

B”H

When the Leap Came Before the Plan

A story of urgency, doubt, and rediscovered vision

A seasoned shliach believed things were stable. Everything was going well. Yet, he found himself taking a leap before he felt ready.

There was no plan. No secured donors. No clear roadmap.

Only a miraculous opportunity - clearly a Brocho from the Rebbe - that seemed impossible to ignore.

How It Started

His Chabad House was functioning. Programs were steady. The community was present. From the outside, everything appeared stable.

Then an unexpected opportunity appeared.

A property surfaced in his neighborhood. The location was perfect, the timing was surprising, and the price was miraculously far below market value.

The opportunity arrived with urgency. Without secured donors, without a campaign structure, and without full clarity. Knowing he had the Rebbe’s Brocho, he chose to step forward.

The immediate reaction was, “*Raise whatever you can.*” Cash was needed quickly, and significant funds were required to enter escrow and secure the property.

Outreach began rapidly. Conversations were rushed. Appeals were made without a cohesive narrative. Pressure began to build.

The Emotional Strain

As the campaign unfolded, funds were raised but not enough. The campaign started to feel chaotic and the energy shifted from vision to survival.

He asked himself, *“What if I lose this?”*

He feared losing the property, disappointing supporters, and embarrassing himself for not pulling through by stepping into something larger than he had ever attempted.

Questions began filling his head.

Was a larger space truly necessary?

Could it be filled?

Was growth realistic?

There were unexpected letdowns as well.

Some donors who he was certain would participate significantly responded with modest gifts. Expectations did not align with reality.

The burden grew heavier.

The Foundational Shift

If this was going to succeed, something deeper had to change.

He needed to believe that the original Brocho from the Rebbe carried with it all of the future Brochos needed to see this project to completion and beyond.

He needed to believe in the necessity of the campaign.

And the definition of progress had to shift.

Until that point, progress had been measured only in pledges and dollars in the bank. When the numbers felt insufficient, confidence declined.

Then a new understanding emerged.

Progress is defined by conviction, in clarity of vision, in the consistency of outreach, and in the willingness to continue despite uncertainty.

Instead of reporting only financial milestones, he began sharing effort:

The number of calls made.

The number of open conversations.

The simplicity and clarity of his presentations.

The commitment to seeing the project through.

Taking action in areas of the unknown.

By embracing every contribution with genuine gratitude, regardless of size, the campaign evolved.

Doors began opening in unexpected places. Introductions followed. Conversations expanded.

Those who had been skeptical began to lean in. Longtime supporters grew more engaged. Conversations became less defensive and more collaborative.

The energy shifted again. This time, toward belief and gratitude.

The Ongoing Journey

The campaign is still unfolding.

The building is not yet secured.

Yet something has already been won.

From an initial place of doubt, he is now sharing light and joy towards the path to success.