

Just Do It!

Making the Decision to
Thoughtfully and Effectively Brand
and Market Your Synagogue

Who We Are

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The Need

When someone asks for your synagogue's brochure, do you find yourself apologizing for its appearance?

(do you even have one?)

(when was the last time it was updated?)

(does anyone know where they are?)



The Need

Do you cringe when you need to put your synagogue logo on something?

(just how old IS that logo?)

(does anyone know where it is kept?)

(does it exist digitally?)

(what color is it really supposed to be?)



The Need

Do you have an old, tired tag line?

(do you have a tag line at all?)



The Need

TAG LINE EXAMPLES

For all the days of your life

Adding meaning to life

A home for seekers and learners

A sacred community

Warm Place. Cool Shul.



The Need

Is your web site looking a little '90's?

(html only?)

(does anyone know how to add content?)

(is there someone, either staff or volunteer, who is responsible for keeping it current)



The Need

Does everyone in your synagogue create his or her own promotional materials so that everything looks different and no one can tell that it comes from the same place?



The Need

SO WHAT. WHY DOES IT MATTER?

Coordinated communications boost internal pride among existing members.

Coordinated communications present a cohesive package to potential new members and the community at large.

Coordinated communications are valuable to leadership as they work to define the congregation.



The Brand

So, what is a brand?

A brand is everything your organization stands for.



The Brand

Your synagogue's brand is defined by:

- its mission; its reason for being and what it provides
- its programming priorities
- how people feel when entering the building
- how congregants interact with each other and staff
- how office personnel answer the telephone



The Brand

- how your synagogue presents itself to the outside community
- the way that congregants feel about the synagogue
- the voice and tone that is used on the website, in the newsletter, on the recorded voice mail
- the quality of your communications materials: website, membership brochure, signage, invitations, advertising, membership application, etc.



The Brand

The brand is every detail about your synagogue that makes it the unique place that it is.

Your brand is **NOT YOUR LOGO.**



The Brand

Your logo is a visual representation of your community.

No matter what it looks like or what it says, it will only be as effective as what the people of the synagogue community back it up with.

It is therefore most important to figure out your key messages, and use language and visuals that consistently portray your synagogue with an accurate tone and personality.



The Process

SO, WHERE TO START?

Who is invited to the table?

Rabbi, president, past president, religious school parent, preschool parent, HAZAK member, recent new member, and some UNUSUAL SUSPECTS.



The Process

QUESTIONS TO ASK AT THE TABLE:

What is your synagogue's personality?

(casual, formal, urban, stylish, trendy, laid-back, hierarchical, grass-roots, steeped in tradition, progressive, etc.)



The Process

Who are we? What makes us who we are?
What are our core values?

What do we want others (internally and externally) to know about us right away?
Who are we talking to?
Who are we trying to attract?

Where do they hang out?
How can we enhance their relationship to our community?



The Process

How do we currently reach out?
Do we know what works? What doesn't?

What are our top 3 goals?

If we could communicate a single message
about our synagogue, what would it be?

TEMPLE BETH SHOLOM

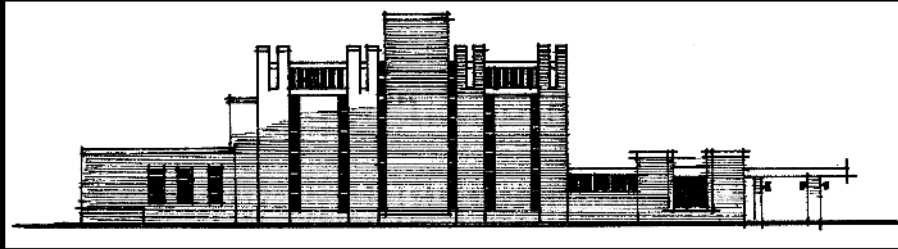


Discover the Treasures of Jewish Living

בית שׁוֹלוֹם

Temple
Beth Sholom

Connecting Enriching Inspiring



Bringing Judaism To Life in Delaware County



OHEV SHALOM



The Process

Armed with the answers, what should your communications priorities be?

Logo? Tag line? Improved e-mails?

Creation of a Facebook page?

New or updated web site?

Newspaper ads?

Billboard?

Google ads?

This High Holiday Season, Let It All Soak In.



Rabbi Micah Peltz, Rabbi Steven Lindemann and Cantor Jen Cohen wish you a healthy and happy New Year.

Temple Beth Sholom is here for you, rain or shine. Our community comes together on the High Holidays in celebration and renewal. We invite you to join us for the High Holidays and be part of our TBS community throughout the year.

We Connect

Our warm and engaging clergy love what they do while learning from each other and from you. Enjoy social programs at every stage of life — from our Young Members Group through HAZAK (seniors). Lead a morning *minyan* or join us to “Cook for a Friend.” We are an interconnected community.

