

**THE ASSOCIATED**  
**Community Study Marketing Plan**  
**Segment I – Data Collection**

**Background**

The 2010 Baltimore Jewish Community Study will inform the Federation's strategic visioning process, provide community agencies and funders with data about the demographics, geographic distribution and movement, Jewish identity, communal affiliations, philanthropic behavior and service needs of Jewish people/households in the Baltimore area and finally measure community change since 1999 (year of last community study data collection).

This plan will articulate the various components of marketing/public relations that will be implemented for each milestone of this project:

Segment I – Data Collection

Segment II – Rollout of Initial Findings to Key Constituencies

Segment III – Widespread Local and National Rollout of Study Findings

**Purpose**

Inform both Jewish & general community of the following:

- ASSOCIATED embarking on 2010 Community Study Data Collection process
- Scope/Focus of Study
- Eligibility to Participate
- Encourage People to Take the Call
- Encourage People to Tell Friends to Take the Call

**Communications Goal**

**Soften the marketplace so potential interview subjects develop increased likeliness to answer the call and participate in interview (especially those not strongly connected with the community).**

**Target Audiences**

**1. Connected Jews**

- a. Insiders (ASSOCIATED/agency boards, staff of system, donors, fund holders)
- b. Synagogue Members/Agency Constituents/JT Readers
- c. Non-Donors whom we have e-mail address for

**2. Non-Connected Jews**

- a. Jewish community members not affiliated with ASSOCIATED or any of our agencies
- b. Intermarried families (not members of a synagogue)

**3. Not Jewish**

**1a. Connected Jews: Insiders (board member, donor, system personnel, fund holder)**

*Message: Educate them that the study is coming so they will tell non-connected Jewish and non-Jewish friends to take the call.*

- **Direct mail to targeted calling list:**
  - **Drop on 2/1/10**
  - **Postcard**
  - **Full-color**
  - **List pulled by 1/15**
  - **Michael Hoffman will help set criteria for list**
- **Presentations by committee members at meetings/programs/events/etc.**

- Maayan will have talking points ready by 1/18/10
- Talking points will be handed out at task force meeting
- Michael Hoffman and Michael Saxon will find out who can speak and at what venues
- **Signage at events, in Krieger Building and at agency buildings**
  - Signs will be hung last week of January
- **Jewish Times Insider**
  - Maayan will write this article and it will run in March Insider
  - Article deadlines February
- **Assoc E-Newsletter**
  - Melinda will write this piece
  - It will be included in the January, February, March and April Associated E-Newsletters
- **Marc Terrill - Leadership Briefing**
  - Melinda will write this
  - Community study will be included in January 22, Feb. 19 and a March briefing (date TBA)
- **E-Mail Blasts**
  - Blast one scheduled for Feb. 15
  - Blast II scheduled for March 23
- **Posting on website**
  - Website will include:
    - Information about what is the community study
    - Video (see below)
    - Link to study 10 years ago
    - Link to copy of old JT article about study
    - Design will be based on ads
  - Jason will contact all agencies connected with The Associated main website and see if they will be willing to add a Community Study button to their sites, leading to this page
- **E-Mail Tag**
  - Michael Hoffman will send a 'kind note' requesting all Associated employees include a note about the community study at the bottom of their emails.
  - Maayan will write tagline by 2/1/10
- **Facebook and Twitter campaign**
  - Campaign will begin with calling in third week of February
  - Campaign will model off Campership/DFI campaigns
  - Jason will update Associated status once weekly with community study message
  - Jason will ask other agencies to update status with community study as well

#### 1b. Connected Jews: Synagogue Affiliation, Agency User, JT Reader

*Message: Educate them that the study is coming so they will tell non-connected Jewish and not-Jewish friends and family to take the call.*

- **Direct Mail to targeted calling list – see above, to drop on 2/1/10**
- **JT Column penned by Michael Saxon**
  - Melinda will write this
  - Column will run February 12
- **Jewish Times article**
  - Phil has agreed or run article and endorse study in January 29 edition

