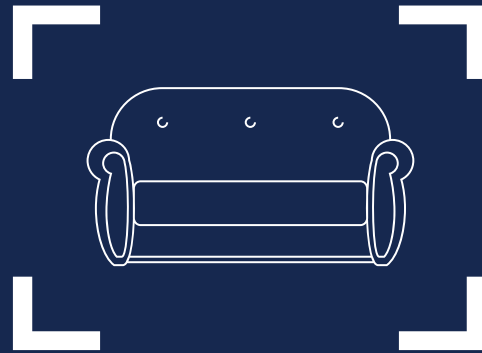




מתחברים
וזוכרים

האחים שלנו
OUR BROTHERS

Is your phone charged? Camera on?
Let's get started



ZOOM meet-up host kit | Connect 2 Commemorate 2021



This year, his is our opportunity to Connect 2 Commemorate

We are so excited that you will be hosting a digital commemoration meet-up and so happy that you've joined us at "Our Brothers"

The "Connect 2 Commemorate" initiative was founded in 2020 by the "Our Brothers" Foundation - in the shadow of the Covid-19 pandemic, to ensure that Yom Hazikaron events would still take place despite the new reality and social distancing. In 2020 over half a million people participated in meet-ups through "Connect 2 Commemorate", and it became a central Yom Hazikaron event in Israel.

We thank you for joining us, and appreciate your efforts and time.

Thanks to you, family, friends and the general public will be able to experience an inspirational and powerful Yom Hazikaron. They will be able to connect to others and experience the solidarity of our nation that we are so used to.

And although the meet-ups will be digital, we have no doubt that you will be able to tell your story and transfer the emotions - and in return, to receive a warm embrace from participants.

We prepared a tool kit that will help you prepare for this most meaningful meet-up.

Yours,

The "Connect 2 Commemorate" Team

Some points to keep in mind:

Questions empower the experience

Participants will have many questions. These questions and answers will greatly enhance the meet-up and provide different points of view. Even if you don't have answers to all the questions, we encourage active participation.

What message will remain once the story has ended?

What is the message you want the participants to take with them?
Is commemoration your goal? Widening the memory circle? Strengthening important values such as patriotism? Is sharing your way of coping or is it a way towards optimism? Every meet-up has a different goal. What's yours?

Personal stories connect your audience

Today more than ever, the participants yearn for a personal connection to a story with a name and a real face. Share interesting details about the fallen and his/her personality.

Your crowd thirsts to hear you

The participants want to hear your story, and there is nobody else who can tell it better than you. So- don't be shy. This is the time and place to tell the small anecdotes of life, the experiences you shared and everything else that could be relevant for the meet-up.

Who do you want to invite to your Meet-Up?

There are two options

Open Meet-Up

The Meet-Up is open for all interested

Here you can invite the general public to participate in the meet-up, where your story is the main event.

This is the place to share feelings, unique stories, to light a candle together and stand for the siren, widen the memory circle, raise awareness about important values and to just be together.

Although the Meet-Up is open to all, don't forget to invite your family, friends, team from your IDF service, teachers, and anyone else who would want to show solidarity.

Private Meet-Up

The Meet-Up is Private for Invited Participants Only

This Meet-Up is all yours. You decide who joins (this will set the tone): Family, friends, work colleagues, etc.

A private Meet-Up is designated for invited participants only and is not open to the general public. This is your opportunity to be together on Yom Hazikaron - with people who you know and love, to stand together for the siren, shoulder to shoulder.

During this Meet-Up, we will try to recreate the intimate yearly experience that we are all used to. This Meet-Up will allow you to laugh and cry together and to be there for each other. This is the time to share, talk and widen the memory circle.

Layout of Commemoration Meet-Ups

Part 1

Part 1: Introduction - Introduce Yourself (up to 10 minutes)

1 | Personal Presentation:

The audience is asking to get to know you, how deep you go is up to you. You can begin with your family life, hobbies, profession etc. We recommend up to 5 minutes for this section.

2 | Connect to the Fallen:

What is your personal connection to the fallen? How close were you? What's your story?

