

# CONTENTS

<b>YOUR SISTERHOOD IMAGE...PLUS .....</b>	<b>3</b>
Marketing Your Sisterhood, Branding for Success, The Basics of Marketing, Preparation, Product: Programs & Services, Logistics	
<b>YOUR PUBLIC IMAGE .....</b>	<b>5</b>
The Goals of Public Relations, Your PR Team, What Can Publicity Do for Sisterhood? Planning the Campaign	
<b>PRINTED MATERIAL: WHAT'S YOUR IDENTITY? .....</b>	<b>7</b>
Creating a Unique and Effective Visual Identity, Building Your Visual Identity, For All Printed Material, Stop Being So Literal, White Is Beautiful, Women's League Logo, Clip Art, Paper Choices, Color by the Number	
<b>BROCHURES CAN TELL IT ALL .....</b>	<b>10</b>
What to Include, Preprinted Papers	
<b>BULLETINS AND NEWSLETTERS .....</b>	<b>11</b>
Putting It Together, Contents, Help the Bottom Line, Production	
<b>NAME TAGS AND BADGES .....</b>	<b>13</b>
Without Glasses, Remember Your Brand, Pre-printed Tags, Reusable Tags	
<b>EXTERNAL PUBLICITY: THE MEDIA .....</b>	<b>14</b>
Media Relations, Working with the News Media, The Press Release, Online, Photographs	
<b>PUBLIC SERVICE ANNOUNCEMENTS .....</b>	<b>17</b>
<b>SOCIAL NETWORKING .....</b>	<b>18</b>
Marketing Your Sisterhood through Technology, Facebook, Suggestions from the Experts, Twitter, Blogging, Instant Messaging, Rich Email, VoIP and Video Calls, Podcasts, Spreading the Word	
<b>APPENDIX</b>	
Public Relations Plan .....	23
Public Relations Time Table .....	24
Profile of a Sisterhood Member .....	25
Sisterhood Talent Survey .....	26
Sisterhood Special Interest Group (SIG) Survey .....	27
Information for Press Release .....	29
Resources .....	30

**The Women's League  
Mission**

*The mission of Women's League for Conservative Judaism is to strengthen and unite synagogue women's groups, their members and individual members; support them in mutual efforts to understand and perpetuate Conservative/Masorti Judaism in the home, synagogue, and community; and reinforce their bonds with Israel and Jews worldwide.*



**INTRODUCTION**

This new handbook for public relations, branding, the press, and social media should be part of every sisterhood's library of Women's League resources. It will help establish consistent, reliable, and productive communications procedures that will get your sisterhood noticed. This handbook is one of several published by Women's League to ensure that affiliated sisterhoods thrive. It is based on an earlier version of Image Plus produced by the Women's League Training Services Department, chaired at the time by Cory Schneider.

Women's League thanks those individuals and organizations who shared their knowledge and resources, especially United Synagogue of Conservative Judaism, whose publications *Plugging In to the Network: Twenty-First Century Communications* and *Marketing the Conservative Synagogue in the 21st Century* are the basis for much of the information in this *Image Plus: Public Relations Handbook*.

Other resources that we used, to which you can refer, include:

[www.brandchannel.com](http://www.brandchannel.com)

Joanne Fritz, About.com: The New Media Relations for Nonprofits  
eJewish Philanthropy

Karen Kaufman  
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President

*2009*

### MARKETING YOUR SISTERHOOD

How do you turn your sisterhood into “the place to be” for the women of your congregation? How do you let the community know that your sisterhood has the benefits, services and friendships that women are seeking? How do you publicize specific events and programs so that they are filled to capacity? How do you compete with other organizations (within and without the synagogue) for the time, energy and commitment of your members?

In this age of infinite choices and an abundance of causes—but diminishing funds and limited time—how do Women’s League sisterhoods stay current, vital, and relevant? One of the best ways is to engender feelings of ownership among your members.

### BRANDING FOR SUCCESS

Branding, a word that’s familiar in the market place but is just emerging in the not-for-profit world, may be just the key to achieving the success and recognition you need. Branding is about managing two factors: what message do you want to convey *and* how is that message perceived by your audience (members and potential members).

To design your sisterhood brand takes a team effort. It envelopes all aspects of your sisterhood: membership, education, programming, fundraising, and publicity. Everyone becomes a stakeholder in the outcome. Even though the process is the same as marketing a product, here you are dealing in the world of intangibles where perception plays an even greater role.

### THE BASICS OF MARKETING

There are five basic functions of marketing that are necessary to brand any product, in this case, your sisterhood:

#### PREPARATION

Identify your group. Where is the potential for growth?

Find out what your members want and need.

Find out what potential members want and need.

Set realistic goals.

#### PRODUCT: PROGRAMS AND SERVICES

Determine which needs the sisterhood can fill.

Develop programs that answer the needs of current and potential members.

#### LOGISTICS

Consider calendar, timing, location, costs, volunteer effort.

#### Public relations should:

Publicize successes when it will do the most good.

*Announce programs for the year around the high holidays so members can anticipate events.*

Stress the significance of your programs to your members, congregation, and community. *They give your members a voice in the community just as membership in a Women’s League sisterhood gives them a voice in the worldwide Conservative/Masorti movement.*

Correct negative impressions. *If sisterhood is considered “my mother’s organization” gear publicity to nursery school and religious school mothers.*

Educate members about issues. *Since October is Breast Cancer Awareness Month, include information about self-exams, genetic testing, local support groups in your bulletin.*

Remind people of something they already know. *If your sisterhood supports USY, profile USYers in your mailings.*

## YOUR SISTERHOOD IMAGE . . . PLUS

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**Materials from Women's League to help you design your sisterhood:**

*The Sisterhood Planner  
Blueprint for Membership  
Z'havah Planner  
New Directions &  
Directives  
Hebrew Word Guide*

**Publicity online at  
[www.wlcj.org](http://www.wlcj.org)**

*Members of Women's League have direct access to a treasure trove of materials on its website. There are materials throughout the site you can adapt for divrei Torah, mini-study sessions, holiday celebrations, crafts, etc.*

*In addition, the Publicity Tools for Sisterhood pages contain bulletin spots, flyers, logos, images from the Sisterhood Planner, Profile of a Sisterhood Member, Special Interest Survey, and Member Talent Survey.*

*To log on to MyWLCJ you must be a member of Women's League, and use your log-in number, which you can get either from your sisterhood president or by emailing [info@wlcj.org](mailto:info@wlcj.org).*

### **PROMOTION: INTERNAL AND EXTERNAL PUBLICITY**

Target material to the appropriate audience

Develop a public relations campaign that encompasses every possible venue

### **SATISFACTION**

How to keep members happy, satisfied and loyal

This handbook will deal primarily with promotion and satisfaction, but here is a brief look at the other elements of marketing.

### **PREPARATION**

Who are your members and potential members? It is important to think of your members as your clients/customers. They must be treated as individuals you need to serve; potential members are those you must attract.

You need to know who you are. Use the chart and surveys on pages 25 through 28 to begin to analyze who is your market for sisterhood membership. You can do this using the mail, email, phone calls, or even during informal parlor meetings.

### **PRODUCT: PROGRAMS AND SERVICES**

You cannot simply tell people that sisterhood meets a particular need; you must have the programs in place to do so! This is where the entire sisterhood leadership comes in. Together, review the surveys and input from members and potential members. **Design the sisterhood that meets those interests and needs.** All the publicity in the world won't help a sisterhood that does not provide its members the programs, classes, projects, and service that they want! Programs and projects need to be scheduled based on the particular target audience you want to reach.

Every member and potential member needs to have a stake in what your sisterhood does. Ask them... listen to them... thank them. Then be sure that your officers and committee chairs make it all happen.

