

1. Business Introduction

MEOR.org is a Jewish nonprofit that provides educational programs, mentorship, and community experiences for **college students and young professionals**. The organization's goals are to:

- Expand visibility among students searching for Jewish community/programs.
- Increase engagement for events like Shabbat dinners & leadership fellowships.
- Attract donors who want to support Jewish education.

2. Customer Personas

Having customer personas for SEO is important because they help you understand your audience's needs, search behavior, and language. By knowing who your ideal visitors are, you can create targeted content, choose the right keywords, and improve engagement, leading to higher rankings and more relevant traffic.

Persona 1 – “Sarah the Student”

- Age: 19–22, college student (NYC, Boston, Philadelphia).
- Needs: Jewish community, social events, spiritual growth.
- Search Behavior: “Shabbat dinner near me,” “Jewish student groups,” “learn about Judaism.”

Persona 2 – “David the Young Professional”

- Age: 25–32, early career, lives in a major city.
- Needs: Networking, Jewish identity balance, career guidance.
- Search Behavior: “Jewish networking events,” “Jewish leadership programs,” “young professionals Jewish community.”

Persona 3 – “Rachel the Philanthropist”

- Age: 40–65, successful professional.

- Needs: Support meaningful causes, connect with impact-driven nonprofits.
- Search Behavior: “Jewish education donations,” “support Jewish community,” “impact of Jewish learning.”

4. Content Marketing

Content marketing is important because it builds trust, authority, and engagement with your audience. By consistently creating valuable, relevant content, you attract and retain customers, improve SEO rankings, and drive conversions, all while strengthening your brand’s presence online.

Part A: Sample Article Outline

Persona: Sarah the Student

Keyword Focus: *Shabbat dinner near me*

Thematic Signals: Jewish community, kosher meals, student life, Jewish traditions.

SEO Metadata

- Title: *“Find a Shabbat Dinner Near You: Building Jewish Community on Campus”*
- Meta Description: *“Discover weekly Shabbat dinners at MEOR — a place to connect, enjoy kosher meals, and build lasting Jewish friendships.”*

Outline

- **H1:** Find a Shabbat Dinner Near You
- **Intro:** Why Shabbat is central to Jewish community life.
- **H2:** The Meaning of Shabbat
- **H2:** Shabbat on Campus – A Student’s Experience
- **H2:** How to Join a MEOR Shabbat Dinner
- **H2:** Beyond the Meal: Building Community & Friendship

- **Conclusion:** Invitation to join the next event.

Image Ideas

- Students sharing a Shabbat meal (*alt: Jewish students enjoying Shabbat dinner together*).
- Candles & challah (*alt: Traditional Shabbat candles and bread*).

Internal Linking Suggestions

- Link to “Events Calendar”
 - Link to “Jewish Learning Programs”
 - Link to “Donate” page (“Support more Shabbat dinners for students”).
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Part B: 5 Additional Content Ideas

For Students:

1. “Top 5 Jewish Student Groups at U.S. Universities”
2. “How Jewish Traditions Build Lifelong Friendships”
3. “Guide: First Time Attending a Shabbat Dinner”
4. “Why College is the Best Time to Explore Your Jewish Identity”
5. “10 Jewish Holidays Every Student Should Know”

For Young Professionals:

1. “How Jewish Networking Can Boost Your Career”
2. “Balancing Work and Spirituality in Your 20s”
3. “Top Jewish Professional Events in NYC”

4. "Why Young Professionals Should Join Jewish Leadership Programs"
5. "The Role of Mentorship in Jewish Tradition"

For Donors:

1. "Why Supporting Jewish Education Impacts Generations"
 2. "Success Stories: From Student to Jewish Leader"
 3. "How Your Donation Creates Jewish Community"
 4. "Jewish Giving Trends in 2025"
 5. "The ROI of Investing in Jewish Identity"
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5. Outreach Opportunities (5)

Outreach opportunities are important because they help expand your brand's visibility and authority. By connecting with other websites, influencers, or organizations, you can earn backlinks, increase referral traffic, and build relationships that boost SEO, credibility, and audience reach.