*This is the time to talk about "Our Brothers" Initiative and how you got involved

Layout of Commemoration Meet-Ups

Part 2

Part 2: Your Story (Up to 30 minutes)

Your audience wants to hear your personal story any demonstration enhances (film clips, photos, songs). Having said that, we suggest using short video clips and uploading them to the computer in advance (and double checking that these clips work)

Sometimes, it's easier to use existing content. Do you connect to a certain song? Is there a story that reminds you of the fallen, of his story or his dreams? Now's the time to share. Sending the words of a song or story in advance, can assist the audience to better understand you.

Don't be afraid to tell funny stories. It's crucial to remember this: We are enlarging the memory circle and connecting more and more people. Our goal is for more people to get to know the fallen and to want to hear more about him/her.

People like good stories. We connect to people, to conflicts, and to big events. This is your time to share your personal stories, secrets you shared, special things you did. Everything you shared in the past is interesting for your audience.

Layout of Commemoration Meet-Ups

Part 3

Where do we go from here? (10-15 minutes)

Have you thought about your central message that you would like the participants to take with them? Now's the time to raise this message and discuss.

You can absolutely send memory links to participants- links to songs, video clips etc.

And finally, you can take questions to close the Meet-Up and even plan on creating a relationship with your audience after the Meet-Up is over, by sharing your Facebook/Instagram info or personal information.

How much should you share? It's up to you

* This is the time frame we recommend- The Meet-Up should not exceed 75 minutes for optimal success.

Practicum How to Connect?

Every meet-up host receives a new Zoom email account from us, based on your personal phone number -

Then your Connect 2 Commemorate account would be:

+393332224321@connect2care.ourbrothers.co.il



For example, if your phone number is:

+393332224321

Before the meet-up you will receive a Zoom link. Please try this out with your user name and you can leave your meet-up open with no time limit.

The password for all accounts is: **OurBrothers2021**

Please note!

Even if you have a personal Zoom account, please create the meet-up with the account we create for you. The meet-ups are unlimited time and are recorded for the bereaved families.

In addition, when you go into Zoom to double check the link before the meet-up- the second time you click on the link, the session recording will not be automatic (the first time it is).

Click RECORD (will turn to red color)

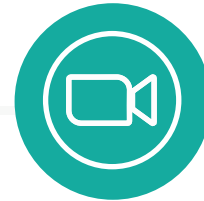
Tips for creating an unforgettable Zoom session



It is recommended to build your meet-up structure in advance including time slots and to have this in front of you in writing.



Your enriching content should be ready (video clips, photos etc) and updated, downloaded onto your computer



It is recommended to perform a test before the meet-up, to ensure that the app works, to ensure that your picture is clear, and to double check that your content runs smoothly.



Zoom meetings can be open on conversation setting or all participants can be muted (other than host). We strongly recommend this option for large settings.

But most important of all... make sure your internet connection is very strong, and have an internet cable on hand.

Tips for creating an unforgettable Zoom session



It is important to find a quiet room to avoid distractions



It is recommended and possible to add to the presentation an opening screen with the meetings details



It is a good idea to design a background for the host (a white wall is best) and check the locations quality- not too dark or too far



It is a good idea to create extra light behind the host. It is preferable in front of the host as well.



Please close all additional windows open on the computer except for the windows that you would like to use throughout the presentation



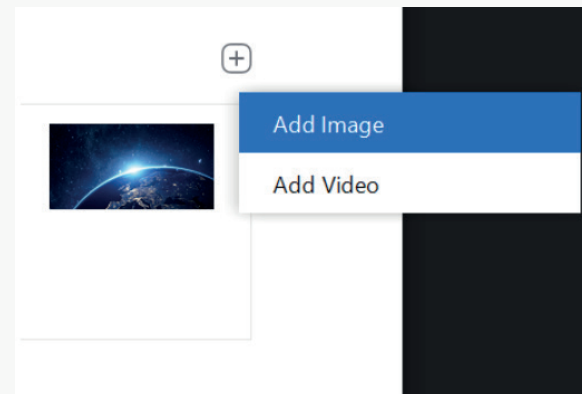
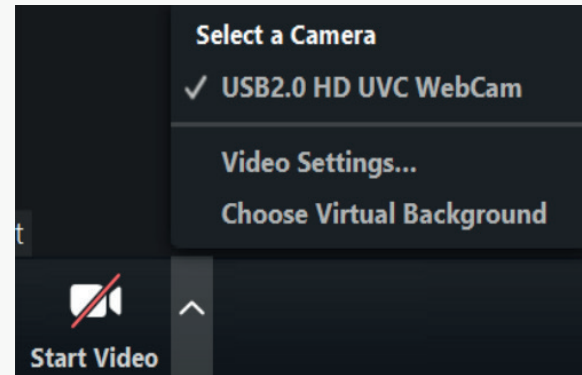
Once you have set a time and date for the meeting, it is best to not change it, even if not all of the participants have joined on time.

