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Dear Friends:

Among the many traditions of the High Holidays at Northern Hills Synagogue, each year we ask you to contribute to our Kol Nidre Appeal. This Appeal provides the funds we need to guarantee another year of financial security for our vital and vibrant synagogue community.

The coronavirus pandemic poses new challenges and expenses for us. We are rising to these challenges by providing an extraordinary array of live digital programming this year. We have invested in live-streaming technology which will make remote viewing easy and available to all at [nhs-cba.org/Live](https://nhs-cba.org/Live). Even more and varied programming will take place in 2020 and 2021. Along with the necessary attendance limitations at services that help assure everyone's safety, we have also invested in new cleaning and sanitizing protocols. All of this is on top of our budgeted salaries, building expenses and educational and religious programming.

So that as many members of our community as possible can remain connected to a vital source of Jewish content and experiences, and despite the increased expenses, we have chosen to avoid a dues increase this year. That means that we must look to our Kol Nidre Appeal more heavily than at any time in our congregation's history! Dues only supply about 20% of our total Synagogue budget. Our Kol Nidre Appeal supplies 40% of our Synagogue operating budget. This year, our Kol Nidre Appeal assumes a truly foundational role in assuring a source of exciting, relevant, moving Jewish knowledge and experiences.

To give our entire community the ability to invest in our vibrant future, this year, we are instituting a "virtual" Kol Nidre Appeal. Below you will find some short videos where will hear and see directly from our members about the crucial role our Synagogue plays in their lives, which your Kol Nidre Appeal pledge will sustain.

We will be sending you your pledge card soon. Please return it as quickly as possible. In addition, you can email your Kol Nidre Appeal pledge to [admin@nhs-cba.org](mailto:admin@nhs-cba.org), or you can mail it to the Synagogue.

Yes, Bill Freedman, our President, will give a very short Kol Nidre Appeal presentation during our High Holiday services -- but that "appeal" will be brief, for we truly hope you'll already have been moved to participate in this year's Kol Nidre Appeal!

Shana Tova!

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