### **LOGISTICS**

Involve as many members as possible. The more women are asked and involved, the more of a sense of ownership they will have.

You must work within a budget for every project. Review the budget with your sisterhood president and financial officers so you know exactly what you have available over the course of the year. If there is a charge for a program it should cover the expenses for printing and postage.

You need to juggle several different schedules: those for mailing out hold-the-date cards and invitations, and those for local and synagogue papers (bulletins, local Jewish papers, shoppers, calendar entries, religious news).

Much of the success of sisterhood programs or events depends on the publicity they receive both before and after. The publicity team should ensure that sisterhood has a positive image and that its programs have the greatest visibility possible. A member of the publicity team should serve on every sisterhood committee.

The information in this handbook will help you develop a communications plan, create a successful public relations program, and begin the process of branding your sisterhood.

### THE GOALS OF PUBLIC RELATIONS

**Internal:** to encourage the participation of members through posters, invitations, flyers, brochures, bulletins, newsletters, articles, phone squad, listserves, webpage, etc.

**External:** to reach all Jewish women whose interest, attention, and participation you want to encourage and to communicate with the community. This includes press releases, advertising, synagogue and sisterhood webpages.

### YOUR PR TEAM

You need a team of talented and willing women to successfully promote sisterhood. Writers, graphic artists, experienced computer users, women with media contacts, advertising experts, web developers, bloggers – all are needed! The more volunteers on the team, the better.

If you had all of these women on your team, you would have an exceptional publicity program. Of course, not every sisterhood has women with all of these talents willing to volunteer their time. How do you find the hidden talent in your sisterhood and congregation? Survey your membership; ask for recommendations. [See the survey on page 26.]

**IMPORTANT:** Be sure that everyone on your PR team can work on the same computer programs, otherwise you will spend a lot of time reworking your materials.

### WHAT CAN PUBLICITY DO FOR SISTERHOOD?

- Recruit volunteers
- Build public support
- Publicize services
- Recognize volunteers
- Create pride
- Educate about the potential of membership
- Inspire donations
- Connect members to Women's League and your region

#### Responsibilities of the PR Team

*Inform members about the opportunities offered by their sisterhood.*

*Create enthusiasm for sisterhood events in the community.*

*Be familiar with the Women's League mission.*

*Know what each sisterhood chair is planning in order to coordinate publicity.*

*Design publicity plans to suit the target audience (an online update won't be read by members who don't use the internet).*

*Schedule enough time to plan and execute your publicity schedule.*

*Know the schedule for advertising, press releases, and calendar entries for the local Jewish papers.*

*Know the schedule for your synagogue bulletin and other publicity avenues.*

*Create a consistent brand for all your sisterhood materials*

# YOUR PUBLIC IMAGE

## Internal Promotional Vehicles

*Sisterhood bulletin or newsletter\**

*Sisterhood brochure\**

*Congregation bulletin*

*Sisterhood website\**

*Synagogue website*

*Region website\**

*Email/blast email\**

*Flyers, posters\**

*Postcards\**

*Bulletin boards*

*Telephone squad*

*Telephone tree*

*Pulpit announcements*

*Religious school, preschool, USY newsletters and flyers*

*Social networking\**

*\* additional information available in this iIMAGE PLUS handbook.*

## PLANNING THE CAMPAIGN

### Step One

Target the different groups you want to reach during the year and determine the most effective ways to reach them:

Married	Grandparents	Parents of grown children
Single	Care givers	Parents of young children
Divorced	Employed	Parents of teens
Widowed	Unemployed	Intermarried
Snow birds	Students	

Different types of members your sisterhood might have:

**Doers:** Officers and committee chairs, those who make things happen

**Avid users:** Attend regularly, offer both criticism and compliments

**Barely there:** Attend once or twice a year. They are willing to show up but don't want to be involved in planning.

**Inactive:** Dues paying, rarely show up

**Unaffiliated:** Don't pay dues and never participate

### Step Two

Review the sisterhood calendar for the year. Which programs should be targeted to which group or type of member?

A member of the publicity committee should be part of the planning for each program to help keep the brand of sisterhood consistent.

### Step Three

Choose the appropriate promotional vehicles and be sure that someone is responsible for completing the tasks. Allow enough time for each publicity task. [See chart on page 24.]

Remember that no single promotional vehicle can be counted on to do the complete job. But a creative combination of communication/publicity methods can result in a dynamic and successful campaign.

## DO YOU DEMONSTRATE AGGRESSIVE HOSPITALITY?

Are you user-friendly?

Do you return calls when you say you will?

Are you overly sensitive when you hear complaints?

Do you follow through?

Do you know what your sisterhood can – and cannot – do?

## PRINTED MATERIAL: WHAT'S YOUR IDENTITY?

### CREATING A UNIQUE AND EFFECTIVE VISUAL IDENTITY

Every organization has an image, a brand. Everything you do either enhances that image or detracts from it. Your image can develop haphazardly over time or you can take an active role in planning it. Exciting visual communications are the strongest tool you can use to make an immediate impact.

Your visual identity is more than just your logo. It's the color, style and fonts, the quality of the photographs and illustrations you choose. The keys to a successful visual identity are relevance, distinctiveness and consistency.

### BUILDING YOUR VISUAL IDENTITY

What image do you want to project? Be clear about who you are, what you do, and how you want to be perceived. Develop a strong, recognizable identity.

Use your logo consistently and prominently on all materials.

As an added value, use the Women's League logo on all your materials to link your members to the international organization that represents them, as well as your region logo to reinforce local connections.

Develop a sisterhood color palette.

Select two fonts (one serif and one sans serif) to use on all sisterhood communications.

Use a consistent graphic style. A communication from sisterhood should be immediately recognizable.

Be particular about quality. Clean, high impact materials communicate competence and organization.

For each print project you are planning you will need women for:

**Editorial:** determines content and asks chairs or officers to write articles. Edits for consistent style, accuracy, and grammar.

**Design:** uses desktop publishing programs that are compatible with your printer's capabilities.

**Proofing:** at least two people should read everything before it goes to the printer.

**Distribution:** Who will receive it? How will it be distributed (mail, handouts at services, email, posted around town)?

### Publicity Checklist

*Form a committee with women to write, edit, do desktop publishing and graphic design.*

*Collect previous publicity materials and begin a scrap book of your material.*

*Consult with the president and committee chairs to establish a calendar for the year.*

*For each event, work backwards to establish a schedule for: hold the date cards, invitations, press releases, bulletin spots, newsletter article, webpage, pulpit announcements, phone squad, email reminders.*

*Know the deadlines for local papers as well as the synagogue bulletin.*

*Update the brochure.*

*Produce a newsletter.*

*Make sure stationery has correct information and Women's League logo.*

*Proofread and have president approve everything.*

## PRINTED MATERIAL: WHAT'S YOUR IDENTITY?

### Women's League Branding Icons

*You are invited to use these icons together or individually to highlight a specific topic.*



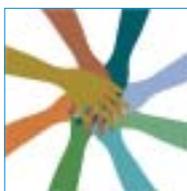
**LEARNING**



**LIVING**



**LINKING**



**SHARING**

*These icons can be downloaded from [www.wlcj.org](http://www.wlcj.org)*

The most effective visual material is usually printed professionally. But today's sophisticated office copiers and computer printers can also produce beautiful work. You need to assess the costs for the size of your run. If you are using an outside printer (for large runs, for odd sizes, for heavier papers), an experienced graphic designer can prepare camera-ready art on a computer and email it directly to the printer. Most printers will help you prepare the files to be emailed. Even a computer novice can figure it out with some practice.

