Launch Kit: First Hello

Yaaqov Lamb

How the kit fits together

This kit supports one moment: the public launch of First Hello, a new nonprofit that connects at-risk teens in Holon with counselors, therapists and mentors. Each piece goes to a different audience at a different time, but every piece tells the same story from the same facts. The other dates count back from the launch date, Thursday, March 4, 2027.

When	What happens	Piece
14 days before	Invite partners, funders, school leaders and mentors	Invitation
7 days before	Alert reporters and send the pitch	Media advisory
2 days before	Brief the speakers	Speaker brief
Launch day	Run the event; send the release at the start	Run-of-show, press release
2 days after	Thank guests; send photos and a summary to reporters	Thank-you note (in the run-of-show)

One message leads every piece: teens in Holon get a first conversation within 72 hours, and the first step is smaller than a phone call.

Figures used, with sources. More than one in five Israeli students in grades 7–12 report symptoms indicative of post-traumatic stress (22.3%), from a nationally representative Bar-Ilan University study of 7,424 students, part of the WHO Health Behaviour in School-aged Children survey. Clalit Health Services reported that psychiatric emergency visits by its child and adolescent members in the war's third year were 121.3% above the pre-war level. The 121% counts visits, not individual patients.

1. Invitation

Sent 14 days before the launch to partners, funders, school leaders and prospective mentors. It gives the date and place first and asks for one reply.

> **Subject:** You're invited: the launch of First Hello, March 4, Holon
>
> Dear friends and colleagues,
>
> More than one in five Israeli students in grades 7–12 reports symptoms of post-traumatic stress, yet many teens still find it hard to reach a counselor. First Hello was founded to change that.
>
> Please join us for the public launch of First Hello, a new nonprofit that connects at-risk teens in Holon with counselors, therapists and mentors, quickly and without stigma. Our promise is simple: a teen who reaches out gets a first conversation within 72 hours.
>
> **When:** Thursday, March 4, 2027, 6:00–7:30 pm
> **Where:** Holon Community Hall, Holon
> **What to expect:** a short program, the story behind First Hello, how partners and mentors can take part, and time to meet the team
>
> Please reply by February 25 to yaaqovlamb@gmail.com, and tell us if you would like to speak with the team before the event. If you work with young people, bring a colleague.
>
> Thank you for caring about Holon's teens.
> Yaaqov Lamb, co-founder
> First Hello

The subject line gives the event, date and city. The opening fact says why First Hello exists before asking for time, and the ask is one action with a deadline: reply by the RSVP date.

2. Media advisory

A one-page notice sent seven days before. It tells reporters who, what, when and where, and what they can photograph or film. It does not tell the whole story; that is the press release.

MEDIA ADVISORY | For immediate release

New nonprofit launches in Holon to give at-risk teens a first conversation within 72 hours

What: Public launch of First Hello, a nonprofit connecting at-risk teens with counselors, therapists and volunteer mentors. Founders will present the model, the pilot-year goals and the partners.

When: Thursday, March 4, 2027, 6:00–7:30 pm. Doors open at 5:45 pm.
Where: Holon Community Hall, Holon. Step-free access; parking nearby.

Who: Yaaqov Lamb, co-founder of First Hello; Dana Mizrahi, director of a partner community clinic; a youth ambassador (first name only, with parental consent); a representative of the municipal education department

Why it matters: More than one in five Israeli students in grades 7–12 reports symptoms of post-traumatic stress, according to a Bar-Ilan University study within the WHO HBSC survey. Clalit reported that child and adolescent psychiatric emergency visits in the war's third year were 121% above the pre-war level. First Hello's pilot year aims to reach 500 teens through 10 Holon schools.

Photo and interview opportunities: the opening remarks, a demonstration of the anonymous first chat, and a short Q&A with the founders. Interviews can be arranged before or after the event.

Please note: To protect teens' privacy, no minors will be photographed or named. Coverage of this event is welcome to include the ERAN helpline (1201).

RSVP and press contact: Yaaqov Lamb | yaaqovlamb@gmail.com

About First Hello: First Hello connects at-risk teens in Holon with the counselors, therapists and mentors they need: quickly, free of stigma and on their terms. Its vision is that every teenager in Israel knows exactly where to turn.

3. Launch press release

The full announcement, sent as the event begins. The quotes are drafts for the founders and partners to approve; no one has said these words.

FOR IMMEDIATE RELEASE | Thursday, March 4, 2027

First Hello launches in Holon with a promise to at-risk teens: a first conversation within 72 hours

New nonprofit pairs anonymous first contact with trained mentors and professional partners

HOLON, Israel – March 4, 2027 – First Hello, a new nonprofit that connects at-risk teens in Holon with counselors, therapists and mentors, launched today at Holon Community Hall. Its pilot year aims to reach 500 teens, train 60 volunteer mentors and work with 10 Holon schools.

The need is growing. More than one in five Israeli students in grades 7–12 (22.3%) report symptoms indicative of post-traumatic stress, according to a Bar-Ilan University study of 7,424 students that is part of the WHO Health Behaviour in School-aged Children survey. Clalit Health Services reported that psychiatric emergency visits by children and teens in the war's third year were 121% above the pre-war level. Many teens still struggle to reach a counselor, therapist or mentor.

First Hello's answer is speed and a small first step. A teen starts with an anonymous chat on WhatsApp, not a phone call, and is promised a first conversation within 72 hours. Trained volunteer mentors and professional partners continue from there. Pilot partners include a community clinic that will accept referrals for professional care and local schools that will host mentor trainings.

