

# Promoting Jewish Community Programs and Events

## Tips for reaching your largest and best audience to publicize your event

### 1. Online Jewish Community Calendar – no charge

The first step to maximizing publicity for your event is posting it on the online Jewish community calendar ([www.jewishheartnj.org/calendar](http://www.jewishheartnj.org/calendar)). This enables the Federation to promote the event in several other ways with the potential to generate awareness among thousands more people.

When you post to the community calendar:

- The Federation will automatically include the event in its New Jersey Jewish News (NJNJ) “**Fed page**” calendar. **IMPORTANT:** The deadline to post your event online is at least 2 weeks before the date of the NJNJ issue you’d like the event to be listed in. **A full list of 2018 NJNJ publish dates is attached to this document (last page)**
- The Federation’s website marketing drives traffic to the online calendar, which receives an average of 750 views each month
- Children’s or family events for major Jewish holidays will be included in the Federation’s Kveller.com event listings. An average of 10,000 people visit the Greater Middlesex and Monmouth section of Kveller each month
- PJ Library events listed on the community calendar will be re-listed and/or linked in the Federation’s monthly PJ Library newsletter, which goes out to 2,000 opt-in recipients
- When the Federation pays for social media advertising about community gatherings for major Jewish holidays, only events listed on the community calendar benefit from the additional exposure that paid reach generates. Average reach on the Federation’s paid social media posts is 1,600 (\$8).

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### 2. New Jersey Jewish News

There are several ways to have your event mentioned in NJNJ, which has a circulation of more than 12,000 every two weeks

- **Fed page calendar (as described above) – no charge**
  - When you post your event on the Federation’s online community calendar, it gets included in the Federation’s “Fed page” calendar
- **NJJN’s own calendar “The Agenda” – no charge (but not guaranteed by NJNJ)**
  - Submit your events directly to NJNJ to suggest they be featured in the paper’s own calendar listing, called “The Agenda.” Contact NJNJ for guidelines: [heart@njewishnews.com](mailto:heart@njewishnews.com) and [lbrauner@njewishnews.com](mailto:lbrauner@njewishnews.com)
- **Articles – no charge (but not guaranteed by NJNJ)**
  - Before the event: Pitch your story; ask the paper to write an article or run your press release before the event to drum up interest and participation. Contact NJNJ: [heart@njewishnews.com](mailto:heart@njewishnews.com) and [svickarfox@njewishnews.com](mailto:svickarfox@njewishnews.com)
  - After your event: Let the community know how great your event was. Send a write-up summarizing highlights, along with photos (and photo captions identifying what is happening in the photo and who is pictured in the photo), with a request for the paper to include this in its next issue. Contact NJNJ: [heart@njewishnews.com](mailto:heart@njewishnews.com) and [svickarfox@njewishnews.com](mailto:svickarfox@njewishnews.com)

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### New Jersey Jewish News (continued)

- **Paid ad in the paper – NJJN advertising rates**
  - If you want to guarantee your event will appear in NJJN, paying for an ad is the way to ensure that. For advertising rates and specifications, contact: [advertising@njewishnews.com](mailto:advertising@njewishnews.com) or call 973-887-8500.
- **Fed page “ad” – no charge**
  - If the Federation is an official sponsor or co-sponsor of your event, and if time and space permit, the Federation may be able to include a promotional item resembling a paid ad about your event (but at no charge to you) on its Fed pages.
    - Eligibility, requirements, and deadlines for the Federation to sponsor your event may vary; please contact Laura Safran for details. [lauras@jewishheartnj.org](mailto:lauras@jewishheartnj.org)
    - Fed page items require you to submit high-resolution, camera-ready artwork -- to size -- at least one full month in advance of the paper’s publish date (see attached list of NJJN publish dates through Dec. 31, 2018).

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### 3. Special Holiday Listings

The Federation compiles and promotes seasonal events in observance of the High Holidays, Purim, Passover, Yom HaShoah, Yom Haatzma’ut, Yom Hazikaron, Yom Yerushalayim, and Hanukkah. When your event is posted on the online community calendar approximately 2 months in advance of the holiday, you will be included in the following:

- A special holiday listing on the Federation’s website – no charge
- A special holiday listing on the Federation’s NJJN Fed page – no charge
- Online publicity through the Federation’s social media channels (Facebook, Twitter, and Instagram) – no charge
  - Including organic posts and posts for which the Federation pays to generate wider exposure – Federation pays so there is no charge to you
- Holiday roundup articles on Kveller.com (if the event is family- and child-friendly)
- Holiday roundup articles on Macaroni Kid (Western Monmouth and Southern Middlesex edition) (if the event is family- and child-friendly)
- Holiday round up article in the PJ Library newsletter (if it’s a PJ event)

| Holiday                                    | Issue        | Submit by   |
|--|--------------|-------------|
| Purim                                      | February 6   | January 9   |
| Passover                                   | March 20     | February 20 |
| Yom HaShoah, Yom Hazikaron, Yom Haatzma’ut | April 3      | March 6     |
| Yom Yerushalayim                           | May 1        | April 3     |
| Rosh Hashanah, Yom Kippur                  | September 4  | August 7    |
| Sukkot                                     | September 18 | August 21   |
| Chanukah                                   | November 28  | October 31  |

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### 4. Social Media

Increasingly used by people of all ages and interests, social media is one of the most powerful ways to publicize your organization's events.

