

## So You Wanna Start a SVARA-method Bet Midrash?!

Hooray! We are so excited for you, for your future students, and for the #QueerTalmudRevolution! Thank you for building this movement with us and creating a community of players.

We want you to feel empowered to run your own bet midrash, to experiment, and to bring your own voice to SVARA's method. And we also want you to feel supported by us! We're here to be your biggest cheerleaders! We're available to help you think through teaching challenges, text questions, the process of organizing and sustaining a learning community, and any other issues that emerge in your teaching and community-building.

Since SVARA is *both* a yeshiva *and* a way of learning and teaching (*and* a concept in the Talmud!), we know that questions of marketing, titles, "branding," and the question of how your emerging bet midrash fits within the organization and yeshiva of SVARA can feel sticky sometimes. Even though we love stickies, we want to make sure that our hopes and expectations for communities implementing SVARA-method learning are as clear as possible for you, so we've gathered some information here to help guide you in your process of starting a SVARA-method bet midrash.

### Here are things we hope you'll do:

1. **Please credit and acknowledge SVARA as you spread SVARA's method near and far!** We ask that you share with your students, with your community, and in your marketing materials that this learning method comes from SVARA. As we grow, we're less invested in spreading our "brand," but we do care about spreading this method! **We learn in a lineage that connects us to our teachers and our chevrotot, and we ask that you do the same in your bet midrash.**
2. Use the language of "inspired by SVARA" or "SVARA-method" in the *description* of your bet midrash when marketing and sharing about it. As noted below, we ask that you refrain from including the word "SVARA" in the title of your program or event (we find that this creates confusion!). You can generate excitement, and clarify for folks what they're in for, by using the phrase "SVARA-inspired," or "SVARA-method," for example, in a blurb describing the bet midrash. (*Sample language folks have used in the past: "We will learn Talmud using the method developed at SVARA: A Traditionally Radical Yeshiva" or "Inspired by our friends and teachers at SVARA: A Traditionally Radical Yeshiva, we'll learn Talmud in the original language using a precise method" or "(Your Name) has studied/studies at SVARA: A Traditionally Radical Yeshiva, and is excited to share this methodology with \_\_\_ community."*)
3. Use any materials we distribute to learners in folders during our learning programs (Bet Midrash Reference Guide, Text Prep Sheets, CRASH packets, etc). Please keep SVARA's logo on all of these materials, to give credit *b'shem omro* (in the name of the folks who created this resource).

4. Give your own version of the CRASH Talk (though please *don't* call the program "The CRASH Talk")! We ask that you *do* cite the idea of CRASH theory as an idea that Benay has developed and taught.
5. Feel free to create your community based on the structure of SVARA's program models — a 6-week unit, a day of learning, a weekend of learning, etc.
6. Send us pictures so that we can *kvell!!!* And do please let us know what you're doing and keep us updated generally. We're dreaming of one day putting together a map of all of the SVARA-style *batei midrash* in the world. Wouldn't that be so sweet?!

**Here are things we ask you *not* to do:**

1. Please don't call your bet midrash a "SVARA Bet Midrash." In other words, please use and credit the **method**, but please do not use the **organization name**.
2. Please don't use SVARA's name or the name of any SVARA programs in your title. (For example, please *don't* call your bet midrash "Fun With Talmud: A SVARA-Method Bet Midrash" or "The CRASH Talk with Ploni MiBeit Ploni.")
3. Please don't distribute SVARA folders with SVARA phrases on them.
4. Please don't quote directly from any of SVARA's promotional or marketing materials.
5. Please don't use SVARA's logo, photographs, or any other content you find on the website or Facebook without checking in with us. This includes SVARA's taglines, program names (One-Night Stand, Fling, etc.) in reference to similarly formatted programs, etc.

**We are so excited to support you in your new adventure in teaching and community building!  
Here are some ways we're here to help:**

- **Schedule time (approximately 1hr/month) with [Laynie](#)** to talk through questions about teaching, pedagogy, and the text you're cooking up. If you want to prep the text, find supplemental sources, work on your Hint Sheet, create a teaching plan, be in touch with Laynie!
- **Schedule time (approximately 1hr/month) with [Ayana](#)** to talk through questions of budget, fundraising, marketing, community partnerships, etc.!
- **Write to [Amir](#) if you're looking for access to SVARA's materials** (Hint Sheets, Marked-Off Daf, Supplemental Texts, etc.)!