

# JRC MARKETING



**Jewish Reconstructionist Congregation, Evanston, IL**

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# ABOUT JRC

Jewish Reconstructionist Congregation is a 430+ member synagogue in Evanston, IL, just outside of Chicago.





# JRC'S MARKETING TEAM

**OUR GOAL:** Attract new members and increase engagement

**WHO WE ARE:** Members who are artists, designers, writers, filmmakers and advertising/marketing professionals, with our Executive Director

**WHAT WE DO:** Develop and support the execution of the marketing plan, including engagement on social media, design, website development, print media, internal and external communications, and special projects



# BRANDING

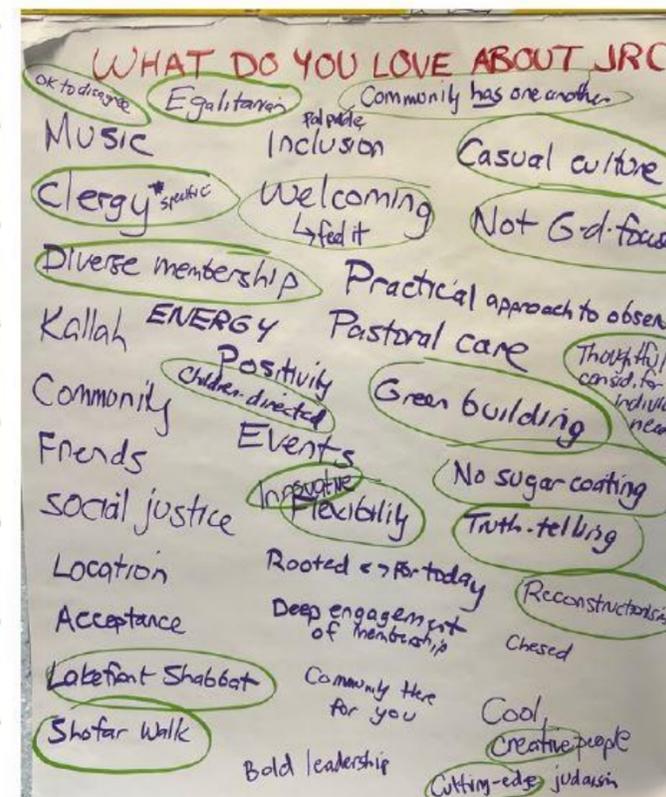
Marketing Team roundtable discussion to establish key objectives

Research- What resources already exist, competitive analysis

Stakeholder interviews

Brand development workshops/focus groups

**JRC. Daring, inclusive Judaism**



# BEGIN TO INCORPORATE BRAND MESSAGE



Update “About Us” sections on our website, Facebook, and Instagram

Print lawn signs for outdoor services



Incorporate brand message in social media  
and on our new Building Sign



# Add plugin that shares Instagram posts on our website homepage



# Update website to better highlight our values





# IDENTIFY TARGET MARKETING AUDIENCE

Evaluating new member demographics, we determined who is most likely to join and prioritized where to dedicate marketing resources

- 1.** Families with children religious school-aged
- 2.** People 50+ without children or with grown children

**Secondary Market Segments:** Young millennials & early childhood families

**Ongoing Support Audiences:** Existing members & larger community

# META CAMPAIGNS FOCUSED ON KEY ENTRY POINTS



## Taste of JRC



Jewish Reconstructionist Congregation - JRC  
July 10, 2024 · 🌐

Shul shopping? Try a Taste of JRC to experience our joyful community for yourself! \$54 for 6 weeks of Kehillah including High Holiday tickets. [jrctogether.org/learn/keh...](https://jrctogether.org/learn/keh...) See more



## High Holidays



Jewish Reconstructionist Congregation - JRC  
September 22, 2024 · 🌐

We're saving a seat for you. The JRC community welcomes your whole family to experience these Days of Awe with us. We are a progressive, creative, joyful bunch. All are welcome! View our full High Holiday calendar and guest ticket info at the link in our profile. [#jrctogether](#) [#daringinclusivejudaism](#)





# BRAND ARCHITECTURE

**Who we are**

**Message**

**Voice**

**Core Marketing  
Goals**

**Framework For  
All Marketing &  
Communications**

**Communication  
& Engagement  
Pillars**



# OTHER WORK OF THE MARKETING TEAM

- Interviewing new members to better understand why they chose JRC
  - Developing a comprehensive new member onboarding plan
    - Creating a self-guided building tour
    - Developing a social media series on JRC artists
    - Tapping JRC teens to create content for TikTok



# CHALLENGES

Lack of communications - marketing professional on staff

Volunteer burnout and attrition

Maintaining a robust photo library while respecting media consent and not being intrusive

Ensuring website is up-to-date and fresh

# EXAMPLES OF SUCCESSFUL POSTS



**Jewish Reconstructionist Congregation, Evanston, IL**



Jewish Reconstructionist Congregation - JRC

July 2, 2024 · 🌐



Progressive, egalitarian, filled with joy, always evolving yet deeply rooted. Are you a Reconstructionist and you didn't know it? [jrctogether.org](https://jrctogether.org)





Jewish Reconstructionist Congregation - JRC

June 21, 2024 · 🌐



Recon-What?? Deeply rooted and boldly relevant, Reconstructionist Judaism balances customs and long-observed traditions with the needs of contemporary Jews today. Come hang out with us. We're fun! [jrctogether.org](http://jrctogether.org)





This is not your grandmother's synagogue- unless this is your grandmother! At JRC, intergenerational experiences aren't the exception, they're the norm. Imagine your kids growing up in a community they feel at home and comfortable in — a community that celebrates loudly, never stops learning, and shows up for one another through all of life's moments, big and small.

Join us this Shabbat (or any Shabbat!). Friday night we welcome back our beloved Cantor Howard Friedland for Kabbalat Shabbat service at 7 pm. Visit our calendar at [jrctogether.org](http://jrctogether.org).

All together, we are JRC. Daring, inclusive Judaism.





## Jewish Reconstructionist Congregation - JRC

September 5, 2025 · 🌐



This is it! Join @rabbirachelweiss and Cantor Howard Friedland as we transition from summer to fall with our final Lakefront Shabbat, a casual, musical, spiritual evening filled with nature, community, and love. All our welcome! Bring a picnic blanket or lawn chairs and we will save a patch of grass for you! We'll begin with a Tot Shabbat at 5:30 led by Soreh Rosenblum, Debbie Heifitz Porter, and Michaela Brooke, followed by a community potluck picnic at 6, and then our very last Lakefront Shabbat until next summer at 7.

Visit our website for info on JRC's High Holiday experiences and guest tickets [jrctogether.org](https://jrctogether.org).





Jewish Reconstructionist Congregation - JRC

October 12, 2025 · 🌐



Always the best centerpieces at JRC.



# Welcome to the Jewish Reconstructionist Congregation!



jrctgether

LuLuMusic • Smile of Flowers



jrctgether 27w

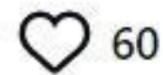
Who is JRC? Progressive, egalitarian, filled with joy, always evolving yet deeply rooted. Are you a Reconstructionist and you didn't know it? Try a Taste of JRC to experience our joyful community for yourself! \$54 for 6 weeks of Kehillah (our boldly reimagined Religious School) including High Holiday tickets. Link your website in our bio.

## No comments yet.

Start the conversation.

[View insights](#)

[Boost reel](#)



July 11, 2025



Add a comment...





# THANK YOU!

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