#### Your organization's social media channels (i.e., a Facebook page)

- Post a short blurb (ideal is 10-20 words) and an eye-catching photo or graphic, along with a link to an online page (on your website) where people can obtain all the details and registration instructions for your event.
  - Increase the reach of your post by tagging the Facebook pages of speakers, performers, presenters, and/or sponsoring organizations.
  - Ask the people and organizations you tagged to share the event with their followers
- Create a Facebook event
  - Click "Create an event" on your profile page
  - Fill in all the info fields
  - Share on your page, link to it in your emails, and invite people to attend
- Facebook and Instagram offer advertising opportunities; in which you pay the service to boost the reach of your post, targeting people with specified interests and in specified locations

#### Your organization's leaders' and members' personal social media channels

- Encourage your employees, board members, committee members, volunteers, and community members to like, comment on, and most of all, share the posts from your organization's social media when the posts appear on these individuals' personal pages
  - (they must like or follow the organization's page in order for the organization's posts to show up on their personal pages). This will greatly expand the reach of posts

#### The Federation's social media channels

- If the Federation is an official sponsor or co-sponsor of your event, the Federation will post a link to your event's website landing page or your Facebook event – on the Federation's social media channels. This will drive traffic from the Facebook page DIRECTLY to your site for details.
- If you do not have a web landing page or Facebook event created for your event, any Federation post or mention about your event on the Federation's social media channels will not get much exposure.
  - Whether or not you have your own digital landing spot for your event (in the form of either a web landing page or a Facebook event), and you ask the Federation to post about your sponsored event, please provide the Federation with an eye-catching photo or graphic to use for the post. For best results, graphics and photos should have minimal text directly on them. For example, a large headline (such as the name and date of the event) are ok, but avoid sentences or paragraphs describing details. Details are best conveyed on a website landing page about the event or Facebook event page.

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## 5. Federation Emails

This pertains to events that are officially supported or co-supported by the Federation; must be on community calendar and directly requested two months in advance of event.

- The Federation's monthly e-newsletter: The Federation maybe be able to feature your event in our monthly e-news if space permits.
- Weekly leadership email: each Friday, Federation CEO, Keith Krivitzky, sends a leadership update to personal contacts. Occasionally, when appropriate to the week's topic, a 1-line mention of a sponsored event that has a web link can be included.

## 6. Flyers

Create a flyer and use it in the following ways:

- Post around your facility
- Street team! Give flyers to members of your community to hang around town
  - Ask members of your organization to post in their neighborhood locations, i.e., diners, coffee shops, food stores, delis, and bagel places – with the business's permission.
- Create a simplified version as a jpeg for committee members to text to their friends.

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## 7. Local Media

Local secular media offer community calendars where organizations are invited to list their events. If you want the general public to be aware of your event, submit directly to secular media calendars.

Here are a few:

[Asbury Park Press \(http://events.app.com/\)](http://events.app.com/)

[Home News Tribune \(MyCentralJersey\) \(http://events.mycentraljersey.com/\)](http://events.mycentraljersey.com/)

[Star Ledger \(NJ.com\) \(http://myevent.nj.com/web/event.php\)](http://myevent.nj.com/web/event.php)

[Greater Media News Online Datebook \(http://www.gmnews.com/nt/calendar/\)](http://www.gmnews.com/nt/calendar/)

Items for the Datebook may be sent via email to [gmntnews@gmnews.com](mailto:gmntnews@gmnews.com). Please submit items at least two weeks prior to a scheduled event.

Includes: The Examiner (Western-most Monmouth), News Transcript (Marlboro, Manalapan, Freehold), Hub (Red Bank), The Independent, and Atlanticville (Long Branch)

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For information about Federation-supported programs, contact Amy Keller, Director of Community Programs, 732.588.1800 or [amyk@jewishheartnj.org](mailto:amyk@jewishheartnj.org).

And of course, using your own emails and newsletters is a great way to reach your own members and supporters.

## Promoting Jewish Community Programs and Events

### 8. New Jersey Jewish News, Upcoming Issues

| MONTH     | ISSUE |
|-----------|-------|
| January   | 1/9   |
|           | 1/23  |
| February  | 2/6   |
|           | 2/20  |
| March     | 3/6   |
|           | 3/20  |
| April     | 4/3   |
|           | 4/17  |
| May       | 5/1   |
|           | 5/15  |
|           | 5/29  |
| June      | 6/12  |
|           | 6/26  |
| July      | 7/17  |
| August    | 8/14  |
| September | 9/4   |
|           | 9/18  |
| October   | 10/3  |
|           | 10/16 |
|           | 10/30 |
| November  | 11/13 |
|           | 11/28 |
| December  | 12/11 |
|           | 12/26 |