1. Guest post on **Jewish Journal** or **Forward** (Jewish media).
2. Event listings on **Eventbrite** & **Meetup** for Shabbat dinners.
3. Cross-links with **Hillel International** or local Chabad pages.
4. Partnerships with **university blogs/newsletters**.
5. Listings in **Jewish nonprofit directories** (Jewish Federations, JConnect).

7. Internal Linking Examples

Internal linking is important because it helps search engines understand your site's structure, distributes page authority, and guides visitors to related content. This improves SEO by boosting rankings, increasing time on site, and enhancing user experience.

- On “**About MEOR**” page → link “Jewish leadership programs” to the Fellowship page.
- On “**Events**” page → link “weekly Shabbat dinners” to the Shabbat Dinner program page.
- On “**Donate**” page → link “support student programs” to the Student Life page.

[Google Search Console Keyword Insights \(MEOR.org\)](#)

Google Search Console is important because it helps you monitor and improve your website’s presence in Google search. It shows which keywords bring traffic, identifies indexing issues, tracks site performance, and provides insights to optimize SEO and increase visibility.

Insights

1. **Branded dominance:** Almost all top queries are branded (*MEOR + leaders’ names*). This means awareness exists, but there’s limited **non-branded discovery**.
 👉 Recommendation: Create content targeting non-branded keywords like “*Jewish student programs,*” “*Shabbat dinners for college students.*”
2. **Leadership searches:** Many searches are for **specific rabbis/leaders** (Gershenfeld, Yoni Ganger, etc.).
 👉 Recommendation: Add an “**Our Rabbis/Leaders**” page with individual bio subpages, optimized with schema markup.
3. **Local intent:** Queries like *MEOR Columbia, MEOR NYU, MEOR Boston, MEOR Manhattan* show **students search for local chapters**.
 👉 Recommendation: Build or optimize **dedicated campus/chapter landing pages**.
4. **Informational gap:** Queries like “*what is MEOR*” and “*MEOR seminary*” suggest people want **explanations**.
 👉 Recommendation: Write FAQ/blog posts answering these directly.
5. **Spelling variations (e.g., “meohr seminary”):** Users are misspelling MEOR.
 👉 Recommendation: Include common misspellings in metadata/alt text or create a redirect.

Dragon Metrics keywords

Looking at these **SERP results** for “donate to Jewish education,” here’s a quick analysis:

1. Authority & Competition

- Domains like **huc.edu** (Domain Authority 57) are very strong, making it harder to rank for top spots.
- Most other domains are mid-range (16–38), meaning smaller organizations have a chance if content is optimized.

2. Content Type

- Top results are all **donation-focused pages**, often with clear calls to action and sometimes featured snippets.
- Some include FAQs (“People Also Ask”), which is an opportunity to target questions.

3. Linking

- Most pages have very few linking domains (0–5), suggesting backlinks could significantly improve ranking.

4. Optimization Opportunities for Meor.org

- **Create a dedicated donation page** with clear messaging about supporting Jewish education.
- **Target long-tail keywords** like “support Jewish education online” or “donate to Torah learning programs” to compete with stronger domains.
- **Add FAQ schema** answering common donation questions to appear in the People Also Ask section.
- **Earn backlinks** from related Jewish education sites, community newsletters, or blogs to increase authority.

Here's an **SEO-optimized donation page outline for Meor.org** tailored to rank for keywords like "donate to Jewish education" and "support Torah learning":

Page Title:

Donate to Jewish Education | Support Torah Learning at Meor

Meta Description:

Support Jewish education and Torah learning at Meor. Make a donation today to inspire students, strengthen communities, and help Jewish values thrive.

Header Structure & Content:

H1: Donate to Jewish Education & Torah Learning

H2: Why Your Support Matters

- Briefly explain Meor's mission and impact.
- Highlight programs, student growth, and community reach.
- Include statistics or stories of students' successes.

H2: Ways to Give

- Online Donation (Credit Card, PayPal, etc.)
- Monthly Giving / Recurring Donations
- Legacy & Planned Giving
- Corporate & Community Sponsorships

H2: Frequently Asked Questions (FAQ)

- How is my donation used?