### FOR ALL PRINTED MATERIAL

Art can improve almost every printed item. Some suggestions:

photographs (scanned or digital)

illustrations (scanned)

clip art (computer generated)

drawings by members (scanned)

borders (in most computer programs)

Sisterhood logo (if you don't have one, invite your members to submit ideas and have a contest)

Women's League logo (Available at [www.wlcj.org](http://www.wlcj.org))

Women's League branding icons for learning, living, linking, sharing. (Available at [www.wlcj.org](http://www.wlcj.org))

### STOP BEING SO LITERAL

Don't just use the art as it is presented. Flip it, crop it, enlarge it, reverse it, add color, lift out elements. The unexpected use of art, dynamic colors and a clever headline will get noticed.

### WHITE IS BEAUTIFUL

No matter how many elements you use—graphics, blocks of text, logos—leave plenty of white space so that the eye is not overloaded. Use bullet points, which are easier to read than lots of text.

### THE WOMEN'S LEAGUE LOGO



As a Women's League sisterhood, your members are also members of the largest synagogue based women's organization in the world. By including the Women's League logo in all your printed material, you are branding your sisterhood as part of this international network of Jewish women. Please use the logo in its entirety and add the words "An affiliate of Women's League for Conservative Judaism" after the sisterhood name. Download the logo from [www.wlcj.org](http://www.wlcj.org).

### CLIP ART

There are many collections of royalty free electronic clip art available, either on disks or online. Some sites have free art and others charge a minimal amount to download. Search under clip art, Jewish clip art, stock photos, etc.

## PRINTED MATERIAL: WHAT'S YOUR IDENTITY?

More often than not, paper is the last thing on your mind when you are putting together a project. Even then, you may only worry about color. But paper should be one of your first considerations. Generally speaking, choose the best paper that your budget will allow.

### PAPER CHOICES

Paper comes in thousands of sizes, weights, and thicknesses, and in varying degrees of opacity. It has grain, texture, and color. The choices in whites can boggle the mind. Select paper early and save headaches and money later.

Always test paper you are using on your copier to be sure the ink won't run melt, or smudge.

Speak to your printer early in the process to go over the job. He or she will be able to offer choices to suit your project and budget. Sometimes a printer will have surplus from another client that you can get at a discount. Sometimes paper needs to be ordered, so figure in the time, as well.

Coated papers show colors to their best advantage, while non-coated papers may absorb the ink and dull the color.

All printing presses have a limit on the size and type of paper that they can run. The printer might be able to save money if you are willing to vary the size by as little as an eighth of an inch.

After you decide on size, you will also need to decide on weight, which often determines its cost. Seventy pound stock will cost more than 40 pound stock, if all other factors are equal.

Ideally, newsletters and brochures should be printed on 100# or 80# text stock; flyers on 70# or 60# text stock; folders on 100# card stock.

If a job is to be mailed, such as invitations, the choice of paper will also effect the postage. An alternative is to use thicker, not heavier, paper. The important factor may be its opacity, or the degree to which you can see through it.

Another option to keep in mind is the color of the paper and the ink. Sometimes a colored paper, printed in black off of a photocopier, can be just as eye-appealing as a color ink on white, and will cost considerably less.

### COLOR BY THE NUMBER

When choosing papers and inks consider that different colors cause different responses:

- red → action
- yellow → happiness
- blue and green → tranquility
- earth tones → trust

### The Art of the Fold

*Folding is often necessary for letters to fit into envelopes or for self-mailers. Folded items can be more interesting and functional than flat ones. Not all folds are practical, and not all printers can handle every type of fold.*

*Parallel folds are the simplest and least expensive. Letters, simple brochures, and booklets use parallel folds.*

*Right angle folds are used for greeting cards, invitations, and complex brochures.*

*Folding requires careful planning. Copy may not read correctly when the piece is folded, or a fold might run through an important graphic.*

*Some paper will not hold up to folding, or will crack when folded.*

*Create a mock-up of the finished piece to send to the printer, indicating the fold lines with a broken blue line.*

## **BROCHURES CAN TELL IT ALL**

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### **Get your message out**

*Target current or prospective members.*

*Send to new members of the synagogue.*

*Enclose with sisterhood dues bills.*

*Distribute during high holiday services, at membership teas, and Torah Fund events.*

*Leave in the shul office and lobby.*

*Give to nursery and Hebrew school moms on back-to-school nights.*

*Ask local retailers and real estate agents to display them.*

*NOTE: Be sure that you are publicizing what is actually happening in your sisterhood! Truth in advertising is essential if you want people to return.*

**Communication  
is the  
very essence of  
community building.**

A sisterhood brochure or pamphlet can be the most exciting, appealing, and informative way to market and publicize your sisterhood. A brochure is where you begin to brand your sisterhood. Its look, color palette and fonts can set the tone for everything you produce during the year. It is also your first image in the community.

You should print enough brochures to hand out at services several times a year.

The brochure's design, size, paper stock, and color will depend on your budget. If you are printing them in-house, print them as you need them, so that they can be easily up-dated at any point in the year.

Most wordprocessing and desktop publishing programs include templates for different types of brochures. All you need to do is replace the template text with your own.

### **WHAT TO INCLUDE**

- Membership benefits to the individual woman, congregation, and local community
- Information about Women's League for Conservative Judaism, since being a member of sisterhood means being a member of the international organization
- Calendar of events
- Class schedule
- On-going projects
- On-going fundraisers
- List of projects that sisterhood has supported/continues to support in the synagogue or community
- Membership costs
- Region and Women's League events
- Contact persons with addresses, phone numbers, email numbers
- Officers with addresses, phone numbers, email numbers
- Sign up form

### **PREPRINTED PAPERS**

Many companies sell beautifully designed papers and cards for almost every type of project. While these can be costly, for a small run they allow you easily to produce a full-color brochure using your computer and a simple copier.

A regular bulletin or newsletter is another way to improve a sisterhood's image and build its branding recognition. Every time a member opens a bulletin she will discover more about sisterhood, its members, and the congregation, as well as some newsworthy information, building membership confidence and name recognition. Every issue should serve a need of more than one of your targeted audiences.

### PUTTING IT TOGETHER

Decide how often you will publish and establish a production calendar.

Choose the method of production (office copier, professional printer).

Determine who will do the work (requesting articles, editing, photography, typing, advertising, personals, calendar, design/layout, production, labeling, mailing)

Meet with the president to determine general direction and specific articles.

Contact committee chairs with deadlines for articles or publicity.

Make sure that every article is approved by the president.

### CONTENTS

A masthead, with the sisterhood name and logo and the Women's League and region logos, on the first page insures immediate recognition.

The first page should have a main article and a picture or two. Shorter articles and the calendar should be inside. Aim for regular features in every issue:

- Message from the president
- News from Women's League and items from mailings
- Dvar Torah
- Torah Fund update
- Member profiles and valued volunteers
- New members
- Updates on fundraising projects
- A mitzvah from the Women's League Mitzvah Yomit initiative
- Upcoming region and area events
- Women's League action alerts
- Book reviews (available from Women's League)
- Personal news

The back page can be used to push an upcoming event, and double as the mailer, with logo, return address and non-profit mail frank.

#### Power Writing

**Imagery:** Think and write descriptively. Give the reader a word picture.

**Clarity:** Use clear, simple language that is easily understood.

**Personalization:** Make sure your readers can identify with your story.

**Emotion:** Appeal to feelings and instincts.

**Education:** Readers should learn at least one new thing reading the bulletin or newsletter.

Remember the five Ws of journalism: who, what, when, where, and why.

Ask someone not involved to read the material for understandability.

