
Can you hear me now?

How can we harness the power of word of mouth?

Meeting 4

December 6, 2017; 8 p.m. EST

Rachael Burgess *Major Gifts Officer at RRC & Jewish Reconstructionist Communities*

Agenda: Moving a movement

- Elements of a plan
- Executing a plan
- Ahavath Sholom's Welcome Campaign
- How to organize a plan

Elements of a Plan: Situation Analysis

- Summary of your community today
- Who are the people you are trying to reach
- What are the challenges?
- What are the opportunities?

Elements of a Plan: Ideal State

■ What does success look like?

- Know: Facts, tangible (i.e. global warming is the reason why the glaciers are melting, your congregation exists)
- Believe: Credibility (i.e. the people who are talking about global warming are real scientists, your community is inclusive)
- Feel: Emotions (i.e. empowered, happy, angry)
- Do: Action (i.e. use electric cars, bring a friend to services)

Elements of a Plan: Other items

- Calendar
- Regular check-ins
- Evaluation plan
- Follow up
- Budget

Executing a Plan: People Power

RASCI Chart

Name Role	Responsible	Approve	Support	Consult	Inform
John D. Publicity Chair	X				
Jane B. VP of Engagement		X			
Jared H. Administrator (newsletter)			X		
Lilly F. Facebook volunteer			X		
Maurice Harris Liaison to Jewish Recon.				X	
Rabbi Amy					X

Executing a Plan

■ Objectives

- Amount, Change, and Time frame
- X people will sign our petition by 12/6/17

■ Strategy

- What you will use to make something happen
- Facebook, intercedents, billboard

■ Tactics

- Action items. Who will do what when.
- Mary will talk to the Hebrew school mothers at book club on Sunday, December 10.

Congregation Ahavath Sholom's

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Ad Campaign

Situation Analysis



- CAS is one of the oldest synagogues in the Berkshire region
- During the course of its lifetime, it transformed from an Orthodox shul to a Reconstructionist.
- Congregation grew older
- Lack of continuity of its rabbinate in the past
- No formal Hebrew School to attract younger families
- Lack of understanding as to what Reconstructionism
- Diminishing membership

Problem to Solve

- Raise the profile of CAS in the community as the only Reconstructionist synagogue
- Increase understanding and appeal of Reconstructionism for today's Jew.

Strategy

- Market Demographic: Weekenders as well as full time residents, Jewish families and mixed couples from 45+ in age. Secondarily, the LGBT community.
- Principal Competition: Hevreh, Rimon, Anshe Amunim. And indifference.
- Key claim: CAS is a very welcoming place where you as a modern Jew will find true fulfillment in the 21 century.
- Promise: You'll be part of a congregation that values your input and meets your spiritual needs in Judaism in the 21st century.
- Reason Why: Reconstructionism, Welcoming, Intimate, Friendly, More affordable than Hevreh; Creative congregation is involved in services.

WONDERING JEWS
WONDERING JEWS
CULTURAL JEWS
MIXED MARRIAGE JEWS
MIXED UP JEWS
NON-JEWS
LGBT JEWS
CREATIVE JEWS
SPIRITUAL JEWS

שמעו

JEW BU'S
QUESTIONS JEWS
POLITICAL JEWS
APOLITICAL JEWS
YIDDISH SPEAKING JEWS
INTELLECTUAL JEWS
SEARCHING JEWS
OBSERVANT JEWS
NON-HEBREW-READING JEWS
PASSIONATE JEWS
HIGH-HOLY-DAY JEWS
ARTISTIC JEWS
AGNOSTIC JEWS
HAVEN'T-BEEN-IN-SHUL-SINCE-
MY-BAR-MITZVAH-JEWS

*Sound like you? We invite you to call our spiritual leader,
Barbara Cohen, at 413-528-4197. Or visit us to learn more.*



**RECONSTRUCTIONIST
CONGREGATION AHAVATH SHOLOM**

THE CREATIVE SPIRIT DWELLS HERE
ahavathsholom.com North St. Great Barrington

So you have an idea for a project... great! Every project needs a plan! Your first step is to present your project idea to the AVP for Communications. They will assign a member of the Communications team to work with you. This form is to be filled out collaboratively by the primary project owner and the assigned member of the Communications team. Then, the form must be signed and dated by the heads of the respective departments.

