



D'VAR TORAH

Office of The
CHIEF RABBI

The best invitation you'll ever get...

What's the best way for us to make people to want to come to Shul?

In Parshat Pinchas, the Torah reveals to us details of the major festivals and the term that is used for a festival is 'Mikra Kodesh'.

Rav Shimshon Rafael Hirsch translates this term as being a call to holiness, it's an invitation that Hashem extends to us, to engage with him in a spiritual and meaningful way.

I'm sure that you're just like me, when an invitation arrives in the post, there is a sense of excitement.

You can see that the envelope suggests this must be an invitation, then you open it up and you reveal its content and indeed you are being invited to do something, to come along somewhere.

It is left up to you to send the RSVP and you're looking forward to the occasion, when you have decided that you want to take advantage of the opportunity, to benefit from that experience.

That is how the Torah presents our engagement with our Judaism.

It's not just the festivals, it's not just attending Shul on a weekly or daily basis, it's the performance of all our Torah and mitzvot, God has sent us a personal invitation.

You know there was a time when people would do the right thing, out of a sense of loyalty, but today I think within our communities around the globe, most people will do the right thing because they've decided to of their own accord, not because they have been 'coerced', but because they find it appealing and it's their decision.

We are so blessed because we have the ultimate product, it is a system of life, it's a way of life authored by Almighty God himself, relevant to every single generation and all we need to do, is to answer that invitation in the affirmative - to pitch up, to engage.

And I promise you, it will give you phenomenal deep meaning and ongoing joy in life.

We're so lucky, because it's the best invitation you can ever get.

Let's send our RSVP now.

Shabbat Shalom.