**Added value:**  
**Always reinforce your sisterhood's affiliation with Women's League, the international voice of Conservative women!**

## BULLETINS AND NEWSLETTERS

### Graphic Choices

*Graphics come in many formats for use on your computer. Not all formats work well in all production processes.*

*JPG or JPEGs are photographic images intended for the web or internet viewing. JPEGs are not recommended for printing because they lose information over time. If you will be using the image for offset printing, make sure the resolution is at least 300 dpi (dots per inch) and the compression quality is set at "high."*

*TIFF or TIF images are best used for photographs or paint style graphics, which can be reduced in size successfully but will deteriorate if you enlarge them. TIF format is the most common file format for four-color printing.*

*EPS images give clean crisp lines but don't look nice on the computer screen. They are best for PostScript printers but can be printed without PostScript.*

### LET THEM SEE THEIR NAME IN PRINT

Highlight any names of members who are mentioned so that they can find themselves easily.

### HELP THE BOTTOM LINE

Sell advertising and IHOs ("in honor of...") for \$1.00 per line.

### PRODUCTION

The most common and easiest to produce bulletins are printed on an 11" x 17" page folded in half to give four 8.5" x 11" pages.

**Money saving tip:** At the beginning of each new administration, print a supply of masthead shells in color. Then print each issue on the shells in black either at a copy shop or in-house.

BULLETIN DOs	BULLETIN DON'Ts
Give your publication a personality. People should be able to identify it just from the look.	Don't write for yourself. Write as if you were the member you want to reach.
Use one color ink plus black ink for copy on white or ivory paper for a classic, professional look.	Don't have photos without captions. A photo and a short, thoughtful caption can tell the entire story.
Use graphics to attract attention.	Don't get in a rut. Look at other bulletins for ideas.
Create regular features.	Don't be copy heavy. Readers look at photos and graphics first; then they read.
Take advantage of bulletin spots, quick facts, cartoons, trivia.	Don't rush to print; editorial errors hurt your credibility.
Keep writing concise.	Don't use more than two different fonts.
Be flexible; things change.	Don't use a font under 9 points.
Allow time to gather interesting information.	Don't mail between Thanksgiving and Christmas when everyone is being inundated with catalogs.
Do use the <i>Hebrew Word Guide</i> for any transliterations.	Don't forget to mail a copy to your region president and area director.
Proofread, proofread, proofread.	
Watch deadlines.	
Take advantage of bulk and non-profit mail rates.	

## NAME TAGS AND BADGES

Everybody wants to have an identity, be recognized and feel welcome. Those who are involved and active shouldn't assume that because they know everyone in the group other people do also. Name tags are a most effective tool for making a person feel comfortable. They need not be expensive; they are readily available and easy to use. Use them every time your sisterhood gets together.

### WITHOUT GLASSES

Name tags are useless if you can't read the names on them. Names written in ball point pen are not bold enough to read from a distance. Use a magic marker or a bold felt-tipped pen. Make sure you have the right markers available for people to use if they are filling in their own names. Write first names very large.

### REMEMBER YOUR BRAND

Don't forget to put your sisterhood name, the Women's League name and/or logo, and the region name on the name tags.

### IDENTIFY

Let people know who is special, new, a program committee member, or a board member by adding the information to their name tag.

### PRE-PRINTED TAGS

Blank name tags that can be printed on the computer are sold at office, art and school supply stores. Use a large font for printing names.

### REUSABLE TAGS

Use sheets of laminating material or have tags laminated at a copy store and cut to size. Use indelible ink or print on the computer. Punch a hole in the top, attach a ribbon or yarn. Reuse these name tags at all meetings.

## Valued Sisterhood Volunteer

A member of the sisterhood of  
**THE INTERNATIONAL JEWISH CENTER**

*affiliated with Women's League for Conservative Judaism  
and XXX Region*



*Sample name tag*

### Quick & Easy Centerpiece Ideas

*Fill different size jars, baskets, fish bowls, large glasses, shoe boxes, plastic containers, or cornucopias with dreidels, candies, hamentashen, flags, raisins, nuts, confetti, or anything else that might be appropriate to the theme of the event.*

*Ask attendees to bring items for a social action project (baby items, school bag fillers, toiletries for shelters, etc.). Put them in clear plastic bags or baskets tied with ribbon and deliver after the event.*

*Group together books of Jewish interest or books on the theme of the event, which participants can "purchase" as a donation to the library or religious school.*

*Bundle Women's League publications together with colorful ribbons or raffia and have them available for sale after the event.*

## EXTERNAL PUBLICITY: THE MEDIA

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### **The Media List**

*Developing and maintaining a media list is essential to successful placement of your material. Your list should include contact person's name, address, phone, and email.*

*Update the list frequently.*

### **Newspaper Editors**

- *News*
- *Religion*
- *Society*
- *Community Calendar*
- *Education*
- *Lifestyle/leisure*
- *Columnists*

### **Radio and Television**

- *Producers of local talk shows or public affairs programs*
- *News assignment editor*
- *Public Service Announcement (PSA) coordinator*
- *Reporter covering religion*

*Ideally call the media contact to introduce yourself and then send a press kit. They are more likely to look for your press kit if they have gotten the phone call.*

### **MEDIA RELATIONS**

Studies show that while many people tune out advertising messages, they do remember the public interest stories they read in the paper or see on the news. The media can give you the opportunity to reach out to all Jewish women whom you want to attract. Using external publicity can effectively build public awareness of your sisterhood.

### **WORKING WITH THE NEWS MEDIA**

There are many news venues for your stories:

- Local newspaper--community, religion, social columns
- Local Anglo-Jewish newspaper
- Local shopper
- Interviews on local television and radio talk shows
- Cable tv
- Public service announcements (PSAs)

Slightly different techniques are required for each venue. The smaller the city the easier to get the coverage in the local press. There is more competition for limited space in the larger metropolitan areas. While local newspapers want information from local organizations, they do not like being inundated with too many releases from the same organization if there is not a real story behind them.

### **THE PRESS RELEASE**

Every day, hundreds of press releases come into the average news media. Working against deadlines a paper, radio or television station gives preference to copy that is well prepared and ready to use. Some important points:

Know the deadlines and have your release in with plenty of time.

Maintain good relations with your local press. Know who the editors are. Find out what kind of material they prefer.

Releases should contain real news.

Direct the release to the appropriate editor: local news, religion, social events.

If you can't get a full article, ask for space in the community calendar.

All press releases should conform to the rules of good taste and reflect the role of sisterhood as a religious organization.

When you name the sisterhood, add that it is affiliated with Women's League for Conservative Judaism, the international network of Conservative synagogue women. This will add importance to your organization.

### WRITING A PRESS RELEASE

For each event, ask the chair to fill out the form on page 29 to be sure you have the correct information available.

Create a lead (the first paragraph) that answers who? what? when? where? why? how? The essence of the story must be in the lead so that the story can be cut anywhere after and still be complete.

Names make the news. Be sure the names and titles are correct and spelled correctly.

Keep it simple, factual and straightforward, with sentences that are not too long.

### PREPARING A PRESS RELEASE

Type release on 8.5 x 11 paper or sisterhood letterhead. Use only one side.

Leave wide margins. Double space/triple space paragraphs.

In upper left corner, put your name and telephone number.

In the upper right corner, provide release information: RELEASE AT WILL, FOR IMMEDIATE RELEASE, RELEASE (with date).

If the release is longer than one sheet, add "more" at bottom of each page.

The final paragraph should be followed by ### centered.

### ONLINE

Many newspapers prefer receiving releases via email. Call the papers to find out their preference. Create a header that includes the name and address of the sisterhood, the contact person and her phone number. Save the header to reuse. In the subject line of the email, type PRESS RELEASE.

