



Community FAQs – The Big Questions

1. What are the Big Questions?

The Big Questions is an online discussion series focused on connecting Jewish thinking and learning to the things that matter in people's everyday lives.

A new question will be posted on www.theglobalday.com every couple of weeks, many of them asked by a known name in the Jewish world. The schedule of Big Questions is a work in progress, but stands now (July 22nd) as:

- July 19th – August 8th: What is Sex For?
Confirmed Guest Host: Dr. Ruth
- August 9th – 22nd: Do Unto Others – Who are the “Others”?
- August 23rd – September 5th: What is My Responsibility to Tzedakah?
- September 6th – September 19th: Does God Hear Prayer?
Confirmed Guest Host: Rabbi Steinsaltz
- September 20th – October 3rd: What Do Jews Believe?
- October 4th – October 17th: What is Community?
- October 18th – November 7th: Identity and Peoplehood

2. How will the Big Questions be used to promote the Global Day?

The Big Questions series is an attempt to engage all Jews in some type of Jewish learning before November 7th. Our target audience is Jews of all backgrounds but especially those who might not be inclined to be inspired by Jewish learning because they don't know how it connects to their lives.

We will be promoting the Big Questions in email blasts, social media outreach, online advertising, media relations and more.

3. How can I use the Big Questions to promote the Global Day?

As the details of your event are finalized, you can use the Big Question content in your communications about the Global Day with your community. Examples of how this might work include:

Email blast – send a message to your email list inviting them to weigh in on a Big Question. Include a response to the question from a leader in your community to make it your own.

E-newsletter content – instead of just repeating your event details, invite people to get involved even before November 7th by posting a comment on a specific Big Question, or invite them to participate in an online chat, telephone town hall, or other interactive event.

Printed newsletter insert – Use the Big Questions to make your newsletter interactive! Include a Big Question and replies from leaders in your community, and invite readers to go online to participate in the discussion. Include a link to the Big Question page online.

Ask a Big Question on your Facebook page – use the Big Question content as something new and different on your Facebook page. Invite your friends or fans to comment on the question on Facebook or to click through to theglobalday.com to weigh in there.

Ask a Big Question in your Twitter feed.

We will be writing sample emails and newsletter text for each Big Question that you can use for your community. In addition, we are already post links to the Big Questions on our Facebook page (www.facebook.com/GlobalDay) and twitter feed (www.twitter.com/1p1d).

4. How does sending people to the Big Questions on the Global Day website help my Global Day promotion efforts?

If your community participates in any of the Big Questions – let us know and as people answer the Big Questions and provide us with their names and emails – we will share this information to you in the community so you can reach-out and engage them in your Global Day event.

5. I have other questions, or would like to do something different with the Big Questions. How do I get more information or brainstorm ways to use the Big Questions?

We'd love to help you make the most of the Big Questions. Call or email Rachel Weiss-Berger at rachel@1people1day.org or 734-649-3412 or Shayna Englin at shayna@englin.net or 202.683.8465.