The aim of the activist’s section is to encourage Tzohar activists (headed by the rabbis) to identify more with, and be further linked to the organisation.

The means to do that are:

1. The activists in all sections will have their activities in the field improved through a variety of content enrichment channels. This will afford them a higher sense of satisfaction and, instead of feeling worn-out and wishing to leave organization, they will value the organization more (seeing it as more than just a “technical supplier”) and will feel more identified with, and linked to it.
2. Activists in all sections will be shown, on a personal level and to a greater extent, the organization’s appreciation of their activities.

In the first half of 2017, the following actions have been taken to achieve these goals:

1. Content enrichment:  
   a. **Volunteers’ Website** — a virtual library for each branch is now being built, which will serve as an accessible hub, pooling all activists’ needs, from basic working tools to updated materials aimed at refreshing their activities. The goal is to have about 60% of the volunteer force accessing the site and using it at least once a month.  
     
   During the first half of the year, the activist unit’s development training team spent considerable effort writing original material and the collection and adaptation of content. This material is now available to 4 out of 6 branches. Parallel to the intensive composition of new materials, existing content is being submitted for graphic design by the website designer and the software developer. A central feature has been added to the site: a web application named Hazugot Sheli (“my couples”) that would be compatible with the Salesforce software currently used by Tzohar to serve its customers. In this way, the rabbi/instructor will be able to manage all the functions they require in a simpler way, as well as be able to read feedback etc. The assumption is that this will dramatically increase the number of volunteers accessing and using the library.   
     
   b. **Marriage Officiating Rabbis’ Refresher Program** — a program has been developed for the use of active marriage-officiating Rabbis. The program includes twice-yearly guided sessions, personal guidance and system guidance. The team that is to lead this program has undergone professional training. The team has begun activities and has taken part in 12 sessions and dozens of personal discussions already. (The programme’s effectiveness is now being reconsidered due to unsatisfactory number of group participants.)   
     
   c. **Training Materials —** the development training team is developing new training materials for active marriage officiating rabbis, aimed to improve the quality of their activities. The first booklet, dealing with couples’ interpersonal communication, has been distributed with enthusiastic response from the rabbis.  
     
   d. **Renewing Bar Mitzvah training Materials** — the training-development team of the activists’ branch has researched, adapted, edited, developed and new and relevant material for its Bar Mitzvah programme. In addition to all written layouts, a dedicated application was developed for instructors as well as a dedicated pack for the Bar Mitzvah boys, aimed to offer a more relevant visual representation of the topics discussed (helping to deepen their Jewish identity). All material were integrated by the training-development team with the 2017 training course, as well as with dedicated training courses for active instructors – all of whom accepted it enthusiastically.   
     
   e. **The Mikvaot Software** — an advanced software program has been developed for bridal-instructors in order to improve specific referral of brides to suitable mikvaot. The powerful program draws online information from the Tzohar Salesforce program, where brides offer feedback on their personal mikvah experiences, providing the instructors with updated information. Now instructors have a useful thinking and working tool that can help them ensure that each bride will arrive at a location where she will have a positive experience mirroring the positive experience she has had with her instructor. Until this point, some positive instruction experiences were damaged when the bride arrived at an unsuitable mikvah.  
     
   f. **Virtual leaflets** two more virtual leaflets with original content were produced for bridal instructors on timely topics (such as: relationships in the information age, the influence of smartphones on relationships etc.).  
     
   g. **Conferences** two bridal instructors’ conferences have so far taken place. An individual get-together at Petah Tikva’s Bar Tarla”ch, attended by 60 couples and a Spring Conference at the Ra’anana women's Torah center (Matan) attended by 140 instructors. Successful individual training tracks for marriage officiating rabbis (80) and bridal instructors (220) took place during the Summer Conference.
2. Appreciation   
   a. **Appreciation event for volunteers** — celebrating the organisation’s 20th anniversary, a large and special recognition evening was held in Tel Aviv’s Smolarz auditorium, and was attended by 1100 people. After a distinguished reception, all present participated in a special program where they personally experienced their connection to the organisation and all its projects. Each volunteer was made to feel that the organisation accurately and deeply understands the significance of his/her personal contribution. Moreover, the volunteers were exposed to other activities taking place and were made to feel part of a large organisation. Each volunteer received an envelope containing a list of the couples the volunteer had assisted, as well as feedback. The envelope was highly appreciated by the recipients, who recognised the amount of work that went into its production, as well as in realising that “the organisation doesn’t see me as a number but rather, as a human being. It sees me and acknowledges that what I am doing is meaningful”.   
     
   b. **Pesach gifts for Volunteers —** this year, a unique gift from Tzohar was offered: Pesach greeting cards. The gift was happily and appreciatively received, stressing the importance of the recipients’ relevant needs.   
     
   c. **Fun day for families —** on the day after Shavuot, 200 volunteers took part in the traditional get-together of volunteers’ families at the Tel Aviv Luna Park. More than 1300 people wearing Tzohar shirts flooded the facilities before congregating at a dedicated location to enjoy lunch and listen to a speech from Rabbi Stav.  
     
   d. **Shabbat Rabanim —** a traditional rabbis’ shabbaton, dedicated to marriage officiating rabbis, was held in Jerusalem and was attended by 100 rabbis and their spouses. This shabbaton has been taking place for 18 years, attracting many of the organisation’s veteran rabbis as well as a growing number of young marriage officiating rabbis. This year, special emphasis was placed on content that is relevant to rabbis’ needs. The rabbis clearly felt the change in attitude and responded enthusiastically.   
     
   e. **Gift Vouchers for instructors —** in anticipation of the coming holidays, 350 instructors will receive a voucher for breakfast for two. Summer months, a time when many couples attend instruction sessions during their vacations, take their toll on instructors. At the end of summer, the organisation needs to exert serious effort to encourage instructors to remain in the system and continue their exceptional investment.