



ConnectionPoint

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CONNECTION POINT

A unique program which enables children to watch a Sicha on video, and to **understand *directly*** from the Rebbe.

There were many areas of Yiddishkeit that the Rebbe revolutionized, of the most notable ones were the Rebbe's close relationship with, and care for, young children. This began with simple things like handing out coins to them for *tzedakah*, their special placement right at the Rebbe's feet during *tefilos* and *farbrengens*, and many other such special "privileges."

In 5741 (1980) the Rebbe took things to an entirely new level with the launching of Tzivos Hashem. This initiative covered so many areas in the life of a child, while instilling in the child a desire to achieve the ultimate goal -- bringing *mashiach* now!

One area that was extremely powerful and innovative were the rallies for children which the Rebbe himself led.

The most unique and revolutionary thing about these rallies was the fact that the Rebbe himself addressed the children, with talks geared especially to the level and comprehension of the child!

The very fact that the Rebbe addressed the children created a special feeling of closeness towards the Rebbe: The Rebbe didn't only speak to my parents, but directly and especially to *me*!

This empowered and energized these children on an entirely new level, and built a very unique and close relationship between the child and the Rebbe. A feeling that he is actually my Rebbe and that I, as a child, can relate to him on my own level.

This relationship, obviously didn't stop at childhood, but grew and developed as the child became a *bochur*/older girl, and eventually married and had children of their own. The close relationship with the Rebbe grew along with the individual.

Today, after Gimmel Tammuz, when we no longer see the Rebbe at *farbrengens* or rallies, *tefilos* or dollars, a younger child doesn't physically experience the Rebbe's close attention, and much more thought and effort needs to be invested -- by parents and *mechanchim* -- in order to manifest this relationship. A short video of the Rebbe might be presented in class or at rallies, but there is often little emphasis on hearing and comprehending directly from the Rebbe. An individual or



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“child-friendly” video might explain the Rebbe’s message, but the direct connection of the child with the Rebbe without anything in between is often inadequate.

The experience of the Rebbe communicating directly with the me as an individual boy or girl is not nearly as present as it was. And as the boy turns into a *bochur* and the young girls reaches into high school and beyond, this “distance” had the potential to grow ו”ן.

It is these thoughts, along with others that encouraged us to aim to solve some of these challenges:

What can we do to assist a child today to relate directly to the Rebbe even more than before?

How can we bring the feeling of this relationship -- that they are so closely connected to the Rebbe -- in a way that can grow with them as they grow into adulthood?

How can we help the child feel ownership over the relationship; a sense of power -- allowing the child to be able to nurture, grow and express it?

Obviously, the answers to these questions are multifaceted, and the require healthy guidance from *chasidische* and wise educators, parents and friends, as well as multiple points of entry for children from varied backgrounds, various types of learning and experiences for children of varied ages and learning-types, etc., etc.

But when we looked at what *we* could do to help face up to this challenge, it was clear that the Rebbe’s very *own* solution -- the one he began began in 5741 (1980) with his addresses directly to the children, were the starting point. We asked ourselves: Can it really be that far-fetched to expect a 10 year old boy or girl to sit down, focus and hear the Rebbe speak directly to him even today?

We believe that if we *can* figure out the solution to this basic but critical challenge, then the resulting feelings of connection and empowerment can have an outsized effect on the entire trajectory of the child’s life.

This is the goal of **Connection Point**, its *raison d’etre*, the outcome we are seeking and that we’re confident we can achieve.

We believe that this program, when applied with attention, care and **סיעתא דשמיא**, can help us develop children who will feel a tangible and direct connection to the Rebbe, a feeling they will take with them into their teenage years and beyond.

As in any relationship -- the connection between two people is felt most when there is a tangible expression of the connection between them. So too, in our children’s relationship with the Rebbe,



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we believe that when the child understands and appreciates the Rebbe words for themselves, these moments of connection can serve as a foundation and a launching pad to so much more.

Mashiach will soon be here, and our children will be in the front row, paying attention to the Rebbe, listening directly to his words -- and *understanding* him! ... The Rebbe, to whom they will already feel so closely connected.

