We gotta get more people on to gye!
Posted by Geshmak! - 02 Nov 2022 06:36

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I was just wondering… how do most people find out abt gye?? Like I happened to see it advertised on the seyim hashas booklet and bh this organization changed my life! Like I'm bh close to 100 days not being mzl and I'm over 100 days that I didn't speak to someone on chat lines (I used to not be able to skip a night) I'm still in the process of a full recovery but bh I already see a whole different world and bh have a much better life… but my heart goes out for so many more people that need this help but are not on gye. Maybe it's only we're I live (boro park) we're it not advertised but there is such a need for it! So many people would change there life marriage there connection with wife and kids with just one good conversation with Hhm it's so sad that they don't know abt this…. Or maybe they do but don't get hooked on … we have to figure out strategy how to get more people hooked to this heligah site if you have a good idea post it and I'm sure gye will be more than happy to do it… like the person my wife cried to more than 3 years ago a very chushivah yid didn't know abt this organization and he tried to help me but he didn't but bh I found out myself abt gye but what abt all the thousands that don't know abt it?!?! At least the chushivah people in each community should know that there is real help . Like I was once having conversation with very chushivah masgiach he told me that once a bucher sees real shemutz he's gone and won't be able to get out… I wanted to scream that he's wrong and thousands of people that were in the shimutz and got out and have successful life's because of gye but I didn't I was scared he'd ask me how I know etc. Like gye is building the most and best site but we need good way to get people on and I think step number one is that the respected people that people come over and say they need help should know that there is help… step number 2 ?looking forward to see some great ides… brainstorms!!

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Re: We gotta get more people on to gye!
Posted by iLoveHashem247 - 02 Nov 2022 20:26

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I actually found out about it after I put another filter on my work phone which is a smart phone, I needed to feed my addiction for entertainment and the only website I really had access to was yeshiva world news (Which I usually stay away from for reasons that I do not believe a relevant to this forum)

there was a GYE ad there, I clicked it, and the rest is history

I know a lot of people in from communities in New York read magazines published by the community. Advertising there is not cheap but it will be very effective and seen by many many many people

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Re: We gotta get more people on to gye!
Posted by chancy - 02 Nov 2022 20:31

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100% agree!

I had the same question recently.

I would donate for advertisements and im sure so will lots of other people here.

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Re: We gotta get more people on to gye!
Posted by chizuk613613 - 02 Nov 2022 20:33

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Womder if way for tag to be connected/involved?

Share annomasly with ones local tag their story and salvation and how many people struggling, maybe they could help build awareness that there's somewhere for people to get help

Although it's delicate matter. People who aren't struggling shouldn't be reading all the shmutz that people could get into rachmana litzlan.

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Re: We gotta get more people on to gye!
Posted by Vehkam - 02 Nov 2022 21:03

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chizuk613613 wrote on 02 Nov 2022 20:33**:**

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Although it's delicate matter. People who aren't struggling shouldn't be reading all the shmutz that people could get into rachmana litzlan.

that is definitely an incentive to keep these boards as clean as possible. it is a double edged sword. i try to speak to rabbonim whenever i can so that they know what resources are available. my goal is also to have rabbonim who are more approachable.

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Re: We gotta get more people on to gye!
Posted by Geshmak! - 03 Nov 2022 01:15

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I know a lot of people in from communities in New York read magazines published by the community. Advertising there is not cheap but it will be very effective and seen by many many many people

I do think there should be more advertising and more catchy sharp adds like there has to be a good company doing it… But I personally don’t think guys in my circle that have to do with this dirt will go on from just seeing an advertisement … I wonder.

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Re: We gotta get more people on to gye!
Posted by Geshmak! - 03 Nov 2022 01:24

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Although it's delicate matter. People who aren't struggling shouldn't be reading all the shmutz that people could get into rachmana litzlan.

Maskim that it’s not good for someone that is not in this should not come on gye but unfortunately someone that has access to gye(internet) has probably seen and can use chizuk in this area and for the guys that bh don’t have internet they won’t get internet to go on gye… but the main thing that needs to be improved is that every rav and askin masgiach menahal chossen rebbe kallah teacher etc should get a phone call from gye and it should be explained to them if anybody ever hints that he or someone he knows is struggling with this can come to this beautiful life saving organization and that they can change there life forever!!

