



THE BIRTHDAY CAMPAIGN PART II: INVOLVING OTHERS

25 Adar, 5748-1988

In order for his resolutions to be more effective and to strengthen his commitment to them, he should share them with his family, enabling them to determine how well he is fulfilling them.

And we have the promise that "Whoever comes to purify himself is assisted from Above," and God Himself helps him fulfill the resolutions to the fullest, even more than he decided initially. And though his resolution was made without a vow, nevertheless, he should fulfill it faithfully: the "deed is essential."

Moreover, he provides a living example for everyone around him, especially when he begins carrying out the resolutions on the birthday itself, in actual deed.

As mentioned, men and women are equal in this matter.

And what is more, extraordinary results can be achieved in this regard by speaking with children, even the youngest children; by explaining to them at a special birthday *farbrengen* — boys together, or girls together —

that they are a part of the chosen people; and a Jew is reborn on his birthday, to once more accept the study of Torah and performance of *mitzvos* — begun at the giving of the Torah. And the "deed is essential."

When a child understands this explanation, he'll rush to tell his friends with great excitement what occurred on his birthday. And this affects the child's entire year — starting right away with an actual deed on the birthday itself.

As the birthday preparations begin, the brothers and sisters soon become aware. They nudge their parents nonstop that they, too, want to understand the greatness of a birthday: when one's essence is empowered — and a Jew's essence is his Jewish soul, "truly a part of God above." And he wants this to influence his friends, as well, and she — her friends.

So they ask their parents, begging and pleading, imploring them to make a Chassidic *farbrengen* in which they can take part.



פרשת זיקרא

And needless to say the parents should also pitch in with their efforts and help with expenses — and the key ingredient: their souls.

And then the son or daughter will eagerly ask their mother and father when *their* birthdays were, and which resolutions they took upon themselves anew.

And the next morning they'll ask them: did they actually fulfill the resolutions?!

— though they won't need to ask, since the mother and father know there is a chance that their daughter or son, or their toddler, might inquire with a child's innocence:

Since you've turned a year older, surely you must have grown in all areas of Judaism — starting with Torah study and *mitzvos*, including *tzedakah*, for "Tzedakah is great; it is equal to all the *mitzvos*."

Yet the children have no doubt: their parents have surely added good resolutions. And the proof? They marked it by celebrating their birthday, and it is clearly evident that they increased their Torah study and observance of *mitzvos*, and their service of prayer and all good things — starting with increased *tzedakah*.

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May it be God's will that this custom become widespread — though, as mentioned, it isn't really a custom, rather: a way to reach and embrace every Jew, and convey the enthusiasm of additional Torah study and enhanced fulfillment of *mitzvos*.

And when this is carried out with joy and with a *farbrengen* with good friends and saying a real *LeChaim*, a "*Chassidischen LeChaim*," and blessing one another with success — then each has the assurance that "I will bless those who bless you," from Your full, open and holy hand.