### PHOTOGRAPHS

Pictures are a powerful tool that tell a story without words. Some hints:

- Avoid static poses. Show people doing things.
- Group poses should include no more than three to four people.
- Keep the group as close together as possible.
- Make sure backgrounds are clear as possible.
- Camera settings should be for movement and high resolution.
- If mailing photos, put a piece of cardboard in the envelope and mark the outside: "PHOTOS: DO NOT BEND"
- Type complete caption on a piece of paper and paste to the bottom of the back of the photo. Use a sticker with the name of the sisterhood and the contact information, and photographer if necessary, on the back of the photo.

**For best results**, call the editor and request a staff photographer.

#### The Press Kit

*To help the reporters and editors understand your sisterhood and the project you are promoting, prepare a press kit to give them the information they need to write their story.*

*Always let reporters know that your sisterhood is affiliated with Women's League for Conservative Judaism, an organization that represents Conservative Jewish women worldwide.*

*Include:*

- *Cover letter typed on sisterhood stationery, summarizing the type of coverage you are looking for*
- *Sisterhood brochure*
- *Women's League brochure (available at no charge from Women's League)*
- *Information on the Conservative movement*
- *Photographs, if applicable*

*Before sending the press kit call the reporter to let him or her know it is coming. A follow up call is recommended to answer any questions.*

## EXTERNAL PUBLICITY: THE MEDIA

<p><b>Avoid Email Fatigue</b>  <i>Keep the readers of your emails engaged and interested by sending user friendly emails.</i></p> <p><i>Read what you write thoroughly. Proofread!</i></p> <p><i>Assume readers will not read it so you need to distinguish key points with bold or underlined text.</i></p> <p><i>Say what you want in the subject line.</i></p> <p><i>Put the most important information at the top.</i></p> <p><i>Highlight your call to action and any deadlines.</i></p> <p><i>Keep it to one screen.</i></p> <p><i>Use pictures, graphics, colors.</i></p> <p><i>Don't include any attachments (other than photographs).</i></p> <p><i>Use links if there is more information available.</i></p>	<p><b>MEDIA PLACEMENT DOs</b></p> <p>Call to see if the editor/reporter has received your press release or kit.</p> <p>Point out specific items and facts of interest.</p> <p>Be prepared with facts and statistics.</p> <p>Be brief and to the point.</p> <p>Give answers that leave no suspicion or doubt.</p> <p>Get back to the person if you said you would.</p> <p>Say "I don't know" if you don't know.</p> <p>Be accessible.</p> <p>Realize that anything you say might appear in print.</p> <p>Encourage questions. Get the reporter's thoughts on the story.</p> <p>Believe in your material.</p> <p>Be assertive. Don't be afraid of calling the press.</p> <p>Develop a nose for news. You can pitch stories better if they relate to current events.</p>	<p><b>MEDIA PLACEMENT DON'Ts</b></p> <p>Don't wait too long after a press kit has been sent out to call.</p> <p>Don't push a story that isn't a story.</p> <p>Don't fail to return phone calls from the media.</p> <p>Don't hesitate to pitch the story to someone who might influence the editor. The more talk about a story, the better.</p> <p>Don't fail to condense or highlight speech material.</p> <p>Don't present a speech in full.</p> <p>Don't ask when the story will be used.</p> <p>Don't send poorly written or sloppily prepared releases or ones without a contact and phone number.</p> <p>Don't pressure an editor.</p> <p>Don't refuse to take "no" for the answer.</p> <p>Don't call at deadline time.</p> <p>Don't ask to read the story before it is printed.</p>
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## PUBLIC SERVICE ANNOUNCEMENTS

Radio and television stations will air public service announcements (PSAs) on behalf of nonprofit organizations. To air a PSA, call the public service director or producer at least three to four weeks ahead of time. Find out:

Do they accept scripts or do they want taped material?

Can you come to the station to tape the PSA?

How far in advance do they want the script?

What length do they prefer: 60 seconds (150 words)/30 seconds (75 words)/20 seconds (50 words) or/10 seconds (25 words)?

If you have to write your own PSA, remember that broadcast writing is very different than writing for print. Broadcast copy is meant to be heard; it is personal and has a sense of immediacy. It must be clear, concise, conversational, and correct. It must be easy to understand the first time it is heard and easy to follow.

### STANDARD PSA FORM

Use a first sentence hook.

Include critical information: who, what, when, where, why, and how much.

Include instructions for where to send money, how to support the cause, where to write, how to get tickets.

Don't use unnecessary words.

Write in the active voice, not passive, and in the present tense whenever possible.

Test copy by reading it aloud.

Make sure there are no hard words to pronounce or awkward combinations.

Include clear transliterations of any Hebrew words, with their translations.

Use contraction, just as if you were speaking.

### Sample PSA

**Medium:** radio/tv

**Length:** 60 seconds

**Type:** general event announcement

**Schedule:** 5-7 days prior

*Sisterhood Baby Safety Showers are coming - no umbrellas needed! Expectant and new parents are invited to attend this free event. The shower will be held at [location] on [date/time].*

*Learn how to make your home a safe haven for your baby through fun games and activities. Help reduce the risk of injury and death.*

*For more information about home safety, come to the Sisterhood Baby Safety Shower at [location]. There is no charge but registration is required. Call [name and number] or email [email address] to register. Free baby sitting will be available.*

*Safety for children is everyone's business. Let's work together to make every home safe so everyone's baby can have a safe start in life.*

## SOCIAL NETWORKING

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### **Who should do it?**

*Decide who will be responsible for all your social media. This is a wonderful way to involve some of your younger members as part of your communication team.*

*You must have at least one member who is computer knowledgeable and comfortable with the technologies.*

*She will need to listen and respond to all that's out there in your sisterhood's media world.*

*She and her committee must be willing to keep everything up-to-date.*

**When people are engaged in a common enterprise, they are more likely to work for the greater good.**

### **MARKETING YOUR SISTERHOOD THROUGH TECHNOLOGY**

In this busy age, people want things instantly and simply. So many people today live their lives online to be social, find information, and to shop. Social networking, or using the wonders of the internet, cell phones and other modern communications tools, is a way for your sisterhood to connect instantly and create an entire world without borders. You can influence people, establish friendships, and let everyone have their say. Social media, in other words, is simply another way to communicate to the people you value in the format they are already using.

You can now provide information about sisterhood, your region and Women's League in easy, short spurts to anyone willing to look at the technology. But you need to take the time to understand which approaches work best for you and your membership.

You also need a website, which is the link for all great technology-based marketing.

### **FACEBOOK**

Facebook ([www.facebook.com](http://www.facebook.com)) is a free service that is the most popular mainstream social networking application. It connects people, organizations and special interest groups with a number of options for person-to-person, and organization-to-membership communications.

#### **FIRST SOME FACEBOOK DEFINITIONS**

**Friends:** those who see and receive all of your information

**News feed:** your comments and responses from your friends that appear on your page. You can see any requests from people who want to be your friend, invitations, etc.

**Wall:** where you can post items such as announcements and videos. On your wall, friends can make comments about your posts. You control who can post on your wall, and what items automatically get displayed there. By sharing basic information, you help others connect to your group and build personal connections between your sisterhood and the community.

**Tagging:** identify people in photos that you post to your page. Every friend of those tagged women will be notified that the picture is posted.

In theory, you could use Facebook to publicize all of your sisterhood's programs, and take all RSVPs through the Facebook interface.

Facebook is a free supplement to paper flyers, invitations, and save-the-date cards. By posting your activities on Facebook you will likely reach that audience that does not pay close attention to paper publicity and emails.

