



בי"ה  
**Project:** Sermon Resource for Shluchim  
**Distribution Date:** November 13, 2007/ ג' כסלו תשס"ח  
**Parsha:** Vayeitzei / ויצא

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1. The Rebbe turned Uforatzto into Chabad's Jewish outreach motto. Chassidim made a song out of it.



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2. What does Uforatzto mean?  
 Rashi: strength  
 Maharsha: to break through  
 Modern Hebrew: to spread out.  
 Which did the Rebbe mean?

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3. Uforatzto is the blessing Jacob received from G-d, so let's take a look at Jacob's life and see if we can get a clue as to its meaning.



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4. Story #1: Trading lentil soup Esau's birthright -unconventional.  
 Story #2: Stealing the blessings - almost unreasonable.  
 Story #3: Agreeing to continue working for Laban after being tricked - unusual.  
 Story #4: Keeping Leah and still marrying Rachel - unorthodox.



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5. Story #5: "Sneaking away" with a big family, cattle, sheep, and lots of possessions.

Story #6: Sending Joseph to check on the brothers who hated him - irresponsible.

Story #7: Burying Rachel at the side of the road - untraditional.

Story #8: Switching his hands while blessing his grandkids - unpredictable.



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6. This unconventional behavior brought Jacob great success.

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7. Unlike his predecessors, Jacob unconventionally succeeded in raising thirteen faithful children.



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8. Each patriarch gave us something:  
 Jacob taught us Uforatzto, to do what the world least expects.



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9. The Rebbe did Uforatzto when he started "Peddling Judaism".  
 The Mitzvah tank was laughed at by many Jews but you can't argue with success!



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10. Public menorahs are also uforatzto:  
 Nobody ever thought of it except the Rebbe, after all that's his motto - Uforatzto!



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