



Shagririm Balev
 Everyone Can Make a Match
 AYELET GLATT | Head of Diaspora and Olim



What Batman Taught Us About Singles Events

לעילוי נשמת
 מאיר יצחק בן יוסף אצליהו הכהן ז"ל

Nine hundred singles walked into one Purim party this week. Nine hundred!

Now if you've ever hosted even nine people for Shabbat, you know that numbers don't create magic, atmosphere does.

At Shagririm Balev's Purim event, the evening was split into two parts: a lively fair packed with competitive booths (the kind that make grown adults surprisingly passionate about winning gummy bears), followed by a stand-up show by Guy Hochman that had the room roaring. On paper, that's great programming.

But here's what the feedback forms told us: the highest rating wasn't the games. It wasn't even the show. It was the *Tzevet* - the team.

This *Tzevet* is Ninety-nine percent

volunteers - head ambassadors who give all year long, most of them singles themselves. What people kept writing wasn't only "they worked hard", it was: "they saw me."

That's the secret.

If you want singles to feel comfortable, at a Shabbat table, at a party, at a community event, stop focusing only on logistics and start focusing on **dignity**.

Here's what that looks like in practice:

First, level the playing field. We asked everyone to come in costume. So the entire staff showed up in full Batman gear - capes, bold logos, and very extra face painting. Not half-way. Not "we're too cool for this." Full commitment. Why? Because every single person who walks into a singles event is already stepping out of their comfort zone. The least we can do as staff is take a step too. When leadership participates fully, even a little boldly, vulnerability becomes contagious, and suddenly the room feels safer.

Second, remove hierarchy. The staff didn't stand on the sidelines with clipboards and superiority. They played. They laughed. They waited in lines. They lost games. When the people running the event feel like peers rather than supervisors, walls fall down.

Third - and this one you can apply tonight, **include singles in contribution.** If someone asks, "What can I bring for Shabbat?" don't



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say, "Nothing, just come." Give them something real. A salad. Dessert. A Dvar Torah. A game for the kids. Contribution creates belonging, and belonging creates comfort. Many of the choices we made for this event came directly from feedback from singles on the Tzevet. The guiding principle was simple: it's not that we know better than the people we are trying to serve. When people have a voice in shaping what is being built for them, they stop feeling like guests and start feeling like partners - and that changes the emotional experience of the entire room.

Fourth, assume depth. Don't treat singles like fragile guests you must entertain. Treat them like adults with humor, intelligence, and emotional range. Respect is felt long before it's articulated.

What made 900 singles give such positive feedback wasn't the noise or the novelty. It was the quiet message underneath it all: **You are not a project. You are one of us.**

And that is something every one of us can replicate, one thoughtful decision at a time. ■



**Want to set up your friends?
Become their ambassador -
join Shagririm Balev!**



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0585323242**





Founded in Israel in 2019 and led by Rav Rimon, **Shagririm Balev** - a social online matchmaking initiative - has taken the dating scene by storm. With over 10,000 candidates and 3,000 Ambassadors, in Israel and the US, Shagririm Balev is averaging a Wedding every 2 days!

GabaiRealEstate
GabaiRealEstate.com

Private House, Greek Colony

Exclusive one-of-a-kind free-standing home just minutes from Emek Refaim. A historically preserved residence offering 588 SQM built on a 604 SQM lot. **Call for additional details.**

Private Cottage, Old Katamon

Reduced Price! Rare family home, spacious 200 sqm, 55 sqm garden, 6 rooms (Large Saferoom), 3.5 bath. Private entrance, Parking, opt. for guest unit, best location!

Quiet Street Minutes From Baka

Brand-new 106 sqm in a boutique building, 3 beds, 2 baths, 2 balconies, accessible, parking & storage. Excellent value for an oversized luxury unit minutes from Baka! **Call for info**

Hashofet Chaim Cohen, Arnona

Just Listed! 3-bedroom, 96 SQM apartment with breathtaking views of the old city. 2 full bathrooms, shabbat elevator, parking, storage, building gym, and easy access to public transport. **Asking: 3,650,000 NIS**

San Simon Park

New Rental! 150 SQM 3-bedroom 2.5 bathroom, with incredible views, generous living space with kosher kitchen, parking & storage! **Asking: 15,000 NIS a Month**

Kfar David, Mamilla

New Rental! Luxurious 70 SQM apartment steps from the Old City! 2 beds, 2 baths, furnished, central AC, fully accessible, parking, storage! **Asking: 11,500 NIS a Month**

Ha'Meyasdim, Kfar Saba

Deal Of The Year! Amazing location, 114 SQM fully renovated apartment with 3 bedrooms, 2 bathrooms, elevator & private parking. **Asking under 21k NIS a Meter**

Hagilgal, Ma'ale Adumim

Free Standing House! 355 sqm, 10 rooms, 5 bath. Pool, Jacuzzi, Sauna. Beautifully renovated and designed with a massive succah terrace and a stunning view!

Mevo Hadas, Rimon, Efrat

Just Listed! Spacious 6-bedroom attached home with garden, views, and private parking. Quiet pastoral street near parks, shopping, and shuls. **Asking NIS 4,280,000**



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