



THE MONTH OF ELUL

As we enter the month of Elul, we begin the *avodah* of Elul — making a *cheshbon nefesh* on what there is to add and correct from the past year, in all areas of Torah and mitzvos.¹

The most sublime form of *teshuvah* — *Teshuvah Ila'ah* — is attained by learning Torah. Therefore, everyone should add time to their fixed learning schedules and expand public Torah classes.²

The *avodah* of Elul includes various customs, such as the *bracha* we offer one another — in speech or in writing — to be inscribed for a good and sweet year. It is appropriate to adopt the custom of checking tefillin and mezuzos during Elul, and to encourage others to do the same.³

One of the acronyms for Elul is “*Ish lerei'ehu u'matanos la'evyonim*,” referring to tzedakah. It is called “*matanos*” because one must give tzedakah in the month of Elul in a most respectful way, the way one would give a gift to a close friend.⁴

Because the month of Elul is a preparation for Rosh Hashanah, it is proper to encourage everyone to contribute towards helping those who need the funds for Yom Tov.⁵

The Rebbe strongly encouraged Chassidim in Eretz Yisroel to go out to the soldiers on the front lines, blow *shofar* for them, and put on tefillin with them. The

Rebbe asked that they explain to the soldiers the great *shlichus* they have: when a Jew performs Torah and *mitzvos* and a non-Jew can see that these are members of Hashem's army, it strengthens the security of the land.⁶

The reason there is no commandment or *minhag* to increase in joy — even though there is no greater joy than Hashem's unbounded closeness to every Yid throughout Elul — is because the joy of Elul is even greater than a mitzvah or *minhag*.⁷

11-13 ELUL — THE WEDDINGS OF THE REBBE RASHAB AND THE FRIERDIKER REBBE

During the Frierdiker Rebbe's wedding, the Rebbe Rashab began the famous *hemshech* of “*Samach Tesamach*.” As it is the Chassidishe “*Hilchos Regel*”, everyone should learn this *hemshech* throughout the upcoming eight days.⁸

The Rebbe asked that those making weddings around this time should increase in joy at the wedding, and to also make a meal for the poor as was customary in the past.⁹

14 ELUL — THIRTY DAYS BEFORE SUKKOS

As 14 Elul is 30 days before Sukkos — a Yom Tov during which one must have increased joy

לזכות
החתן הרה"ת ר' לוי יצחק שיחי' שאו
והכלה המהוללה מרת חי' מושקא תחי'
גאלדמאן
לרגל חתונתם בשעתומ"צ ט"ז אלול
ה'תשפ"ב

נדפס ע"י הוריהם
הרה"ת ר' יוחנן וזוגתו מרת לאה ומשפחתם
שיחי'
גאלדמאן



— in addition to learning the *halachos* of Sukkos as is customary, one should also increase in the joy befitting the preparation for Sukkos.¹⁰

15 ELUL – FOUNDING OF YESHIVAS TOMCHEI TEMIMIM

The Rebbe asked that on the 15th of Elul, the *hanhalah* (both the *hanhalah ruchnis* and the *hanhalah gashmis*) of any Tomchei Temimim branch in the world should arrange a farbrengen. Everyone in the yeshiva should participate, including those who only send their children there or have once learned there, and the farbrengen should be with a great *shturem*.

These farbrengens should continue until Chai Elul, and even beyond if possible.¹¹

One should increase in Torah learning, specifically Chassidus, and arrange new public classes of Chassidus. One should also increase in davening, since we know its significance to the month of Elul in general, and the specific focus given to davening in Tomchei Temimim. The Rebbe also encouraged Chassidim to increase in tzedakah — the third pillar on which the world stands.¹²

CHAI ELUL – THE BIRTH OF THE BAAL SHEM TOV AND THE ALTER REBBE

In 5736*, the Rebbe launched *mitvza ahavas Yisroel*, with the goal of enhancing the mitzvah which all Rabbeim, beginning from the Baal Shem Tov and the Alter Rebbe, gave their lives for. If *ahavas Yisroel* is critical throughout the year, how much more so is it in the month of Elul, when we wish each other well for the coming year.¹³

The Friediker Rebbe said about Chai Elul that it “brings a *chayus* in the *avodah* of Elul.” Therefore, on this day one should increase in the *avodah* of Elul, both in making a *cheshbon nefesh*, and to increase in davening, learning Torah (primarily the laws connected to the Yomim Tovim of Tishrei), and giving tzedakah (specifically to a fund for the needs of the upcoming Yomim Tovim.)¹⁴

29 Elul – Erev Rosh Hashanah and birth of the Tzemach Tzedek

In honor of the birthday of the Tzemach Tzedek, the Rebbe instructed Chassidim to increase tzedakah, to learn something additional from the Tzemach Tzedek's Torah¹⁵ and to increase their efforts in the spreading of Chassidus.¹⁶

In 5749*, the 200th anniversary of the Tzemach Tzedek's birth, the Rebbe instructed that everyone should give tzedakah in multiples of 200. The Rebbe also distributed the *kuntres* “קיצורים והערות” to the Chassidim to learn.

The Rabbeim had a custom before Rosh Hashanah to dedicate time for a conversation with their wives, eventually establishing it as a custom for all to follow.¹⁷

The Rebbe encouraged that an appeal should be made to raise funds for people who need help with their Yom Tov expenses, similar to a *ma'os chitim* fund for Pesach, based on the words of the *possuk*, “ושלחו מנות לאין נכון לו”.¹⁸ **T**

1. Toras Menachem 5748 vol. 4 p. 208.
2. Toras Menachem 5750 vol. 4 p. 203.
3. Toras Menachem 5748 vol. 4 p. 208.
4. Toras Menachem 5749 vol. 4 p. 209.
5. Toras Menachem 5748 vol. 4 p. 236.
6. Sichos Kodesh 5736 vol. 2 p. 691.
7. Toras Menachem 5748 vol. 4 p. 234.
8. Ibid. p. 272.
9. Toras Menachem 5751 vol. 4 p. 225.
10. Toras Menachem 5748 vol. 4 p. 263.
11. Toras Menachem 5749 vol. 4 p. 316, 5746 vol. 4 p. 369.
12. Toras Menachem 5749 vol. 4 p. 315.
13. Sichos Kodesh 5736 vol. 2 p. 685.
14. Toras Menachem 5750 vol. 4 p. 259.
15. Sefer Hasichos 5751 vol. 2 p. 360.
16. Hisvaaduyos 5749 vol. 4 p. 388.
17. Toras Menachem 5748 vol. 1 p. 39.
18. Likkutei Sichos vol. 14 p. 372.