Stay on schedule, even if not everyone arrived to the meet-up

How can you diversify your meeting?

Choose your background

You can do this by clicking on the arrow and select "choose virtual background" and a screen will open up with your picture in it. Under the picture you can find a small + sign. By clicking on this you can add another picture to the gallery for future backgrounds. It is recommended that you have a background collection prior to the meetings that will fit your needs. You can change the backgrounds during your meetings.



How can you diversify your meeting?

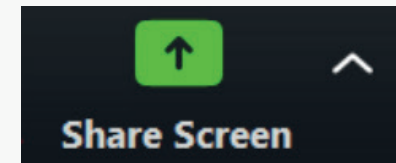
Share Screen

Zoom allows you to upload presentations, videos and more by sharing screens.

Please note, that once you share a screen it might be delayed so it is important that there be subtitles to the video.

How is this done?

Click on share screen and then click on both options: share sound and optimize for video clip to guarantee the best sound.



How can you diversify your meeting?

Videos

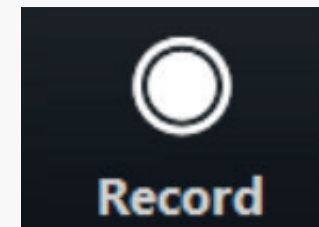
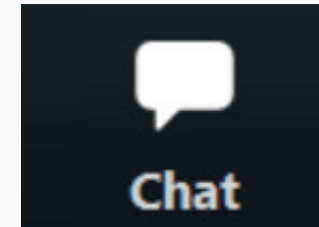
- First open the video on your computer.
- Click on "share screen"
- When the window opens on the bottom left side of the screen, click on the sound button
- At the end of the video, close Youtube and leave the sharing screen option. Don't forget to cancel sound.
- Note: if the network is slow, the movie might be slow. In this case, you might consider sending the link of the movie by chat to participants.

If anything is
still unclear,
reach out! Our
team is
available for
you here and
now

A few more small tips

- It is recommended to ask the participants to **turn on their video** so that they are visible. Some people won't want to be seen and that's ok - They can still hear you.
- You can communicate with the participants by **speaking or writing**:
Speaking- in the user window
Writing- by using the chat
- Want to send a message? Go ahead. You can **message** everyone together, or privately to specific individuals.
- At the end of the meeting- you can **save the correspondences** throughout the meeting (which will help you in the next meetings- which will hopefully be face to face).
- If you would like to save the meeting, the Record button will save the entire meeting for you, including all chats. These meetings will be recorded automatically and saved on your user cloud. You can save it directly on your personal computer.

You can check who is already in your Meet-Up and if you should wait for more participants to join. Click "Manage Participants" ((Participants App



A few more small tips

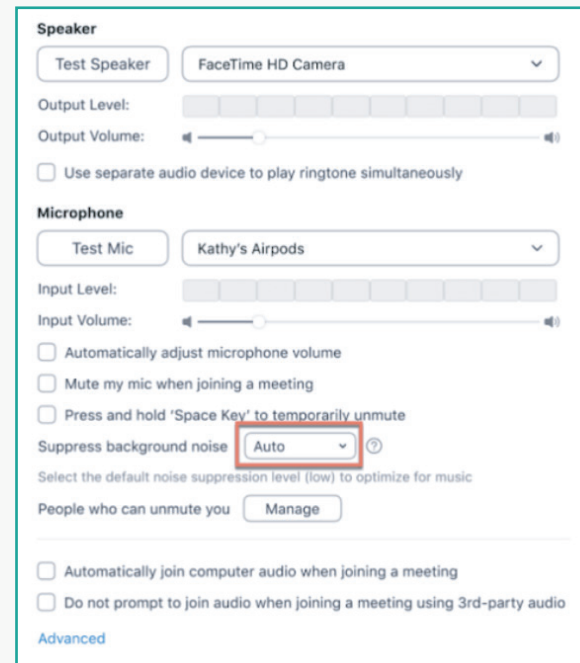
Do you want the speaker to be on full screen?

