic frogs fled
from fifty fierce fishes**

**Bake big batches of
bitter brown bread**

**She sells seashells
by the seashore**

**A big black bug bit
the big black bear**

**Four furious friends
fought for the phone**

**Twelve twins twirled
twelve twigs**

**Five frantic frogs fled
from fifty fierce fishes**

**Bake big batches of
bitter brown bread**

**She sells seashells
by the seashore**

**A big black bug bit
the big black bear**

**Four furious friends
fought for the phone**



Our Bible story today takes place when the children of Israel were still in the desert. Moses wanted to know more information about the land God promised to Abraham. He sent 12 spies into the land to find out information. Let's find out what happened when the spies returned and gave their reports to Moses.

Bible Story—God's People Return (Numbers 13 & 14)



God told Moses, “Send some men to explore the land of Canaan, the land I am giving to the Israelites” (Numbers 13:2). So, Moses chose one man from each of the 12 tribes of Israel and gave them these instructions:

“Go up through the Negev and on into the hill country. See what the land is like and whether the people who live there are strong or weak, few or many. What kind of land do they live in? Is it good or bad? What kind of towns do they live in? Are they unwalled or fortified? How is the soil? Is it fertile or poor? Are there trees in it or not? Do your best to bring back some of the fruit of the land” (Numbers 13:17–20).

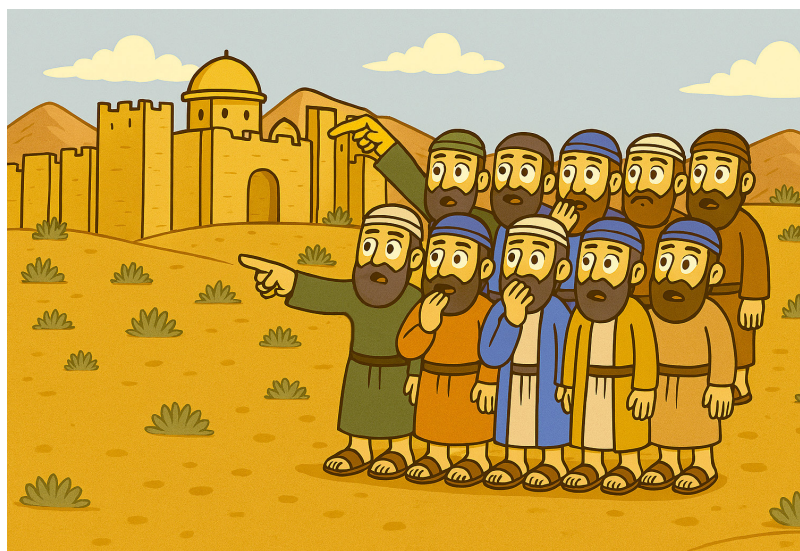
This would be good information for the people to learn about their new home, right?

So the spies set out and explored the land, about 500 miles from south to north and back again. When they reached the valley of Eshkol, they cut off a branch bearing a single cluster of grapes. It was so big and so heavy that two men had to carry it on a pole between them!



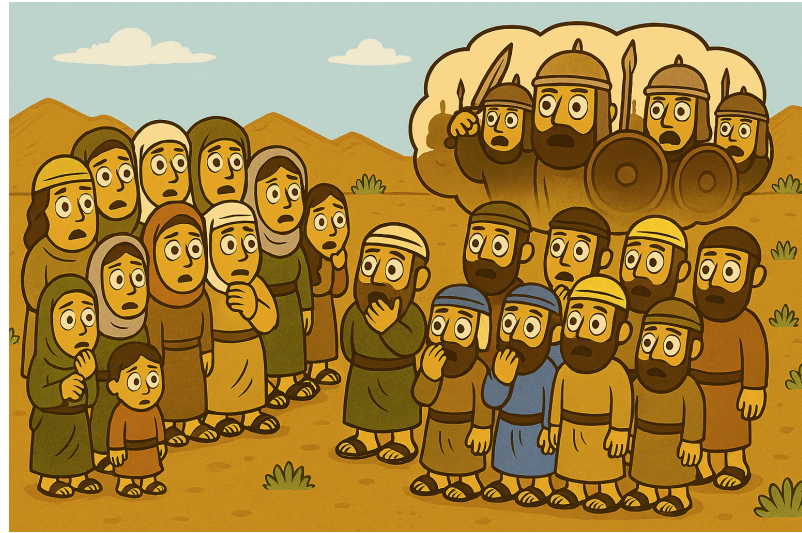
After 40 days, the 12 spies came back to Moses with their report. First, they gave Moses and the people the good news: “We went into the land to which you sent us, and it does flow with milk and honey! Here is its fruit” (Numbers 13:27).