- Is my donation tax-deductible?
- Can I donate in honor of someone?
- How can I set up a recurring donation?
Use FAQ schema markup to target “People Also Ask” results.

H2: Testimonials & Impact Stories

- Include quotes from students, alumni, or educators about how donations make a difference.

H2: Call to Action

- Clear, prominent “Donate Now” button.
- Encourage recurring donations and community involvement.

Internal Linking:

- Link to relevant program pages, Torah learning resources, or events.
- Example: “Learn more about our Torah programs” or “See how Meor inspires students.”

SEO Tips:

- Target keywords naturally: “donate to Jewish education,” “support Torah learning,” “help Jewish students.”
- Include alt text for images: “Meor students learning Torah,” “Jewish education donation impact.”
- Encourage social sharing of donation page for backlinks.

SERP results for “Jewish college events”, here’s a brief analysis and recommendations:

Observations:

1. High-Authority Competitors

- Many domains have very high authority (91–92), such as Northwestern, UMN, and UPenn.
- Hillel.org also has massive linking domains (2,299), making it highly competitive.

2. Content Type

- Most results are **event calendars or community pages**, focusing on upcoming events and news.
- Some include discussion-based content (e.g., Reddit), which shows interest in creative event ideas.

3. Linking Opportunities

- Pages with few linking domains (0–3) present opportunities for smaller sites to compete with strong content and targeted keywords.

SEO Opportunities for Meor.org

1. Create a Jewish College Events Hub

- Aggregate events, programs, and workshops geared toward college students or young adults.
- Include clear dates, locations, and registration links.

2. Target Long-Tail Keywords

- Examples: “Jewish college events near me,” “Torah learning events for students,” “Jewish cultural events at universities.”

3. Add Blog/Content Around Events

- Highlight past event recaps, tips for engaging Jewish students, or student testimonials.
- This creates additional content that can rank for informational searches.

4. Use Internal Linking

- Link events pages to relevant Torah programs, donation pages, or educational resources.

5. Leverage Schema Markup

- Use Event schema for each listing so events can appear in rich results on Google.

analysis of the **SERP for “Jewish leadership fellowship”** and how **Meor.org** could position itself:

Observations from SERP

1. High-Authority Organizations

- Wexner Foundation, URJ, JTS, AJC, Schusterman all dominate — they’re nationally recognized.
- Domain authorities range from 42–64, strong but not unreachable.

2. Content Type

- Almost all results are **program landing pages** describing the fellowship, benefits, and application process.
- One list-style article (ProFellow) shows that directory content also ranks.

3. Weaknesses in Competitors

- Many have **low linking domains (0–15)** — meaning Meor could compete by building backlinks from Jewish news sites, blogs, and alumni.
 - Some pages are **generic or institutional**; Meor can stand out with **personal stories, videos, and impact highlights**.
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SEO Opportunities for Meor.org

1. Dedicated Fellowship Page

- Title: *Jewish Leadership Fellowship | Meor*
- Meta: “Apply to the Meor Jewish Leadership Fellowship. Inspiring the next generation of Jewish leaders through Torah learning, mentorship, and community impact.”

2. Content to Include

- **Program Overview** (mission, Torah-based leadership training).
- **Who Can Apply** (target audience: college students, young professionals).
- **Benefits** (mentorship, skills, community, scholarships, trips).
- **Success Stories / Alumni Spotlight.**
- **Application Process** (clear steps + deadlines).

3. Keyword Targets

- “Jewish leadership fellowship”
- “Torah leadership program”
- “Jewish student fellowship”
- “Jewish college leadership opportunities”

4. Schema Markup

- Use **Course/Program schema** so the fellowship appears in rich results.

5. Link-Building Strategy

- Partner with Jewish blogs, student organizations, and alumni networks to get backlinks.
- Submit fellowship details to directories like ProFellow.

SERP for “Jewish mentorship programs”, here’s what stands out and how **Meor.org** could leverage it:

Observations

1. Competitors' Strength

- Domain authorities range from **19–50** (mostly mid-tier). This is much less competitive than “leadership fellowship.”
- Linking domains are very low (0–10) — a strong opening for Meor.