- Press release and interview list will be available for Phil on January 18; Maayan will provide
- **Speaking engagements at Brotherhoods, Sisterhoods, Synagogue Board meetings, etc. – See above (Presentations by...)**
- **Synagogue Newsletters**
  - Ad runs in BHC newsletter in February ... turned in already (deadline was Jan. 1)
  - Ad runs in Beth Israel newsletter in March (deadline = Feb. 1)
  - Ad runs AGAIN in BHC newsletter in March (due Feb. 1)
  - Ad runs in JCC March Center news (due Feb. 1)
  - Ad runs in WWW on 2/18/10 (due Feb. 5)
  - Melinda will contact Beth El, Beth Tfiloh and Beth Am about printing editorial copy
- **Ads in synagogue bulletins/e-blasts**
  - Maayan will write up blurb to be blasted by synagogues in weekly/monthly eblasts
  - Blasts will include link to website
  - Blurb will be ready by 2/1/10 and emailed to all synagogue executive directors (get list from DFI?)
  - Maayan will write talking points for community study task force, who will divide list and call each synagogue to confirm receipt and push them to publish it
- **JCC Center News**
  - Already written, waiting FA
  - Due 1/15
- **JCC Ad Board**
  - Booked at OM and PH February, March and April
  - Deadline 1/25/10
- **Signage at JCC**
  - Maayan will call Robin to confirm that we can hang 2 x 3s at both campuses (easels)
  - Signs will be hung beginning Feb. 1
- **Flier distribution to JCC Preschool families**
  - Maayan will ask Robin (see signage at JCC)
- **Request for all schools/agencies to send out personal emails to their constituencies highlighting how the study will benefit them. Also request them to include blurb in their enewsletters, post to their websites, email blasts, however they communicate with their constituencies**
  - Maayan will contact Larry Ziffer about overseeing this initiative with the day schools and provide him with an email letter to send by 2/1/10
- **See if Rabbi's will mention from the pulpit**
  - Michael Hoffman and Michael Saxon will make personal phone calls to all rabbis before the end of January
  - Maayan will prepare follow up talking points that Michael and Michael will email to rabbis if the rabbis request it

#### 1c . Connected Jews:Non-Donors w/ E-mail Addresses

- **E-Mail Blast – See above**

#### 2a, 2b. & 3. Non-Connected Jews (live outside hub of Baltimore Jewish Community) & Non-Jews

- **Speaking engagements to community groups, country clubs (if willing), rotary clubs, etc. – See above**
- **Press Release distribution -- “Examining Future for Jewish Families Living in Baltimore & Surrounding Counties”**
  - Release will be sent out on February 2, 2010 to the following venues:

- **Baltimore Sun**
- **The Examiner**
- **The Daily Record**
- **Owings Mills Times**
- **Urbanite**
- **BBJ**
- **Baltimore Child**

#### **ELECTRONIC – MISC.**

- Creation of micro-site on associated website with direct url **www.baltjew2010.org**. Due to unique url of this site we expect it will peak interest and people will check it out. At the site, we will encourage community to understand that study is about to take place, how important their opinions are, and to stay tuned for more information about how the Jewish Community of Baltimore will be shaped in the future. Website address will be put on all community study materials.
- Creation of Facebook Page
- You Tube Message created similar to messages sent by Obama during his campaign. “I want to be a part of this....” Make people excited to get the call – or- maybe highlight theme of “I am Jewish Baltimore...”

#### **Advertising Plan:**

##### **Jewish Times**

- Throughout first three months of phoning  
Every-other week Half Page, first ad in color, 3 subsequent ads b/w

##### **JCC Ad Board**

- January & February postings
- 

##### **Synagogue Bulletin Ad – February Issue**

- See above

##### **Synagogue E-blasts – January and February**

- All that agree to list

\*\*\*

#### **WYPR**

- **Radio Schedule w/ reads educating listeners to take the call, stay on the phone, tell their friends to take the call. ... Check into cost**

#### **Public Service Announcements ... Research**

- **Reads for Radio stations educating listeners to take the call, stay on the phone, tell their friends to take the call.**

\*\*\*

Billboards – Looking into Free Inventory that might be available for non-profits

#### **Advertising Copy**

What can you do in 18 minutes? Bullet points to be switched out depending on the audience.

**CONCEPT :**

**What can you do in 18 minutes?**

**By giving 18 minutes to answer the survey, you are helping the broader community and building a stronger and more vibrant future for us all.**

**\*\*Speaking engagements will be Michael Hoffman and Michael Saxon**