

YOU MATTER

“Man was created in the image of God.” -Genesis 1:27. As every day goes by, a new life is created. Each new, living and breathing soul has tremendous power in this world. You may not realize it yet, but you are unique and special, and should therefore feel acknowledged and appreciated.

Areyvut's "You Matter" cards were created to recognize the value of a life in a simple, yet extremely powerful way. Distribute them to friends, family members, colleagues, and strangers in order to remind the receiver how much he or she matters in this world.

“You Matter” cards were created for the receiver and for the giver. In life, we often think that who we are is not enough, that there is something we need to prove. We do not always realize our potential. We often go through rough times, feeling alone. To have someone notice and understand makes all the difference between feeling invisible and feeling loved and supported. To be the one who notices and understands is an equally powerful experience.

HERE IS WHY YOU MATTER:

You have a purpose in this world.

You can make someone smile.

You can be the reason why someone is happy.

You can inspire.

You can give hope.

You can actively make a difference.

You can pass along the message and tell someone else they matter too.

WHAT YOU CAN DO WITH “YOU MATTER” CARDS:

- Give one to your bus driver, your mailman, your garbage man, your barista, a toll clerk or a person you see on the street! You can add a personal message as well.
- Write names on the cards to create place holders for a meal you are hosting. Incorporate the campaign throughout your meal.
- Host a lemonade stand and give a card with every cup you sell.
- Start a discussion exercise with your friends, family, students or colleagues. Give everyone a card and have them share their thoughts on the purpose of the “You Matter” campaign.
- Include in your Shana Tova cards to encourage friends and family members to start the year with a positive mindset.
- Make a “You Matter” Mishloach Manot theme and put cards in them!
- When you give a dollar to a homeless person, give it to them with a “You Matter” card.
- Incorporate the “You Matter” campaign into your next birthday party or at your Bnai Mitzvah and give out cards.
- Start a pay-it-forward campaign by giving a “You Matter” card to a friend and asking him to pass it on to someone else.
- Distribute to your child’s teachers with a handwritten card describing the impact that the teacher has had on your family.

SHARE YOUR EXPERIENCE

Please e-mail us at info@areyvut.org and post a picture or video sharing your experience and the impact it had on you and others to social media. Tag [@areyvut](#) so that we can be informed of your post and can gauge the reach and impact.