2. Content Type

- Pages are **program landing pages** (Olami, JMentors, NCSY JUMP, JWI).
- Some emphasize 1-on-1 mentorship, others highlight leadership or young professionals.

3. Weaknesses in Current SERP

- Most pages are **short and generic**, without much SEO optimization.
- Few include testimonials, FAQs, or strong CTAs.
- None are clearly optimized for “Jewish mentorship programs” as a keyword phrase.

Opportunities for Meor.org

1. Create a Dedicated “Jewish Mentorship Programs” Page

- Title: *Jewish Mentorship Programs | Meor*
- Meta: “Explore Meor’s Jewish mentorship programs, connecting students and young professionals with mentors for Torah growth, leadership, and life guidance.”

2. Suggested Structure

H1: Jewish Mentorship Programs

- Introduction: Why mentorship is vital in Jewish growth and leadership.
3. **H2: Why Choose Meor Mentorship?**
 - Torah-based mentorship
 - Personal growth
 - Career + life guidance
 4. **H2: Who We Mentor**
 - College students
 - Young professionals
 - Emerging Jewish leaders
 5. **H2: Program Features**
 - 1-on-1 mentorship with experienced leaders
 - Group mentorship & workshops
 - Alumni network and lifelong connections
 6. **H2: Success Stories**
 - Alumni testimonials
 - Stories of growth and leadership impact
 7. **H2: How to Join**
 - Application or signup process
 - Contact details for more info
 8. **H2 (FAQ): Common Questions**
 - “How does mentorship work at Meor?”
 - “Is the program available online?”

- “Can I choose my mentor?”

9. **CTA:** Big button: *Apply Now | Join a Meor Mentorship Program*

10. Keyword Targets

- “Jewish mentorship programs”
- “Jewish student mentorship”
- “Torah mentorship for college students”
- “Jewish leadership mentoring”

11. Backlink Strategy

- Reach out to Jewish student orgs (Hillel, AEPi, NCSY alumni groups).
- Ask Meor alumni to share their mentorship stories on blogs/social media linking back.
- Submit the program to fellowship/mentorship directories.

👉 This is actually a **less competitive keyword niche** than the others you’ve shown me. If Meor creates a **well-structured, content-rich mentorship page**, it could realistically rank in the **top 3** within a few months.

SERP for “Jewish nonprofit organizations” and what it means for Meor.org:

590 Monthly Searcher, 56% Keyword Difficulty

Observations from SERP

1. Very High Authority Competitors

- **Wikipedia (DA 97)**, **JDC (DA 58)**, and **Jewish Federations (DA 57)** dominate top results with thousands of backlinks.

- Local federations like **Jewish Federation LA** (DA 48, 811 linking domains) are also strong.

2. Content Types Ranking

- **Directories/lists** (Wikipedia, CauseIQ, FoodTank).
- **Organizational homepages** (JDC, Jewish Federations, Jewish Federation LA).
- **Donation-focused articles** (“best rated Jewish charities”).

3. Weaknesses in Competitors

- Few results are **optimized for people searching specifically to *learn* about Jewish nonprofits as a sector** — most are big orgs or generic lists.
- Niche orgs with DA in the 20s–40s (Lev LaLev, CauseIQ) manage to appear — meaning Meor could compete with **a targeted content approach**.

Opportunities for Meor.org

1. Create a Content Hub / Blog Post

- Example Title: *Jewish Nonprofit Organizations: Inspiring the Next Generation through Education & Torah*
- Position Meor as part of the larger landscape of Jewish nonprofits while highlighting its unique focus.

2. SEO-Friendly Structure for a Blog/Resource Page

H1: Jewish Nonprofit Organizations: Building a Stronger Future

- Intro: Importance of Jewish nonprofits in education, community, and global impact.

3. **H2:** What is a Jewish Nonprofit Organization?

- Define the role and mission, tie in Torah values of tzedakah and chesed.

