



Marketing for Synagogue Youth Programs

Created by Brett Lubarsky and Chase Foster for URJ Biennial 2011

Step 1: The Basics

Program/Event Name	Who?	When?	Where?

Step 2: Branding

What logo(s) or images do you need/want to include?	Are there specific fonts that are associated with your brand or program to be incorporated into your publicity?	Is there a tagline or slogan that goes with your event/program?

→ Think about your program or event? How can you use iconography/branding/photos to draw attention while maintaining your institutional goals/mission?

Step 3: Communicating Your Vision

What <u>WEBSITE</u> (s) will your event information live on?	Which <u>SOCIAL MEDIA</u> resources will you use to connect your community to the information and each other?	How do you plan on using <u>EMAIL</u> and/or <u>ADVERTISING</u> to broadcast and remind about your brand/event?	What forms of <u>PERSONAL INTERACTION</u> will you use to connect to and engage with your community?

→ Brainstorm the ways that you can get your message out to your community. Be creative!

Step 4: Putting Together The Puzzle...Together!

So you're on your way towards implementing your vision. What steps/actions need to happen?	Use your resources to your benefit! Which teammate(s) can help you achieve this goal or action?

Step 5: Celebrate and Evaluate

What tools will you use to measure the success of your event/program? What is your game plan for follow-up?