**FACEBOOK SUGGESTIONS FROM THE EXPERTS**

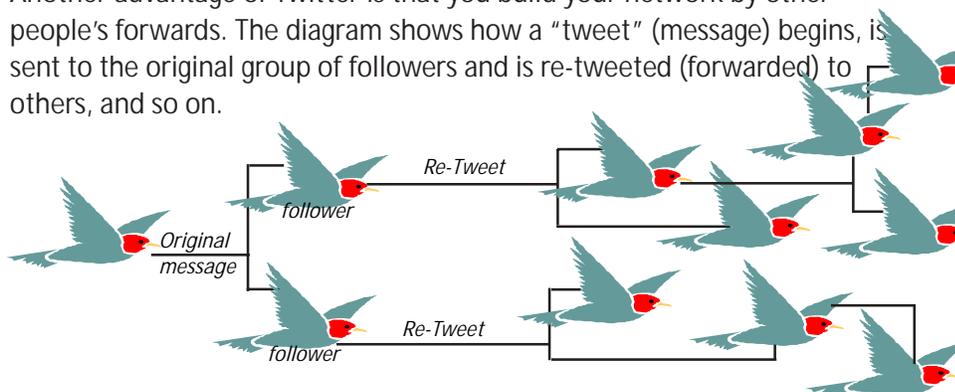
- Create a page for your sisterhood
- Join other groups that might appeal to the women of your synagogue (cooking, rosh chodesh, new mothers, etc.)
- Use your page to update members about things relating to sisterhood
- Use the page to give members added value, not directly related to sisterhood. Share information from Women’s League and links to the Women’s League website for even more value.
- Be current. People won’t come back if you don’t update your page.
- Be colorful. Use photographs. Use a good version of your sisterhood logo and the Women’s League logo. Use videos of recent events.
- Tag those pictures from your events. Every time you identify someone, their friends are notified and draw in even more traffic to your page.
- Use Facebook for all of your events. Facebook will share with friends of friends of friends...

**TWITTER**

Usually you send text messages from your cell phone to one individual to convey specific information. **Twitter** (<https://twitter.com>) is text messaging with a specific purpose. Twitter is also a conversation. You can send a message of up to 140 characters to everyone who is “following you.”

If everyone in your sisterhood or region had a Twitter account, and followed you, you could send a short message to the entire group at once. If members agree to receive “tweets” on their cell phones, you have a fast, free, and easy urgent communication system!

Another advantage of Twitter is that you build your network by other people’s forwards. The diagram shows how a “tweet” (message) begins, is sent to the original group of followers and is re-tweeted (forwarded) to others, and so on.



**Other social networking possibilities**

[www.ning.com/](http://www.ning.com/) (*Create Your Own Social Network!*)

[www.linkedin.com/](http://www.linkedin.com/) (*Social Networking for Professionals*)

**How to Tweet**

*If your sisterhood is having an event that is open to the public, your tweet might look like this. "Membership event for CBS starring the cast of Jersey Boys. Details at [www.cbsnb.com/event](http://www.cbsnb.com/event)."*

*Recipients can go to the link to see details, forward the tweet to a friend who might be interested in attending, who will then forward it further.*

**Social media strengthens the core to broaden the base.**

## SOCIAL NETWORKING

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### **Blogging resources**

*www.conservativejew.blogspot.com (sample blog)*  
*download.live.com/writer (Windows Live Writer, Blogging Software)*  
*wordpress.org/ (Word Press, Blogging Software)*  
*www.blogger.com (free blog hosting)*  
*www.typepad.com (blogging software and more)*  
*www.xanga.com (blogging site)*

### **VoIP sources**

*skype.com (Basic features are free)*  
*www.oovoo.com/ (Basic features are free)*  
*www.dimdim.com/ (Video-conferencing service, free for up to 20 participants)*

### **Podcast sources**

*www.pamela.biz/ (Pamela for Skype, record Skype calls, create podcasts, etc.)*  
*audacity.sourceforge.net/ (Free software that can record MP3 files for Podcasts, etc.)*  
*filezilla-project.org/ (Free, powerful FTP software)*

Tweets can remind people to respond to an event, give important information, share urgent news such as a death in the community.

Twitter comments can appear on Facebook walls, as well.

### **BLOGGING**

Blogging is creating an online log or diary for anyone and everyone to read. A blog can be about a particular organization or cause or whatever topic suits the writer. Blogs for a sisterhood or region are an easy way to connect. They allow you to provide information or output and invite readers to comment or critique. This is a great source for feedback on an event or project. A blog can be updated daily or weekly or more, and can be updated and distributed more easily and cost effectively than a paper bulletin.

What you need:

- an account with a blogging service
- someone – a blogger – with excellent writing skills

For your blogger:

- She needs the commitment to make regular changes. A blog where the last posting is several months old does not invite readers to come back.
- People want to read blogs from people, not from organizations. The writer should be herself.
- But everything should come back to sisterhood, somehow.

Blogs can be linked to Facebook pages. Notices to visit a new posting can be sent out by Twitter or Constant Contact.

### **INSTANT MESSAGING**

Instant Messaging allows participants to speak to one person or to an entire group in a conversation typed into the computer for free.

### **RICH EMAIL**

Create your own email groups through any of the email host sites. Make sure that you have the appropriate email addresses and titles for the people involved. Set email groups for your entire sisterhood, executive board, and each special interest group.

To get your emails noticed, use special email packages such as Constant Contact to create special looks. Color code emails for events, meetings, announcements of births and deaths, etc. Your readers will know at a glance the possible purpose of the email and whether or not they want to read it.

Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) is such a service. There is a fee dependant on the number of emails that you include. It allows you to add photos and more importantly, to link articles and information lists back to your website. You can test Constant Contact for a 60 day free trial. It also includes a not-for-profit discount for pricing.

You can include one person on several lists. If you send a particular email to more than one list, the system will only send that person one copy.

Constant Contact also allows you to keep track of how many people are opening your emails, who they are, if they are using your links to emails or other sites, and much more. You can use it to create surveys for interest groups and more.

### VOIP AND VIDEO CALLS

VoIP and Video Calls (VoIP—Voice over internet protocol) can aid communications in many ways. Skype or ooVoo provide inbound and outbound phone numbers. This allows calls to be made without a land-line.

Skype allows 24 callers to a conversation without additional charges. ooVoo can have up to 6 for a video conference with no additional charges.

Your sisterhood might need an emergency executive board meeting. Rather than asking everyone to leave their homes, send a note to call into Skype at a particular time for a virtual meeting. The calls do not count against cell phone minutes and if you add a webcam, you can see the people speaking.

You need a computer with a soundcard, a microphone, speakers or a headset, and a high-speed internet connection.

### PODCASTS

**Podcasts** are short videos that freely share information on the internet. They are useful for sharing weekly messages (Koach does 2-minute Torah Podcasts, [www.uscj.org/Koach](http://www.uscj.org/Koach)), posting fun invitations that will get noticed, or communicating an idea to a group.

You will need Audio/mp3 recording software such as “Pamela”, a decent microphone, and FTP software to upload mp3 files to a website.

#### Instant messaging

##### sources:

[www.ceruleanstudios.com](http://www.ceruleanstudios.com)  
(Trillian IM Client, both free and paid/  
professional versions)  
A beta version of Trillian called “Astra” is now available. With Astra, you can post to your Facebook and Twitter accounts without having a web browser open!