We Enrich

Enhance your life with Jewish values and teachings. Our fully accredited preschool instills a love of learning in young children and their families. Our award-winning religious school engages students and parents, cultivating a deep love of Jewish traditions, Jewish learning and Israel. Our diverse adult education opportunities help you to expand your Jewish knowledge.

We Inspire

Inspiration comes naturally at TBS during a Friday night Carlebach service and from the *bimah* on Shabbat morning. Shabbat and holiday services are engaging – nourishing the mind, heart and spirit. Our rabbis and cantor will inspire you to deepen your knowledge of Torah, your commitment to *mitzvot* and your connection to Israel.

This High Holiday season, let it all soak in at Temple Beth Sholom.

1901 Kresson Road | Cherry Hill, NJ 08003-2580 | 856.751.6663 | www.tbsonline.org

Special Memberships for families with young children start at \$399.

Memberships include High Holiday tickets and complimentary babysitting.

To learn more about us, please call Jennifer Stofman at 856.751.6663.

בית שולום
**Temple
Beth Sholom**
Connecting Enriching Inspiring



Religious School 101:

Dynamic Programs + Caring Teachers = Happy Kids

At Temple Beth Sholom Religious School we work hard to reach your kids because we understand the challenges and opportunities of synagogue education programs.

Our Religious School and High School provide exceptional programs, earning the Framework for Excellence Award from the United Synagogue of Conservative Judaism.

Both our technology center and family education programs received Solomon Schechter Gold Awards. We meet the needs of *all* students, always aware of the range of abilities in a single classroom.

Our teachers teach in small groups, offer one-on-one assistance and teach to the full classroom, drawing on the strengths of a community of learners. Our High School has one

of the largest enrollments in the area and provides retreat weekends, an Israeli-style café for break and social time and the pioneering Confirmation class trip to Israel.

We do our homework every day to provide relevant content and create an environment that “gets” the total child. From the looks of it, we’re doing well in school.



TO LEARN more about our school or to register:

VISIT us at www.tbsonline.org

CALL Dina Eliezer at 856.751.1824



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Empty Nest Full Days

**Amy Blackstone swims at the gym,
races to work and takes off for
Temple Beth Sholom.**

The synagogue is an important stop along the way, where she explores Judaism more deeply than ever before.

At this point, Amy can choose where to put her energy. Her kids are grown and she has plenty of time to do what she wants. Little did she know that her connection to Judaism would strengthen as she got older. One synagogue trip to Israel led to fast friendships and renewed spiritual and intellectual pursuits.

Temple Beth Sholom provides Amy with a community of adult learners and activities that fit right in with her full life: Lunch and Learn classes, Israeli dancing, social and *tikkun olam* activities and more.

**Come see what fuels Amy's days.
Connect at TBS.**



For more information on programs for adults:

VISIT us at www.tbsonline.org

CALL Jennifer Stofman at 856.751.6663

ASK for our membership brochure

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Rabbi Steven C. Lindemann
Rabbi Micah J. Peltz
Dr. Albert L. Lewis, z"l
Rabbi Emeritus
Cantor Jen Cohen
Mark Fendrick, President



Eric B. Jacobs, Executive Director
Jerry Ackerman
Executive Director Emeritus
Jennifer Stofman
Director of Synagogue Advancement
Dina Eliezer, Education Director
Ellen Berju, Preschool Director

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About Us

Welcome to Temple Beth Sholom! We are a traditional egalitarian Conservative synagogue located in Cherry Hill, New Jersey. Since 1940, we have been committed to serving our congregants and community by making TBS a place where everyone can pray, gather, learn, and grow together. At Temple Beth Sholom, everyone contributes to the synagogue's vitality. Each morning, the hallways are abuzz with parents talking as energetic children run to preschool. In the evening, Hebrew High School students arrive as Religious School children carpool home. Seniors gather morning, noon and night, busy with their own activities. Innovative programming comes naturally at TBS, reflecting the interests and creativity of our members.



Havdalah at the Beach in Margate

Sharing a family simcha



Welcome to Temple Beth Sholom, where you will find a warm and vibrant community



Connecting



TBS is a community of lifelong learners and offers a calendar packed with activities, classes and workshops.

Sisterhood, Men's Club, Young Members, and Hazak (seniors) contribute to the life of the synagogue. All age groups participate in *tikkun olam*/ social action activities, working together to create a better world.

The Preschool and Kindergarten

A young child's day is full of adventure, art and joyful celebrations in our fully accredited preschool and kindergarten, housed in state-of-the-art facilities. The kindergarten follows the area's public school curriculum while providing the best in Jewish education. You'll look forward to holidays as your child brings home handmade treasures and sings delightful songs throughout the year.

The Religious School & High School
The United Synagogue of Conservative Judaism has recognized our exemplary school with its *Framework for Excellence Award*. The technology center and family education programs each received Solomon Schechter Gold



Inspiring

Inspiration is found everywhere – in the voices of our choir, the Rabbi's d'var torah and a Bat Mitzvah girl's blessing.

