



Global Day of Jewish Learning Communities Webinar #2

July 14, 2010

Agenda:

- Global Day Update
- Login Section of www.1people1day.org (Community Global Day website)
- Marketing the Global Day in your Community
- The 'Big Questions' Social Media Campaign
- The PR Component

Teaching from Rabbi Steinsaltz (Arthur Kurzweil):

The message we received: We should study Talmud because it is a meaningful way to communicate and interact with God. When we study for the sake of study (*lishmah*), it is a truly human act; we do so because we are blessed with curiosity.

May we enter into our Global Day planning with the mission of inspiring our communities, in whatever way works best for our own, with thought provoking learning.

Global Day Update:

- We have over 180 registered communities, over 100 of which are in North America.
- The Global Day has 32 partners representing four denominations and many educational organizations.
- An example of a partnership at work: Moreh L'Morim Conference, August 8-11 at Siegal College in Cleveland. There will be a session on the Global Day.
- Resources for Planners: The American-Israeli Cooperative Enterprise (AICE) will have a number of Israeli professors who would like to serve as speakers at Global Day events around the world. See Toolbox—Resources for bios and contact information.

Global Day Components:

- Global Day Video:
 - The video is a wonderful way to set the stage for our programming. We hope communities will use this at the beginning of the day to set the tone.
 - It will show people around the world speaking about the Talmud, visually depicting how the text unites us all;
 - It will be 6-8 minutes long;

- Please let Gabriela (Gabriela@1people1day.org know if you are interested in using it).
 - We anticipate that it will be available in October and will provide more details as they are available.
- Curriculum: All lessons are based on the Talmud and focus on the following themes: Love, God, Prayer, Environment, Tzedakah and Leadership. Classes will be posted in their final form for you to use in your planning by the end of August.
 - International Siyyum—the entire Hebrew Siyyum will not be appropriate for most American audiences, but a 20-minute segment of the Siyyum will be worthwhile for English speaking audiences.

The live broadcast will:

- Have Rabbi Steinsaltz explaining his work translating the Talmud and a brief completion ceremony or Siyyum;
- Be between 10-15 minutes long;
- Be available live at 2pm EST on the internet;
- Details forthcoming

PLEASE NOTE: If needed, a prerecorded video with Rabbi Steinslatz explaining his accomplishment, as well as his recitation of the Hadran (blessing on completing the Talmud)

PLEASE NOTE: We are looking into combining the Global Day Video with the Siyyum; we will keep you posted.

- Pre-recorded class with Rabbi Steinsaltz will also be available. It will be between 20-30 minutes long. Details forthcoming.

Community Global Day Website (www.1people1day.org)

- Log-in: You know that you are logged in when you see the following blue words on top: **Community Profile, Message Board, Toolbox and Logout**. Everything else will look the same as the landing page, including the login field.
- Update your Profile: Please add your event information as soon as possible because we need it for the event finder; community information needs to be as complete as possible so that individuals are able to locate local events.
- New Users: You can add new users to your account in your profile section; see the field at the bottom. This will allow multiple planners to gain access to the resources we have available for your use.
- Toolbox: We will be adding to the toolbox on a weekly basis. By now you should be receiving the weekly email with information on these resources. If you are not, please let Gabriela know – Gabriela@1people1day.org

- Curriculum: It is currently in draft form and should not be used for distribution.

Marketing and PR Component:

Remarks from David Englin, PR Consultant for the Global Day:

- Mission: Getting the word out about your programs benefits everyone, in the short term (for the Global Day) and beyond.
- Survey: Please fill out the survey you received by email so that we can create the most useful material. The survey will give us the most accurate information about your program, which we will then use to get more media attention. If you need to have the survey mailed to you again, please be in touch with Gabriela – Gabriela@1people1day.org
- Local News: Every community should send a news release to your local newspaper. You can find templates of press releases in the PR section on the log-in section of the website

Global Day Marketing Materials (all found in the log-in section of the website):

- Smart PDFs: these forms provide you with the ability to customize a PDF template with your event details. You can fill it out and save it to your desktop for future use.
- Additionally you will find:
 - A flyer
 - Panel card
 - Poster
 - Postcard
 - A bookmark for the High Holidays

If you need anything else, please let us know.

High Holiday Marketing Campaign:

- Posters should be on display in area synagogues during High Holiday services.
- Speak with local Rabbis and ask them to include the Global Day in their sermons or announcements
- We will provide an inspirational message/D'var Torah by Rabbi Steinslatz, which communities can print and make available at services.
- The bookmark can be placed on seats during services.

Tutorial on the PR Material available:

- **New Release Template:** intended to announce your community's participation in the Global Day. As soon as possible, we would like you to adapt the template to your community's needs and send it out to the media. This will allow us to get the word out. We need complete information about your event to do so.

- **Newsletter Column template:** promotes your Global Day participation and program to your members. You can use it in newsletters, emails list and on your website.
- **Global Day Fact Sheet:** all of the basics about the Global Day. This is useful for the media and to educate people within your organization.
- **Media message:** key “sound-bites” to hone in on when speaking with the media. This will help keep everyone on the same page and unifies our message.

Social Media Campaign: The Global Day Online:

Since the last call, we have made a lot of progress and we are online.

- www.theglobalday.com: oriented to individuals. It provides a way for individuals to find local events. They can also learn how to participate on their own, as well as participate in dialogue before the event through the Big Questions Campaign. It is intended to inspire the less affiliated to get involved.
- www.1people1day.org: oriented towards community leaders and organizers
- Our Twitter feed: where we push out a daily Daf Yomi link, pieces from the Global Day and content from communities.
- Facebook: if you like us, we will like your organization back. This is already being used as a vibrant place for us to share information on the Global Day. You can find us by going to facebook.com/globalday or by searching for the Global Day.

To date: 16 of the 70 communities on the webinar are using a Twitter feed to communicate with their community.

Many more communities use Facebook to communicate with their community.

More on the Big Question Campaign:

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;
- An attempt to engage all Jews in Jewish learning before November 7th.
- Our target audience is Jews of all backgrounds, but especially those who don't often engage in Jewish learning because they don't know how it connects to their 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.

- [Click here](#) for a schedule of upcoming Big Questions and answers to frequently asked questions.

Next Steps/To-do List:

1. Update community profile at www.1people1day.org
2. Complete the community survey
3. Decide how you will publicize the Global Day around the High Holidays in your community
4. Join the Google Group to connect with other communities and be in dialogue with them about planning.