Chai Elul

Birthday of the Baal Shem Tov and the Alter Rebbe

Chai Elul is the birthday of the Baal Shem Tov and the Alter Rebbe, who spread Torah and Chassidus to the world.



A birthday for two great lights

🏠 Bring the spirit into your home

- 🍽️ Set the table beautifully and have a special meal
- 📸 Display a picture of the Alter Rebbe and/or a Tanya
- 💡 Share a story and/or Dvar Torah from the Baal Shem Tov and/or the Alter Rebbe
- 🎼 Sing the Niggun "Aimosai Kasi Mar" and discuss how it's connected to the day
- 🍷 Say L'Chaim! Have grape juice and special cups ready
- 🤔 In preparation for Rosh Hashana, think of a Hachlata you can make
- 🪙 Give Tzedaka together