

Global Day of Jewish Learning Communities Webinar #2 July 14th, 2010



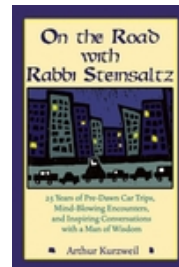
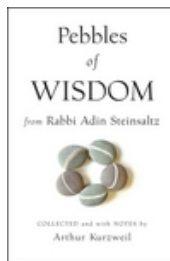
Agenda

- A Short Teaching from Rabbi Steinsaltz by Arthur Kurzweil
- Global Day Update
- Global Day Components
- Community Global Day Website
- Marketing and PR Component
- Social Media Campaign
- Next Steps/Coming Soon!



A Short Teaching from Rabbi Steinsaltz by Arthur Kurzweil

Arthur Kurzweil is a publisher, writer and teacher. He has published many books including On the Road with Rabbi Steinsaltz and Pebbles of Wisdom from Rabbi Steinsaltz.



Global Day Update

115 Days to the Global Day!

- Communities – 166 Registered Communities (92 in North America)
- 32 Partners representing 4 denominations and numerous educational organizations for all age groups
 - ⇒ Moreh L'Morim Conference, August 8-11 at Siegal College in Cleveland. There will be a session on the Global Day. For more information, and a full list of workshops and presenters visit: <http://www.siegalcollege.edu/moreh-lmorim>
 - ⇒ The American-Israeli Cooperative Enterprise (AICE) will have a number of Israeli professors who would like to participate as speakers at Global Day events. See the Toolbox → Resources for bios and contact information.



Global Day Components

- Global Day Video
- Curriculum
 - ⇒ Timetable for Completion
 - ⇒ Educators Conference Calls
- International Siyyum
 - ⇒ **Live broadcast confirmed at 2:00 PM EST**
 - ⇒ Via the Internet
 - ⇒ Video option
- Class by Rabbi Steinsaltz



Community Global Day Website

www.1people1day.org

- It is **imperative** that you update your community event profile on this website. This information will be used to promote your local event. All details should be updated no later than Monday, August 2nd (you can always modify if needed).
- The **Toolbox** currently contains:
 - ⇒ Curriculum (draft documents of the adult and The PJ Library classes)
 - ⇒ Marketing (logos, flyer, panel card, poster and postcard)
 - ⇒ PR Kit (press releases, bio of Rabbi Steinsaltz)
 - ⇒ Resources (Community Guidebook, list of partner organizations, About Rabbi Steinsaltz and the Aleph Society)
 - ⇒ Webinar Notes

Email or call Gabriela – gabriela@1people1day.org/212.840.1166 if you are having trouble logging in.



Marketing & PR Component: Global Day PR in your Community

- Effective PR in your community will raise your organization's profile and strengthen your position with members and donors!
- **Two things to do right away:**
 - o Send news release to your local press announcing your participation in the Global Day
 - o Help us build our PR plan by using the Global Day of Jewish Learning Community Survey #1 to share newsworthy details about your community's Global Day program



Marketing & PR Component : Resources for your Community

Global Day Marketing Pieces

- Smart PDFs that can be customized for your community events.
- Flyer, Panel Card, Poster and Postcard

High Holiday Marketing Campaign

- Mounted posters to be displayed at synagogues, announcements in community and synagogue bulletins
- Speak with your local Board of Rabbis about including the Global Day in their high holiday sermons
- Special Inspirational Message/D'var Torah by Rabbi Steinsaltz available for communities to reprint and have available at services
- Have the postcard, bookmark or other promotional material to distribute at synagogues or even on the seats



Marketing & PR Component : Resources for your Community

News Release Template

- Please send news release to your local press as soon as possible (if you haven't already!)
- Announce your community's Global Day participation and raise media awareness to improve future coverage



Marketing & PR Component : Resources for your Community

Newsletter Column Template

- Promote your Global Day participation / program to your members through newsletter, email list, and website

Global Day Fact Sheet

- A tool for educating news media, members, and other audiences about the Global Day
- All of the basics in one page

Media Messages

- Helpful talking points to assist when speaking with reporters or other audiences about the Global Day



Social Media Campaign: The Global Day Online

www.theglobalday.com

twitter.com/1p1d

facebook.com/GlobalDay



Social Media Campaign: The Big Questions

Jewish thinking on Big Questions:

- What is Good?
- Can sex be just for fun?
- What do Jews believe?



Recruiting big names to ask the questions

Discussion board, Twitter, Facebook, email, more



Social Media Campaign: Big Question Topics and Dates

Relationships & Sex: July 19th – August 8th
Confirmed Guest Host: Dr. Ruth

Do Unto Others: August 9th – 22nd

Tzedakah: August 23rd – September 1st

Does God Hear?: September 2nd – September 13th

Israel: September 14th – September 26th

What Do Jews Believe?: September 27th – October 10th

What is Community: October 11th – October 24th

Identity and Peoplehood: October 25th – November 7th
Confirmed Guest Host: Edgar Bronfman

Please note that dates are approximate



NEXT STEPS

1. Update your community profiles at www.1people1day.org.
2. Complete the survey that you will receive following this webinar.
3. Decide how you will publicize the Global Day around the High Holidays in your community.



Coming Soon to the Global Day Toolbox

- Special High Holiday Outreach Tools
 - ⇒ Newsletter Column
- Bookmark template and other marketing pieces as needed
- List of registered communities with email addresses



Questions or Concerns...

CALL or EMAIL US!

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