No one that’s looking for help shouldn’t get it like if someone’s not looking to get out yet probably won’t get helped but the ones that want should be rightly directed…. The truth is H’ helps people that are looking find gye like That’s how I did but still doesn’t mean we shouldn’t do our most heshdadlus to help others find out abt it etc.

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Re: We gotta get more people on to gye!
Posted by Geshmak! - 03 Nov 2022 01:33

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that is definitely an incentive to keep these boards as clean as possible. it is a double edged sword. i try to speak to rabbonim whenever i can so that they know what resources are available. my goal is also to have rabbonim who are more approachable.

But in a way it keeps this place interesting and fun… like so many off as come on for a ‘kosher’) and than we actually get really helped and pick up amazing things.. but if it would be to kosher half guys wouldn’t get to the help eventually that they need cause they won’t spend time on it and won’t post the things they do and get messages from nice people how I to get help… that actually exactly how I got my real help… BH! I’m not saying it should be a free for all but for that why there are moderators which I think are doing a good job on the balance.

and abt the rabunim- amazing!! You have such a zichus!

Btw What do you mean’more approachable’??

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Re: We gotta get more people on to gye!

Posted by grateful4life - 03 Nov 2022 01:40

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Geshmak! wrote on 02 Nov 2022 06:36**:**

I was just wondering… how do most people find out abt gye?? Like I happened to see it advertised on the seyim hashas booklet and bh this organization changed my life! … but my heart goes out for so many more people that need this help but are not on gye. … we have to figure out strategy how to get more people hooked to this heligah site if you have a good idea post it and I'm sure gye will be more than happy to do it… but what abt all the thousands that don't know abt it?!?! At least the chushivah people in each community should know that there is real help ...gye is building the most and best site but we need good way to get people on and I think step number one is that the respected people that people come over and say they need help should know that there is help… step number 2 ?looking forward to see some great ides… brainstorms!!

Great thread!!! This could be the beginning of something huge BE"H! Hashem is schepping nachas from your question and from seeing the positive energy from all the chevra here!

I happen to be part of the GYE admin and I'll happily share with you some of the plans that we have in this area but I want to preface what I'm going to say by saying that each and everyone of you can make a difference in bringing awareness in addition to whatever GYE is working on! So don't get discouraged or think that this is going to be "solved by others" and that you can't make a difference or that your help isn't needed - YOU can make an impact and we could use ALL the help we can get!

Having said that, I must tell you that this is something that has been discussed internally EVERY DAY for the past 9 - 12 months. As with most initiatives, as some of you have mentioned, creating mass awareness costs $$$. So we've devised a plan and began the hiring process, which includes hiring fundraising professionals, community liasons, marketing gurus, various consultants and preparing an advertising/branding strategy. Our plan is to reach and get 100,000 new members over the next 3-5 years, increase accessibility and greatly expand the professional staff to enable us to handle the influx. It can be done and it MUST be done!

We are already a large community BH and we hope to expand it tremendously. To put our plan to a small test sample, during our recent Yomim Noraim Online Campaign we made a massive marketing blitz and we advertised in virtually every magazine, shul and jewish online site. The results were astounding! Besides the highest ever fundraising campaign (which covers only a small percentage of our new budget projections), we received 100 DAILY new member sign-ups!! If that were to be our new daily average, we could reach 100k new members in less than 3

years!

Again, everyone can make a difference! Right now the first order of events is to get serious ongoing commitments from major donors and raise $$$. We recently sent a delegation to a certain community for a week and BH we were matzliach in raising six figures, galvanizing the local Rabbonim to bring GYE to the masses and creating a solid committee of community askanim that want to do whatever it takes to promote GYE and help save Klal Yisroel! BH we can see the light at the end of the tunnel but we still have a way to go and whoever is willing to help us on whatever level they can, let us know!

To reiterate, advertising and branding on a major scale costs a ton of money. We tell philanthropists that this is hatzalas nefashos , pidyun shvuyim, hachnosas kallah, bikur cholim, harbotzas torah etc. all wrapped in one!! We tell them that supporting GYE is fixing the Yesod, the foundation of all of Klal Yisroel, and that in a real sense, we're now at the crossroads of 1942... if only we could've pooled together then a few million dollars, hundreds of thousands and possibly millions could have been saved. The need is bigger and more urgent than the $30 million raised for the farmers and even bigger than the $50 million raised for the Ukraine refugees. But for some reason this awareness takes more time. Perhaps the Yetzer Harah doesn't want to get put out of business so he keeps feeding the gevirim and baal habatim with laughing gas and sedatives - he can't afford for them to wake up!