Our rabbis and cantor invite you to deepen your connection to prayer on holidays, Shabbat mornings and at Friday night Carlebach services. On any given evening, our members bring inspiration to each other: a *Rosh Hodesh* group begins as an evening *minyan* finishes; a Talmud class studies in one room as rehearsals for a musical *selichot* service take place in another. Down the hall, beginning Torah readers are chanting, next door to a group of adult Bar and Bat Mitzvah students learning text. We partner to create meaningful Judaism together.

Our rabbis and cantor are available to meet you for personal conversations, counseling and support.

COME INSIDE...

At Temple Beth Sholom, everyone contributes to the synagogue's vitality.

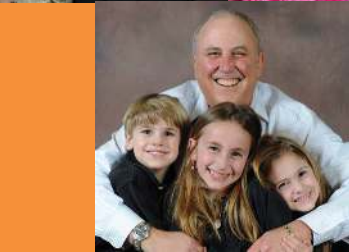
Each morning, the hallways are abuzz with parents talking as energetic children run to preschool. In the evening, Hebrew High School students arrive as Religious School children carpool home. Seniors gather morning, noon and night, busy with their own activities. Innovative programming comes naturally at TBS, reflecting the interests and creativity of our members.

TBS is firmly connected and committed to Israel and knows how transformative travel to Israel can be. In a program now replicated nationwide, TBS was the first synagogue in the Conservative movement to create a special mission for 10th-grade Confirmation students. Every year, we offer at least one additional trip for our members, led by one of our rabbis.



Enriching

Awards. For younger religious school students with special needs, we offer an inclusion program, where trained high school students serve as one-on-one support. Our high school has one of the largest enrollments in the area and provides retreat weekends, trips to Washington, D.C., and New York City; and an Israeli-style café for break and social time.





A New Initiative

At Temple Beth Sholom, we adhere to the tenets and values of traditional, egalitarian Conservative Judaism while making innovations in program and practice. Our newest initiative, appropriately named *Tiv Ha'aretz*/Good for the Earth, is a collaborative effort with *Hazon* and embodies the commitment we have made to the environment and sustainable living. This CSA (Community Sustained Agriculture) partners with New Jersey organic farmers and other area synagogues to bring its members fresh produce. This *tikkun olam* (repairing the world) program is innovative, green and brings us back—literally—to our South Jersey roots.

FAQs

How many members does TBS have?

We have approximately 900 families, 130 children in the Preschool and over 400 students in the Religious and Hebrew High Schools.

What is unique about Temple Beth Sholom's enrichment and educational programs?

TBS offers a wealth of educational resources and provides exciting classes and programs to members of all backgrounds and experience. Our large professional team includes teachers, a special needs coordinator, an education director, a youth director, two rabbis, a cantor and a ritual director, all actively involved in formal and informal education.

What are Shabbat services like at TBS?

Our Shabbat services are relaxed and comfortable. The cantor leads us in prayer with engaging melodies and our rabbis encourage us to find meaning in the Torah reading through interactive discussion rather than a sermon. Consider this an open-hearted invitation to come visit and actively experience Shabbat morning with us.

How do I become a member of Temple Beth Sholom?

Contact Jennifer Stolman, Director of Synagogue Advancement, at 856.751.6663 or jennifers@tbsonline.org to discuss membership options and dues structure.



Cantor Jen Cohen, Rabbi Steven Lindemann and Rabbi Micah Peltz invite you to stop by and get to know TBS!



www.tbsonline.org



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Looking for a synagogue to call home?

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The Process

LOGISTICS:

Who do you have in place to work on this project?
Publicity/Communication Chairperson,
Executive Director, Communications Assistant,
Program Director



The Process

Who can serve as our **internal** communications chair (flyers, website, management of emails, etc.)?

Who can serve as our **external** communications chair (press releases, website, print advertising, Facebook, etc.)?

Should these folks be on your Board?



The Process

TIME LINE:

Begin to plan by working backward from the date you want your new material to appear

First 2 meetings will take about 2 hours each

Bring all of your STUFF – newsletters, flyers, ads (if any), stationery, laptop to look at website, FB page, etc. This is when the group decides what to tackle and in what order. Will it be a general “clean-up” or the creation of a whole new brand?



The Process

If the group decides to JUST DO IT and go for the logo/tag line, review your goals and explore enlisting the help of a designer, whether volunteer or professional. Budget accordingly.



The Process

At the third meeting, bring in the designer. It is critical that the designer listens and understands your needs, so be clear and thorough. It is also critical that the group listens to the designer. The process is collaborative.

At the fourth meeting, the designer will present preliminary concepts for discussion and review. A direction will be identified so that the work can be fleshed out and refined.



The Process

Designs can then be reviewed via pdf until final layouts are complete.

Be sure that along the way, all of the parties that need to weigh in have been given that opportunity. Do not wait until all of the work is done!



Just Do It!

What's Stopping You?