4. **H2:** Types of Jewish Nonprofits

- Humanitarian & Relief (JDC, Federations)
- Education & Torah Learning (Meor, Aish, Olami, Chabad)
- Social Services (food banks, healthcare, community support)
- Israel-focused nonprofits

5. **H2: Why Support Jewish Nonprofits?**

- Spiritual, communal, and global impact.

6. **H2: Meor's Role in Jewish Nonprofit Leadership**

- Focus on college students, mentorship, leadership fellowships.
- Impact stories and testimonials.

7. **H2: How to Get Involved**

- Donate
- Volunteer
- Join programs

8. **FAQ Section (Schema):**

- "What are the largest Jewish nonprofits?"
- "How do Jewish nonprofits use donations?"
- "Which Jewish nonprofits focus on education?"

9. **CTA: Support Meor Today – Partner with us in inspiring Jewish leadership.**

10. **Keyword Targets**

- "Jewish nonprofit organizations"
- "Jewish charities and nonprofits"
- "Jewish education nonprofit"

- “Support Jewish organizations”

11. Backlink Strategy

- Collaborate with smaller nonprofits (Lev LaLev, Jewish Learning Works) for cross-linking.
- Write guest posts for Jewish blogs about “The Role of Jewish Nonprofits in College Education.”
- Submit Meor to nonprofit directories like CausalQ.

👉 This keyword is **high competition**, but if Meor positions itself as an **educational nonprofit thought leader**, it could realistically rank for **long-tail searches** like “*Jewish education nonprofit organizations*” or “*Jewish college nonprofit programs*”.

ERP for “Jewish young professionals events” and how **Meor.org** can leverage it:

SERP Observations

1. Competitors

- **YJP (Young Jewish Professionals)** dominates (#1 LA, #2 national, #3 Philly, #5 Miami). DA is low–medium (12–27), but strong link building gives them visibility.
- **Jewish Federations / JCC-type orgs** (Dallas, LA) also appear, but with weaker event-specific optimization.
- **Manhattan Jewish Experience (MJE)** (DA 31) ranks high, showing smaller Jewish orgs can compete.
- **Meetup (DA 91)** is a major aggregator, hard to outrank, but a good place for **cross-listing Meor events**.

2. Content Type

- Local event sites (YJP chapters, Federation young adult pages).
- National movement (YJP.org).

- Community/social platforms (Meetup, Reddit).

3. Weaknesses

- Most pages are **not fully optimized for SEO** — they lack strong meta descriptions, schema markup, and FAQ sections.
 - Few pages emphasize the **Torah learning + professional growth angle** — mostly networking/social.
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Opportunities for Meor.org

1. Dedicated Landing Page: Jewish Young Professionals Events

- Title: *Jewish Young Professionals Events | Torah, Networking & Leadership with Meor*
- Meta: “Join Meor’s Jewish young professionals events. Connect, network, and grow through Torah, mentorship, and meaningful community gatherings.”

2. Suggested Structure

H1: Jewish Young Professionals Events with Meor

H2: Why Join Our Events?

- Build meaningful Jewish connections
- Learn Torah with peers & mentors
- Network with leaders and professionals

3. **H2:** Types of Events We Host

- Shabbat dinners
- Torah learning nights
- Leadership & mentorship sessions
- Holiday celebrations & retreats

4. **H2:** Upcoming Events (Event Schema)

- Event name, date, location, registration link.

5. **H2:** Who Attends Our Events?

- Young Jewish professionals, recent graduates, future leaders.

6. **H2:** Success Stories

- Testimonials of participants who gained friendships, mentors, or spiritual growth.

7. **H2 (FAQ):** Frequently Asked Questions

- “Are events open to all backgrounds?”
- “Do I need prior Jewish learning experience?”
- “Is there a cost to attend?”

8. **CTA:** *Join Our Next Event | Sign Up Now*

9. **Keyword Targets**

- “Jewish young professionals events”
- “Jewish networking events”
- “Jewish professionals Shabbat dinners”
- “Torah events for young professionals”

10. **Backlink Strategy**

- Cross-list Meor events on **Meetup** and **local Federation calendars**.
- Partner with YJP chapters for co-events or content.
- Ask alumni/professionals to blog about their event experiences and link back.