1) General Project Information

Project Name:	New York Day of Reconstructionist Learning	Requested By:	Jackie Land
Requesting Dept:	Affiliate Support	Presented By:	Rachael Burgess
Projected Start Date:	11/29/2016	Projected End Date:	1/29/2017
		Submitted Date:	12/12/2016
To be completed by VP of your department			
Request Status:	<i>In process</i>	Review Date:	
Initial Comments:		Project Owner:	Jackie Land RC
		Budget code:	65000-115-RC

2) Who is the Audience?

	Describe audience/group	# of people in audience	How will getting this project in front of this audience benefit RRC/JRC?
Audience 1:	Attendees of the event/in person audience	150	Share community resources, show that RRC/JRC is active and has things to offer, showcase Reconstructionist thought in the field
Audience 2:	Members of affiliated NY/NJ/CT congregations	3,000	Increase attendance to event, generate RRC/JRC loyalty with congregations, spread Reconstructionist thought, generate donations, enable RRC/JRC staff to learn about these communities
Audience 3:	Progressive Jews in the NY/NJ/CT area	500,000+	Make a case for a Reconstructionist approach to Judaism, attract potential congregation members, attract potential donors. Attract potential students
Audience 4:	Reconstructionist Audience	17,000	Share community resources, show that RRC/JRC is active and has things to offer, showcase Reconstructionist thought in the field

3) Project Goals: If this project is successful, at the end of the day, your audience will:

Know:	RRC/JRC is active, how Jewish practice can support social action, who is at RRC/JRC, what RRC/JRC has to offer, local communities can share knowledge and people resources
Believe:	Reconstructionist thought is still alive, relevant and interesting
Feel:	Connected to the movement, connected to each other, curious, enlightened, included
Do:	Attend, donate, sign up for newsletters, interact with staff and speakers, join a congregation if not members already
This project aligns with the following institutional priority(ies): Fundraising Recruiting prospective students Getting congregations to pay dues	

4) Project Scope

Description of Project:	This is an in-person gathering of the congregations in the NY/NJ/CT area. This is a day of learning with speakers leading workshops under the theme of "Moving Forward in Changing Times-Helping to Heal Our Community and the Community Around Us." The theme is to help our communities feeling unsettled after the election feel empowered to take positive action to support members of the Jewish community and outside the Jewish community who may be affected by potential upcoming policy changes.
Institutional Gains:	Visibility in public square, visibility in congregations, spread of Reconstructionist thought and ideas
Known Time Constraints:	See schedule
Critical Dependencies:	Gathering of speaker bios and workshop descriptions
Known Risks or Assumptions:	

5) Project Costs & Benefits

Project Budget				Project Benefit to RRC/JRC	
Internal Labor	External Labor	Materials	T&E	High Benefit	Low Benefit

6) Internal Resource Requirements

Role / Skillset	# of Hours	How will this role support the project?
Website	2	The website will allow us to direct audiences for more information about the program
Emails	3	The emails will allow us to send reminders and updates about the program and encourage registration
Print	2	Allows us to reach out to people with limited computer use or as giveaways in upcoming visits, programs for day of event
Social Media	2	Allows us to advertise and reach out to people not affiliated or who are not receiving our emails

7) Approvals and Responsibilities

Name	Responsible	Approve	Consult	Support	Inform	Order of Approvals (Who sees it 1 st , 2 nd , etc?)
Jackie Land	X					
Tresa Grauer		X				1
Bob Bershad		X				2
Rachael Burgess				X		
Michael Fessler				X		
Comms Team					X	
Affiliate Support Team			X			

8) Communications Channels

Print / Physical

- Media Relations / PR
- Print Advertising
- Print Mailing
- Flyer / Brochure
- Program
- Collateral (Please describe):

Digital

- Reconstructionism Today*
- Leadership Brief*
- Reconstructionist News to Share*
- Journeys*
- Email via Mailchimp
- Blog
- Digital Advertising
- Social Media
- Flyer
- Orphan Webpage
- Registration / Survey / Form
- What's New on RRC.edu
- Hero bar on RRC.edu
- Tout on RRC.edu
- E-book
- Adding it to internal email signatures