Then they shared the bad news: “But the people who live there are powerful, and the cities are fortified and very large” (Numbers 13:28). They told Moses and the people that there was no way the Israelites could defeat these powerful armies and conquer these strong cities.



Only one of the spies spoke up at first. One of the 12 spies named Caleb tried to encourage the people, saying, “We should go and take possession of the land. We can do it!”

But ten of the spies were too afraid. They told the Israelites, “We can’t attack these people. It can’t be done. They are stronger than us, they are bigger than us. We look like grasshoppers to them.” All the people believed the 10 spies and began to cry and moan, “Oh, why did we ever leave Egypt? Why is the Lord taking us to this land only to have us die in battle? We should go back to Egypt!”



Only two of the spies, Caleb and his friend Joshua, stood for the truth, and told the people of Israel: “The land we passed through and explored is exceedingly good. If the LORD is pleased with us, He will lead us into that land, a land flowing with milk and honey, and will give it to us. Only do not rebel against the LORD. And do not be afraid of the people of the land, because we will devour them. Their protection is gone, but the LORD is with us. Do not be afraid of them.” (Numbers 14:7–9).

But the people refused to listen to Caleb and Joshua.

And do you know what happened next?

As punishment for not trusting Him, God sent The Chosen People back into the wilderness to wander for another 40 years. And not one of the people who were alive during this story was allowed to enter the land 40 years later—none of them except for Caleb and Joshua!

Caleb and Joshua were the only two who had educated themselves about the land, who knew the truth, who shared the truth, and who trusted in God to keep His promises.



Talk About It!

What can we learn from the story of the 12 spies to help us learn the truth about Israel and share it?

Caleb and Joshua teach us to have the courage to speak the truth, and be willing to stand up against the crowd in order to do so.

When we share the facts about Israel, we must speak from a place of love. We must try to be as gentle and kind as we can when we want others to hear what we are saying.



What happened when Caleb and Joshua were willing to stand up for the truth and trust God?

Because these men were willing to stand up for the truth, God was able to use them to further His plan for His children and for the world.

Caleb and Joshua were the only two men from the Israelites who left Egypt with Moses to enter the Promised Land. God appointed Joshua to lead His children into the Promised Land, and Joshua conquered Jericho and many other cities with God's help.

When we are courageous and stand for the truth, God can use us as well to help His children, Israel. Who knows what God will be able to accomplish through us?

Apply It! (5 minutes)

We learned from our Bible story that it's important to educate ourselves and learn the truth about Israel, and then have the courage to stand up and share that truth with others.

This is still important today. One of the biggest threats that Israel and the Jewish people face is the many lies that are spread about them. You can help them by learning—and sharing—the truth. By doing that, you stand with Israel!

Let's make some cards with fun facts about Israel on them. Share these cards with your family and friends. Then challenge yourself during the week to discover more about God's Holy Land, Israel, that you can share with others.





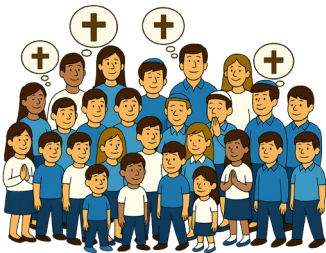
Over 1 million notes
are left in the Western Wall each
year—including the thousands
of prayers from friends of Israel
brought by IFCJ Canada.



Israelis eat
more fruits & veggies
per person than any other
country in the world!



The average Israeli
eats more than
20 pints of
ice cream
each year!



Israel is the only country
in the Middle East where the
number of Christians
is increasing.



The cell phone
was developed in Israel!



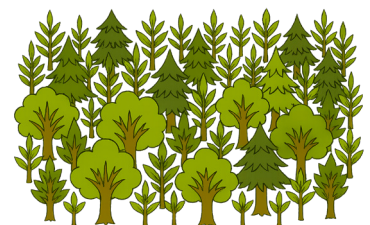
More than 9 million
people speak Hebrew
around the world.



Israel
is half
the size
of Lake
Michigan!



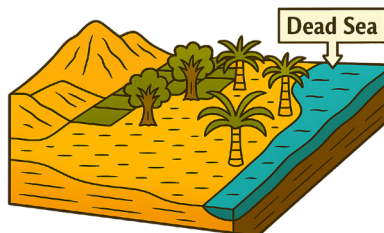
Israelis eat 24 million
sufganiyot (donuts)
during the eight days
(& nights) of Hanukkah!



Israel is the only
country to have
more trees
than it did 50 years ago.



The postage stamps
in Israel use
kosher glue.



The Dead Sea in Israel is
the lowest spot on earth
at more than 1,400 feet
below sea level!



One-third of Israelis
are immigrants
who came to the Holy Land
from 100 different countries.