11. **Technical SEO Boost**

- Use **Event Schema** so Meor events show up with rich snippets (date, location, register button).
 - Add strong visuals (photos of past dinners, learning sessions) with alt text like *“Jewish young professionals Shabbat dinner by Meor.”*
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👉 This keyword space is **moderately competitive**, but unlike “Jewish nonprofits,” Meor could realistically rank in the **top 5** if it builds a **well-optimized event hub** and lists events consistently.

🔑 Priority Keyword Opportunities for Meor.org

1. Jewish Mentorship Programs (low–medium competition, DA range 19–50, few backlinks)

- **Why:** Easier to rank, underserved SERP (short, generic content).
 - **Action:**
 - Build a **dedicated mentorship landing page** (with FAQs, testimonials, CTAs).
 - Target long-tail: *“Jewish student mentorship,” “Torah mentorship for college students.”*
 - Push alumni stories + backlink outreach (Hillel blogs, student orgs, mentorship directories).
 - **Potential:** Top 3 ranking possible within months.
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2. Donate to Jewish Education (medium competition, DA 16–57)

- **Why:** Strong donor intent keyword with direct fundraising impact.
- **Action:**
 - Create a **dedicated donation page** optimized for *“support Torah learning,” “donate to Jewish education online.”*

- Add **FAQ schema** (tax-deductible, recurring donations).
 - Build backlinks from community newsletters, Jewish blogs.
 - **Potential:** Page could rank mid-SERP with authority-building; long-tail targeting boosts odds.
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3. Jewish Young Professionals Events (moderate competition, DA 12–31)

- **Why:** Moderate keyword difficulty, highly relevant for Meor’s audience.
 - **Action:**
 - Build a **Jewish YP Event Hub** with event schema, clear CTAs.
 - Target long-tail: *“Jewish networking Shabbat dinners,” “Torah learning events for young professionals.”*
 - Cross-list on Meetup, Federations, YJP chapters.
 - **Potential:** Top 5 possible with consistent event listings + backlinks.
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4. Jewish Leadership Fellowship (medium–high competition, DA 42–64)

- **Why:** Strong fit for Meor’s programs but competitive.
 - **Action:**
 - Launch a **fellowship landing page** (program overview, alumni stories, benefits).
 - Target: *“Jewish leadership fellowship,” “Torah leadership program.”*
 - Submit to directories like ProFellow, build backlinks from alumni + Jewish media.
 - **Potential:** Competitive but winnable if content is personal + story-driven (not institutional).
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5. Jewish College Events (very high competition, DA 91–92)

- **Why:** Very competitive (universities, Hillel). Hard to rank but relevant.
 - **Action:**
 - Instead of head-on competing, create a **college events blog hub** (recaps, guides, Torah + campus content).
 - Target long-tail: “*Jewish cultural events for students,*” “*Torah workshops on campus.*”
 - **Potential:** Supporting content for broader strategy, less immediate ROI.
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6. Jewish Nonprofit Organizations (high competition, DA 58–97)

- **Why:** Very competitive, Wikipedia + Federations dominate.
 - **Action:**
 - Create a **thought-leadership blog post** on Jewish nonprofits, positioning Meor in the bigger ecosystem.
 - Focus on long-tail: “*Jewish education nonprofit organizations,*” “*Jewish college nonprofit programs.*”
 - **Potential:** Difficult for head keyword, but long-tail rankings possible.
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Recommended Order of Execution

1. **Mentorship Programs Page** → fastest win, low competition.
2. **Donation Page** → high-value keyword, direct fundraising impact.
3. **Young Professionals Events Hub** → moderate competition, relevant audience.
4. **Leadership Fellowship Page** → medium competition, program-specific.

5. **College Events Hub** → long-tail blog content.
 6. **Nonprofits Blog Post** → thought leadership, backlink play.
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Quick Wins for All Pages

- Use **schema markup** (FAQ, Event, Program).
- Add **alumni/testimonial stories** for emotional + SEO value.
- Push **backlink outreach** (Hillel, alumni blogs, Jewish news).
- Optimize **images with alt text** (Torah, Shabbat dinners, mentorship).