Other

- Video
- Audio
- Podcast
- Other: _____

9) Special Needs

This project requires

- Hebrew
- Tribute book
- Collaboration with outside vendors or organizations

10) Communication Channels

Communication Channel	Date
<u>Save the Date email to leaders in NY/NJ/CT areas</u>	<u>11/29/2016</u>
<u>Online registration completed</u>	<u>12/1/2016</u>
<u>Registration email to NY/NJ/CT area congregants</u>	<u>12/12/2016</u>
<u>Event page on Jewishrecon.org completed</u>	<u>12/16/2016</u>
<u>Email with workshops to NY/NJ/CT area</u>	<u>1/5/2017</u>
<u>Print flyer and registration form completed</u>	<u>1/5/2017</u>
<u>Reminder email to NY/NJ/CT area</u>	<u>1/12/2017</u>
<u>Facebook advertising begins</u>	<u>1/12/2017</u>
<u>Reminder email to NY/NJ/CT area</u>	<u>1/17/2017</u>
<u>Printed Program done</u>	<u>1/20/2017</u>
<u>Email with schedule to NY/NJ/CT area and registered attendees</u>	<u>1/24/2017</u>
<u>Day of Event and Filming 2 workshops plus Keynote (we'll bring audio recorders for the other sessions)</u>	<u>1/29/2017</u>
<u>What's New Article for RRC.edu and Jewishrecon.org (also to go up on social media)</u>	<u>2/3/2017</u>
<u>Film edited to become resources</u>	<u>2/6/2017</u>
<u>Send resources in Leadership Brief</u>	<u>2/21/2017</u>

Communications Project Request Form

Materials

Text

Communications
 Presenter/Project Lead

_____ 1/3/2017 _____

Graphics

Communications
 Presenter/Project Lead

_____ 11/29/2016 _____

List Requests

Communications
 Presenter/Project Lead

_____ 12/12/2016 _____

Other Materials:
Gathering Bios/Descriptions

Communications
 Presenter/Project Lead

_____ 1/5/2017 _____

Communications
 Presenter/Project Lead

Communications
 Presenter/Project Lead

I understand that this request will not be considered until all material/information has been submitted. I also understand that my requested deadline may or may not be feasible, and that success in meeting this deadline will require my involvement.

_____ VP of your department	_____ AVP for Communications
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Havurah Shalom

Portland's Reconstructionist Community

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Email & Calendar Submissions

The deadline to submit information for Havurah's weekly Wednesday community email is Tuesday at noon. Occasionally, due to office closures or anticipated staff absences, the deadline may be changed. When this happens, the correct deadline will be posted in the previous week's email.

New rules as of 11-1-17 to make our weekly emails easier for members to read:

Please limit your community email post to 125 words. If you want to describe a Havurah activity for our website calendar, you can include a longer description in a separate submission and indicate that it is for our calendar.

Please choose **no more than three weekly email dates** for your post to run.

Wed, December 6 2017
18 Kislev 5778

Havurah's Blog

Nov. 29 Community Email

Nov. 22 Community Email

[More Posts >>](#)

Upcoming Events

PHFS Direct Service Orientation
Wednesday, Dec 6th 5:00p to 6:00p

High School
Wednesday, Dec 6th 6:30p to 8:30p

* This submission is for the following:

- Weekly Community Email (125 word maximum)
- Website Calendar (can be longer than 125 words)

Dates of Wednesday(s) you want your post included:

*Above please indicate the date(s) when you want your post to be included in the weekly email, and separate the dates with commas. We have to **limit the number to three** because of the great number of activities at Havurah. Thank you for your understanding.*

* Title of activity:

* Day(s) of week, date(s) & time(s), and location of activity:

* Brief description of activity (125 word maximum for weekly emails):

<https://www.havurahshalom.org/form/email-calendar.html>

Need help?

■ Connect to each other

■ Post a question to our Facebook group:

www.facebook.com/groups/canyouhearmenowRLN/

■ Email or call Rachael Burgess

(rburgess@rrc.edu or 215.576.0800; ext. 141)