During the meeting you can ask the participants to change gallery view to speaker view and then they will be able to see the speaker on the main screen.

In the event that there is more than one speaker (i.e. in a panel) the host can insert their video on the main screen in addition to 10 speakers simultaneously. This can be done by placing the mouse on the picture, clicking on the button on the left 3 times and then clicking on spotlight where there is a icon of a thumbtack.

Canceling our background sounds and light.

Changing lighting and silencing background noises- Zoom allows you to silence background noises by selecting "Properties- General". **The top option on the drop-down will silence all noises!**



Speaker

Test Speaker FaceTime HD Camera

Output Level: [Progress Bar]

Output Volume: [Slider]

☐ Use separate audio device to play ringtone simultaneously

Microphone

Test Mic Kathy's AirPods

Input Level: [Progress Bar]

Input Volume: [Slider]

☐ Automatically adjust microphone volume

☐ Mute my mic when joining a meeting

☐ Press and hold 'Space Key' to temporarily unmute

Suppress background noise: **Auto** ⓘ

Select the default noise suppression level (low) to optimize for music

People who can unmute you: [Manage](#)

☐ Automatically join computer audio when joining a meeting

☐ Do not prompt to join audio when joining a meeting using 3rd-party audio

Advanced

A few more small tips

Would you like to share a presentation in a more creative way?

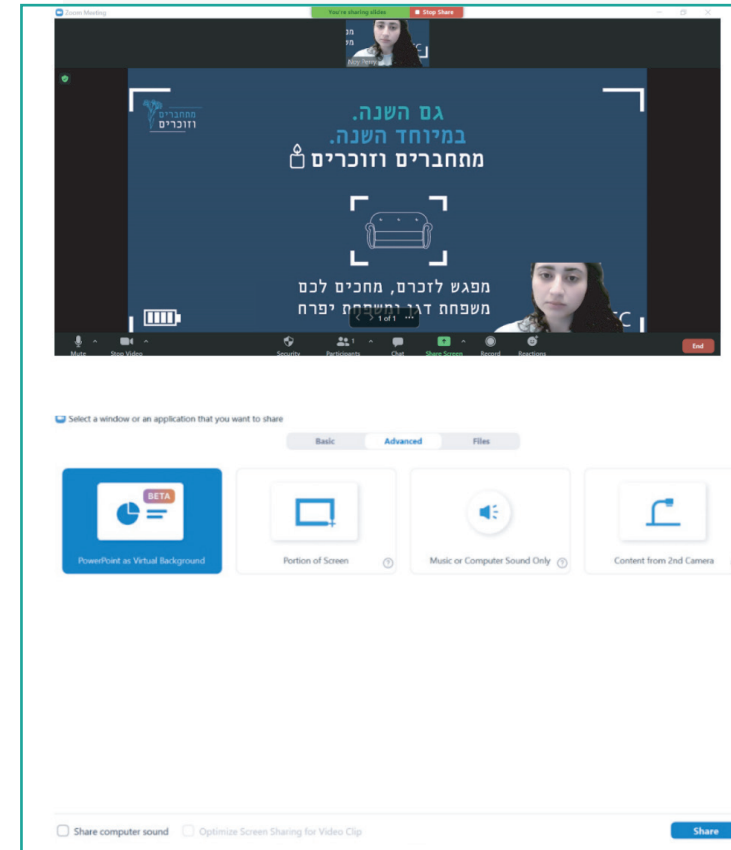
A different way of screening presentations

Sharing slides as a Virtual Background

A new and unique option that shows a real-time display of anything that has to do with Zoom presentations.

From now on, it is possible to share anything presented on a slide. This is an impressive way to present on Zoom. Please take note that you must choose the advanced sharing option that appears on PPT as is in the picture

Important- you will not be able to click on the links on the presentation, this option transforms slides into pictures and will therefore not become interactive



We are now confident
that you have
everything you need
to get started,
on an inspirational
memory meet-up!

Now, you have everything you need to get started, and to facilitate a meaningful and inspirational meet-up!

Questions? Problems?
We're here for you!

The "Our Brothers" team is by your side, joining your journey of memory and commemoration.

Thank you for your time,
And wishing you all the best