



Project: Sermon Resource for Shluchim
Distribution Date: July 19, 2011 / יד' תמוז תשע"א
Parsha: Matot / מטות

בי"ה

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1. Summer: "vacation mode"



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2. Birthright program: always full, tourism growing

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3. Diaspora began before 1st Temple Era: Parshah



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4. Gad/Reuven: "Other side of Jordan..."



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5. Moshe: "You'll turn everyone astray!"



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6. Gad/Reuven: "We'll lead in battle..."

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7. Moshe agreed; added 1/2 Menasheh



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8. Why? So many Holy Land mitzvos!



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9. Diaspora Jews who love Land support Land: Alter Rebbe



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10. Menasheh loved Holy Land, would strengthen Gad/Reuven's bond.

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