"For a lot of teens, the hardest part is sending the first message. We built First Hello so that step is small, and someone always answers," said Yaaqov Lamb, co-founder of First Hello.

"Reaching a teenager early changes what happens next. We are glad to work with First Hello to make that first conversation easier," said Dana Mizrahi, director of a partner community clinic.

> First Hello is inviting three groups to take part: funders to sponsor the pilot year, organizations to refer teens or host mentor trainings, and individuals to give one hour a week as mentors. Sign-up and information: yaaqovlamb@gmail.com.
>
> Teens who need to talk right now can call ERAN, the 24-hour emotional first-aid line, at 1201.
>
> **About First Hello:** First Hello connects at-risk teens in Holon with the counselors, therapists and mentors they need: quickly, free of stigma and on their terms. Its vision is that every teenager in Israel knows exactly where to turn.
>
> **Media contact:** Yaaqov Lamb | yaaqovlamb@gmail.com

Notes on the draft

- **The headline** carries the news (a launch) and the promise (72 hours).
- **The data** sits in the third paragraph, after the news, with each figure tied to its source.
- **The 500, 60 and 10** are pilot goals, not results, so the release says "aims to."
- **It ends with the ERAN number,** in line with safe-messaging practice for coverage of youth mental health.

4. Run-of-show

A 90-minute launch with a start time of 6:00 pm. Times are relative, so the plan still works if the start moves.

Time	What happens	Who	Notes
T−60	Team arrives, tests sound and screen, places signs	Event lead	Sign-in table, ERAN card at the door
T−30	Press and speakers briefed; press kit handed out	Press contact	Kit: release, fact sheet, about First Hello
T−15	Doors open, guests sign in	Volunteers	Tell guests no minors are photographed
T+0	Welcome and why First Hello exists (5 min)	Co-founder 1	One fact, one story, then the promise
T+5	Press release goes out by email and on social	Press contact	Send the moment the welcome ends
T+10	The data: what teens face (5 min)	Co-founder 2	Two numbers, two sources
T+15	How it works: the anonymous first chat, shown live (10 min)	Co-founder 1	Use a demo number, never a real teen's chat
T+25	Partner remarks (3 × 4 min)	Partner speakers	Each says one thing they will do
T+40	A young ambassador speaks (5 min)	Youth ambassador	Parent consent and a pre-agreed script; no personal crisis details
T+45	The ask: fund, partner, mentor (5 min)	Co-founder 2	Point to the sign-up QR code
T+50	Q&A (15 min)	All speakers	Moderator takes guests' questions, then press
T+65	Close and thanks (5 min)	Co-founder 1	Repeat the ERAN number
T+70	Mingling, sign-ups, interviews and photos	Team	Reporters meet founders and partners
T+90	Event ends; team debrief	Event lead	List follow-ups and press contacts
T+2 days	Thank-you email to guests; photos and summary to reporters	Press contact	Include the sign-up link and first sign-up count

Backup plan

- **If a speaker cancels,** a co-founder covers the slot and the program stays 90 minutes.
- **If the demo fails,** use a screenshot. Never show a live chat with a real teen.
- **If a guest becomes distressed,** a named team member guides them to a quiet room and gives them the ERAN number.

5. Speaker brief

A one-page brief sent to every speaker two days before. It gives each person the same three messages, their slot and the words to avoid.

Three key messages

1. **To teens:** you don't have to figure this out alone.
2. **To parents:** asking for help early is a strength, for your teen and for you.
3. **To mentors and funders:** one hour a week can change a teenager's year.

Each speaker's slot

Speaker	Time	Main point	One thing to say
Co-founder 1	5 min welcome, 10 min demo, 5 min close	Why First Hello exists and how the first chat works	"A teen who reaches out hears back within 72 hours."
Co-founder 2	5 min data, 5 min ask	Need has grown, and access has not kept up	"We are asking for three things: funding, partners and mentors."
Partner speakers	4 min each	What their organization will do for teens	One concrete commitment, such as referrals or a mentor training
Youth ambassador	5 min	What made the first step easier	Their own words, agreed beforehand

Words to use and avoid

- **Use:** reach out, first step, support, someone will answer, you are not alone.
- **Avoid:** any description of self-harm or methods, labels like "troubled teens" or "broken," and promises of a cure or guaranteed results.
- **Talk about** hope and help-seeking, not diagnosis or fear.
- **Say** First Hello complements professional care and does not replace it.

If a reporter asks

- **"How many teens will you help?"** The pilot year aims to reach 500, with 60 mentors and 10 schools. These are targets, not results.
- **"Who is behind it?"** Name confirmed partners only, and say the rest are still being discussed.
- **"What if a teen is in crisis?"** First Hello points teens in crisis to ERAN, the 24-hour helpline at 1201.
- **A question you can't answer:** say "I'll find out and come back to you today," and give the press contact's name.

The 500, 60, 10 and 72-hour figures are proposed pilot targets.

Sources

- Teens in Crisis: How Israeli Teens Cope with the Aftermath of COVID-19 and War? (Bar-Ilan University, 2026)
- One in five Israeli students shows signs of post-trauma, study finds (Ynet, 2026)
- After three years of war, Israeli kids bear the brunt of still-rising mental toll (Times of Israel, on Clalit's report, 2026)
- Three years after Oct. 7, children's psychiatric ER visits more than double (Ynet, 2026)