In parallel to whatever we're doing, you can work on your own strategies and initiatives. For example there is a guy who single-handedly puts up his own weekly GYE awareness signs in every shul across Lakewood. He gets various sponsors and pays for the graphics, the printing and sign-hanging service on his own. He's a "regular yungerman" who made it his mission to make a difference and he does!

Feel free to PM me for more info or to get on board. Let's make some noise!

G4L

P.S. FYI the Siyum Hashas Ad was sponsored by a gevir in Flatbush at a cost of $10k for that 1 Ad! But it paid off and we know that we received a few hundred new members from that Ad alone. The zechus of that one sponsorship is immeasurable and you, along with everyone else can have a cheilik in future sponsorship zechusim that will bring the life-saving tools to those in need. This can be accomplished in many obvious ways but there's one simple, not so

obvious way, that everyone here is capable of doing - compose an email from the heart, addressed to this specific donor as a Thank You email, or to any potential future donor. Explain in the email what your life was like and the impact that GYE has had on you, your family and your community. Feel free to send me a PM here and I will make sure that this gevir and future donors will see it; anonymously of course.

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Re: We gotta get more people on to gye!
Posted by Vehkam - 03 Nov 2022 03:02

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Geshmak! wrote on 03 Nov 2022 01:33**:**

that is definitely an incentive to keep these boards as clean as possible. it is a double edged sword. i try to speak to rabbonim whenever i can so that they know what resources are available. my goal is also to have rabbonim who are more approachable.

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and abt the rabunim- amazing!! You have such a zichus!

Btw What do you mean’more approachable’??

What I mean by more approachable is that they should go out of the way to express in public that they know about and are sensitive to the difficult struggles that people are facing. If people see that they are talking about the struggle in a non-judgemental way it will be easier for people with a problem to approach them.

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Re: We gotta get more people on to gye!
Posted by ????? ????? - 04 Nov 2022 00:00

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I personally found out about it through torah live and when I saw it on Torahanytime I told myself I needed to come on board.

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Re: We gotta get more people on to gye!
Posted by Geshmak! - 04 Nov 2022 02:49

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????? ????? wrote on 04 Nov 2022 00:00**:**

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You saw it advertised in tat???! I never saw it there… how long ago?

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Re: We gotta get more people on to gye!
Posted by Geshmak! - 04 Nov 2022 02:59

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grateful4life wrote on 03 Nov 2022 01:40**:**

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Thx so much for your beautiful response and for your beautiful amazing life saving organization!!!!

I love everything you wrote… but especially the fyi I started to cry reading it… think abt the zichus this giver has???? Wow is he lucky!!! I want to send you a pm that you should send him but I don’t have access to my pm… so I’ll post it here with less details. Please tell him that I’m a

regular kollel yungerman that learns geshmakah have wife and kids and if not for him I probably wouldn't be frum today r'l…(I can't go in to detail but I'm talking literally)

so if he wants to know if that add paid off he should just think of all the Torah and mitzves I and my kids and rest of my dires will bhy do is all he's zichus… I envy he's gan Eden!!!

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Re: We gotta get more people on to gye!
Posted by ????? ????? - 04 Nov 2022 12:25

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Geshmak! wrote on 04 Nov 2022 02:49**:**

????? ????? wrote on 04 Nov 2022 00:00**:**

I personally found out about it through torah live and when I saw it on Torahanytime I told myself I needed to come on board.

You saw it advertised in tat???! I never saw it there… how long ago?

I didn't see it advertised on there, but I saw that tat partnered with GYE for short clips from rabbanim on their platform and that's what gave me the nudge to come here. And this was after I saw it on TorahLive in a shiur that Rabbi Roth gave.

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Re: We gotta get more people on to gye!
Posted by chizuk613613 - 04 Nov 2022 12:37

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If there would be way to help people make sure they've got accountability when they enter stage of life they'll be using internet in some way shape or form that would be amazing. Don't know though how to do on such a mass scale. Not just doing something like webchaver though. What's the shmirah if ones in place where need to use someone else's computer etc, not having their own device with them

Would save people from coming onto needing this site in the first place.

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