[www.pidgin.im/](http://www.pidgin.im/) (Pidgin IM client for use with multiple IM systems, free)

[www.shapeservices.com](http://www.shapeservices.com)  
(for mobile devices)

[dashboard.aim.com/aim](http://dashboard.aim.com/aim)  
(AOL Instant Messenger)

[www.google.com/talk/](http://www.google.com/talk/)  
(GoogleTalk Registration)

[messenger.yahoo.com/](http://messenger.yahoo.com/)  
(Yahoo! Messenger)

[download.live.com/](http://download.live.com/)  
messenger (Windows Live/Hotmail/MSN Messenger)

## NETWORK WITH SOCIAL NETWORKING

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### Putting it all together

*Technology can be overwhelming, but it can make marketing your sisterhood easy. The different applications should work together.*

*You can link all your applications from your blog. Involve your committee. Have someone tweet a few times a week and someone else blog at least once every week.*

*Ask for different voices to blog: a new member, a Z'havah (sisterhood for younger women) representative, your social action chair, your program chair.*

### Try it, you'll like it:

*Use only electronic media for just one event to start.*

*This would be ideal for an event on the environment (social media are paperless!) or for something geared to your younger members.*

## SPREADING THE WORD USING A VARIETY OF APPLICATIONS SISTERHOOD MEMBERSHIP EVENT

I. Prepare your program and start your save the date campaign.

- Put the announcement on your **website**.
- Send a **Twitter** message to all to visit your website.
- Send a **Constant Contact** email (use your original announcement).
- Put a notice on **Facebook**.
- Make an entry on your **blog** commenting on the event. Mention something special about the event: social action connected, prizes, special speakers.

II. Prepare the invitation with an RSVP deadline

- Put the invitation on your website, with a link to **Facebook**.
- Send a **Twitter** notice to get a first look at the invitation. Remember that members who "re-tweet" will pass this on so make sure you include whether or not the event is open to everyone.
- Send the invitation through **Constant Contact** with a link to reserve a space and send an evite using a free service.
- Put a comment on your **blog**, possibly with further information about a guest speaker or entertainment.

III. One week before your deadline, send a reminder

- Send a **Constant Contact** email reminder with a link to the invitation on your website
- Send a **Tweet** "RSVP deadline for Sisterhood event this Thursday." Add the link.
- Put a reminder on your wall in **Facebook**
- Add a comment on your **blog** to add excitement

Besides the effort required to load the materials to each application (usually a simple link), you will need email addresses and your save the date and invitation form. There is no further creative work on your part! See if this improves the advertising for your next event.

**PUBLIC RELATIONS PLAN**

Event \_\_\_\_\_ Chair \_\_\_\_\_

Date \_\_\_\_\_ Location \_\_\_\_\_

Target Audience	Bulletins	Eblast	Twitter	Blog Facebook	Media Releases	Flyers Posters	Phone
<b>Internal</b>							
Sisterhood Members							
Congregation Members							
Officers Board							
Men's Club							
Religious School							
Youth Groups							
<b>External</b>							
Other Sisterhoods/ Region							
Other Synagogues							
Other Organizations							
Clergy, officials							
Others							

**PUBLIC RELATIONS TIME TABLE**

Event \_\_\_\_\_ Chair \_\_\_\_\_

Date \_\_\_\_\_ Committee Members \_\_\_\_\_

PR Vehicle	Assigned to	Date needed	Completed
Hold the Date Card			
Sisterhood Newsletter			
Posters/Flyers			
Synagogue/School Bulletins			
Facebook, Twitter, etc.			
Invitations			
Reminder Cards			
Pre-Event Press Release			
Pulpit Announcements			
Website Posting			
Broadcast Email			
Synagogue Listserve			
Telephone Squad			
Post Event Press Release			

**PROFILE OF A SISTERHOOD MEMBER**

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone Days \_\_\_\_\_ Telephone Evenings \_\_\_\_\_

Fax \_\_\_\_\_ Cell phone \_\_\_\_\_

Email \_\_\_\_\_

Birth date \_\_\_\_\_ Marital Status \_\_\_\_\_

Husband's Name \_\_\_\_\_ Anniversary \_\_\_\_\_

Occupation \_\_\_\_\_ Full Time \_\_\_\_\_ Part Time \_\_\_\_\_

Children: Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_

The best time for me to attend meetings is:

\_\_\_\_ Morning \_\_\_\_ Early Afternoon \_\_\_\_ Evening \_\_\_\_ Sunday Morning \_\_\_\_ Other (please specify)

If child care were available, it would make a difference in my participation \_\_\_\_ Yes \_\_\_\_ No

If transportation were organized it would make a difference in my participation \_\_\_\_ Yes \_\_\_\_ No

I come to sisterhood meetings primarily for:

\_\_\_\_ Entertainment \_\_\_\_ Education \_\_\_\_ Camaraderie \_\_\_\_ Dialogue \_\_\_\_ Religious concerns

\_\_\_\_ Other (specify) \_\_\_\_\_

Hobbies \_\_\_\_\_

Special skills \_\_\_\_\_

Special interests \_\_\_\_\_

Comments \_\_\_\_\_

## SISTERHOOD TALENT SURVEY

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We are always looking to utilize the skills and talents of our members. We are asking that you let us know of any talents and skills you would like to share with our sisterhood.

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone Days \_\_\_\_\_ Telephone Evenings \_\_\_\_\_

Fax \_\_\_\_\_ Cell phone \_\_\_\_\_

Email \_\_\_\_\_

### Please check any that apply to you

- |   |   |
|---|---|
| <input type="checkbox"/> Dancer (style _____)   | <input type="checkbox"/> Knitter/crocheter              |
| <input type="checkbox"/> Israeli Dance Teacher  | <input type="checkbox"/> Textile artist                 |
| <input type="checkbox"/> Singer   | <input type="checkbox"/> Seamstress                     |
| <input type="checkbox"/> Pianist  | <input type="checkbox"/> Exercise/fitness expert        |
| <input type="checkbox"/> Other musical instruments _____  | <input type="checkbox"/> Yoga instructor                |
| <input type="checkbox"/> Stage producer   | <input type="checkbox"/> Librarian                      |
| <input type="checkbox"/> Actress  | <input type="checkbox"/> Beautician/aesthetician        |
| <input type="checkbox"/> Writer   | <input type="checkbox"/> Teacher (subject _____)        |
| <input type="checkbox"/> Poet   | <input type="checkbox"/> Chef/gourmet                   |
| <input type="checkbox"/> Artist (medium _____)  | <input type="checkbox"/> Medical expert (subject _____) |
| <input type="checkbox"/> Calligrapher ( <input type="checkbox"/> Hebrew <input type="checkbox"/> English) | <input type="checkbox"/> Early childhood specialist     |
| <input type="checkbox"/> Graphic designer   | <input type="checkbox"/> Lamaze coach                   |
| <input type="checkbox"/> Photographer   | <input type="checkbox"/> Laleche teacher                |
| <input type="checkbox"/> Judaica (subject _____)  | <input type="checkbox"/> Travel professional            |
| <input type="checkbox"/> Data processor   | <input type="checkbox"/> Naturalist                     |
| <input type="checkbox"/> Computer programmer  | <input type="checkbox"/> Lawyer (subject _____)         |
| <input type="checkbox"/> Website designer   | <input type="checkbox"/> Appraiser (subject _____)      |
|   | <input type="checkbox"/> Expert on _____                |

**SISTERHOOD SPECIAL INTEREST GROUP (SIG) SURVEY**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Indicate your preferences below:

<b>SPECIAL INTEREST GROUP</b>	<b>PREFERRED TIME</b>		<b>FREQUENCY</b>
	DAY	EVENING	
Creative Handcrafts:			
___ Knitting	___	___	_____
___ Crochet	___	___	_____
___ Needlepoint	___	___	_____
___ Quilting	___	___	_____
___ Judaic Handcrafts	___	___	_____
___ Other (specify) _____	___	___	_____
Fine Arts:			
___ Painting	___	___	_____
___ Sculpture	___	___	_____
___ Calligraphy	___	___	_____
___ Other (specify) _____	___	___	_____
Study Groups:			
___ Area of interest _____	___	___	_____
Judaic Studies:			
___ Basic Hebrew Reading	___	___	_____
___ Bible Study	___	___	_____
___ Bat Mitzvah Class	___	___	_____
___ Jewish History	___	___	_____
___ Synagogue Skills	___	___	_____
___ Other (specify) _____	___	___	_____
Kosher Culinary Arts:			
___ Cooking Class	___	___	_____
___ Dinner Hug	___	___	_____

**SPECIAL INTEREST GROUP****PREFERRED TIME****FREQUENCY**

## Language Arts:

DAY EVENING

 Hebrew

\_\_\_

\_\_\_

\_\_\_\_\_

 Yiddish

\_\_\_

\_\_\_

\_\_\_\_\_

## Literary:

 Book Discussion

\_\_\_

\_\_\_

\_\_\_\_\_

 Creative Writing

\_\_\_

\_\_\_

\_\_\_\_\_

 Poetry

\_\_\_

\_\_\_

\_\_\_\_\_

 Other (specify) \_\_\_\_\_

\_\_\_

\_\_\_

\_\_\_\_\_

## Performing Arts:

 Drama Hug (club)

\_\_\_

\_\_\_

\_\_\_\_\_

 Theater Trips

\_\_\_

\_\_\_

\_\_\_\_\_

 Choral Group

\_\_\_

\_\_\_

\_\_\_\_\_

## Network/Support:

 Older Adults

\_\_\_

\_\_\_

\_\_\_\_\_

 Caretakers

\_\_\_

\_\_\_

\_\_\_\_\_

 Singles

\_\_\_

\_\_\_

\_\_\_\_\_

 Single Parents

\_\_\_

\_\_\_

\_\_\_\_\_

 Working Women

\_\_\_

\_\_\_

\_\_\_\_\_

 Computers

\_\_\_

\_\_\_

\_\_\_\_\_

 Other (specify) \_\_\_\_\_

\_\_\_

\_\_\_

\_\_\_\_\_

## Healthy Lifestyle:

 Exercise

\_\_\_

\_\_\_

\_\_\_\_\_

 Yoga

\_\_\_

\_\_\_

\_\_\_\_\_

 Self-Defense

\_\_\_

\_\_\_

\_\_\_\_\_

 Diet & Nutrition

\_\_\_

\_\_\_

\_\_\_\_\_

## Just for fun:

 Mah Jong

\_\_\_

\_\_\_

\_\_\_\_\_

 Bridge

\_\_\_

\_\_\_

\_\_\_\_\_

 Scrabble

\_\_\_

\_\_\_

\_\_\_\_\_

 Other (specify) \_\_\_\_\_

\_\_\_

\_\_\_

\_\_\_\_\_

 Service to the community

(specify) \_\_\_\_\_

\_\_\_

\_\_\_

\_\_\_\_\_

 Service to the synagogue

(specify) \_\_\_\_\_

\_\_\_

\_\_\_

\_\_\_\_\_

 I would like a SIG dedicated to: \_\_\_\_\_

## INFORMATION FOR PRESS RELEASE

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*(Give this form to chairs of all events and special projects. They should fill it in and return it to the publicity chair so that she can prepare the appropriate press releases and publicity campaign.)*

Event name: \_\_\_\_\_

Date of event: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Guest speaker(s): \_\_\_\_\_

(Please attach a bio for each speaker and email a picture, if possible to \_\_\_\_\_.)

Honoree(s): \_\_\_\_\_

(Please attach a bio for each honoree and email a picture, if possible to \_\_\_\_\_.)

Objectives of event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event is for entire sisterhood membership or targeted audience: \_\_\_\_\_

Who is the targeted audience? \_\_\_\_\_

Event is: \_\_\_\_\_ Open to members only

\_\_\_\_\_ Open to the public

Costs: \_\_\_\_\_ Cost to members

\_\_\_\_\_ Cost to non-members

Reservation deadline: \_\_\_\_\_

Reservation chair: \_\_\_\_\_

Phone/email: \_\_\_\_\_

Event chair(s): \_\_\_\_\_

Chair phone/email: \_\_\_\_\_

Information contact: \_\_\_\_\_

Phone/email: \_\_\_\_\_

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## RESOURCES

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### SOCIAL MEDIA

[www.facebook.com](http://www.facebook.com)

<https://twitter.com>

[www.ning.com](http://www.ning.com) (Create Your Own Social Network!)

[www.linkedin.com](http://www.linkedin.com) (Social Networking for Professionals)

### INSTANT MESSAGING

[www.ceruleanstudios.com](http://www.ceruleanstudios.com)  
(Trillian IM Client, both free and paid/professional versions)  
A beta version of Trillian called "Astra" is now available. With Astra, you can post to your Facebook and Twitter accounts without having a web browser open!

[www.pidgin.im/](http://www.pidgin.im/) (Pidgin IM client for use with multiple IM systems, free)

[www.shapeservices.com](http://www.shapeservices.com) (for mobile devices)

[dashboard.aim.com/aim](http://dashboard.aim.com/aim) (AOL Instant Messenger)

[www.google.com/talk/](http://www.google.com/talk/)  
(GoogleTalk Registration)

[messenger.yahoo.com/](http://messenger.yahoo.com/) (Yahoo! Messenger)

[download.live.com/messenger](http://download.live.com/messenger)  
(Windows Live/Hotmail/MSN Messenger)

### RICH EMAIL

[www.constantcontact.com](http://www.constantcontact.com)

### BLOGGING

[www.conservativejew.blogspot.com](http://www.conservativejew.blogspot.com) (sample blog)

[download.live.com/writer](http://download.live.com/writer)  
(Windows Live Writer, Blogging Software)

[wordpress.org](http://wordpress.org) (Word Press, Blogging Software)

[www.blogger.com](http://www.blogger.com) (free blog hosting)

[www.typepad.com](http://www.typepad.com) (blogging software and more)

[www.xanga.com](http://www.xanga.com) (blogging site)

### VoIP

[skype.com](http://skype.com) (Basic features are free)

[www.oovoo.com](http://www.oovoo.com) (Basic features are free)

[www.dimdim.com](http://www.dimdim.com) (Video-conferencing service, free for up to 20 participants)

### PODCASTS

[www.pamela.biz](http://www.pamela.biz) (Pamela for Skype, record Skype calls, create podcasts, etc.)

[audacity.sourceforge.net](http://audacity.sourceforge.net) (Free software that can record MP3 files for Podcasts, etc.)

[filezilla-project.org](http://filezilla-project.org) (Free, powerful FTP software)

### Avery Dennison

(magnetic stock and labels)  
800.462.8379

### Baudeville

(pre-designed papers)  
800.728.0888  
[www.baudeville.com](http://www.baudeville.com)

### Bitsela Art

(Jewish clip art)  
[www.bitsela.com](http://www.bitsela.com)

### Compoz-A-Puzzle, Inc.

(jigsaw puzzle stock)  
800.343.5887  
[www.compozapuzzle.com](http://www.compozapuzzle.com)

### Idea Art

(pre-designed papers)  
800.433.2278  
[www.ideaart.com](http://www.ideaart.com)

### Paper Direct

(pre-designed papers)  
800.272.7377  
[www.paperdirect.com](http://www.paperdirect.com)

### Paper Studio

(artistic papers)  
[www.paperstudio.com](http://www.paperstudio.com)

The Women's League website  
**[www.wlcj.org](http://www.wlcj.org)**  
should be your first resource!