

UJA-FEDERATION OF NEW YORK THRIVING SYNAGOGUE LEARNING TOOL

Thriving Synagogue Learning Tool — Marketing Plan Checklist

The purpose of marketing the Learning Tool survey is to get the highest response rate possible through informative, motivating communication to your members and participants. The survey models the values of inclusion, shared ownership, and transparency. Encouraging universal participation sends the message that everyone has a say and everyone has a share in the results.

Buzz is created through a PR campaign that calls upon your ingenuity, persistence, and good humor. Synagogues with a strong campaign generate member enthusiasm for, and participation in, the survey.

Here are more than 25 ideas to promote the survey. Commit to doing **at least two of these each week before the survey launches and three each week that the survey is open**. Feel free to add your own ideas to the end of the list.

25+ Ways to Promote the Survey

- Make the Thriving Synagogue Learning Tool your own by adding a tagline. “Your Voice, Our Future,” “Everyone Counts,” or “Be Counted!”
- Send emails to all individuals and congregation groups with creative and enticing content. Make the link to the survey easy to find.
 - Think about targeted groups and send specialized emails just for them
 - Sisterhood
 - Men’s club
 - Religious school or nursery school parents
 - Empty nesters
 - New members
- Feature the Learning Tool prominently in your monthly bulletin with the link to the survey
 - Highlight notices using color, borders, design, neon lights, pictures, cartoons—anything that will call attention to the notice.
- Place a clever, bright sign at the entrance or in the lobby.
- Highlight the survey on the homepage of your website. Make the link prominent and easily accessible.
- Announce the survey at Shabbat services, board meetings, committee meetings, educational programs, synagogue events and holidays.
 - Give people cards or bookmarks with the survey link to take home at the end of meeting.
- Have people guess the results. Once they have the results, they can see who came the closest.
 - What percentage of our members do you think:
 - Trust synagogue leadership
 - Feel like outsiders
 - See the synagogue as a sacred place

- Find meaning in services
 - Feel like they have a community here
 - Believe the synagogue has a strong future
- Post a thermometer (like United Way) that displays your growing response rate. Put it on the website, in the building, and in the newsletter as a reminder and motivator.
- Invite different people to make announcements at every meeting or event that takes place while the survey is open.
- Add a tagline to staff and clergy's emails with a link to the survey and an eye-catching reminder.
- Give people stickers to wear at Shabbat services that indicate they have filled out their survey.
- Have children in the religious school make posters about how everyone's voice counts (a study in grassroots democracy).
- Hold a kick-off event as you might for your capital campaign.
- Connect the survey and its purpose to the nearest holiday or build on a holiday celebration.
- Put messages out on social media (Twitter, Facebook, etc.). Post the response rate each week or post a question a day from the survey.
- Have different people speak up on the importance of the survey (clergy, committee chairs, leaders, beloved people in the synagogue, famous members, or members with a sense of humor).
- Create a short video of different people, including leaders, encouraging people to take the survey or make an animated video – UJA-Federation has suggestions! Post the video on your website, include it in survey reminder emails and run the video on the monitor in the lobby.
- Have members of the board call every congregant.
- Organize your membership or engagement committee to call members directly. **Calls are much more effective than emails.**
- Collect and publicize testimonials from people who have filled out their survey — how easy, interesting, and important it was.
- Offer an incentive for filling out the survey. Announce winners of the weekly drawing to entice people in.
- Hang a large poster on a wall in the synagogue with the title "I took the survey." Have board members prime the pump by signing first and then invite other respondents to sign.
- Design specific messages about the survey for Men's Club, Sisterhood, parents in the religious school, daily minyan, or Shabbat regulars, and those involved with various synagogue committees.
- Set aside a computer in the library for survey participants. Put up signs letting people know that it is available.
- Provide laptops or tablets in the lobby during religious and nursery school pick-up/drop-off, have them available at committee meetings
- Arrange for youth group members to bring tablets to the homes of older members and help them access and fill out the survey.
- [Your idea]
- [Your idea]

Possibilities for Promoting the Survey Are Unlimited

The ideas presented above are suggestions intended to inspire your own thinking. You do not need to do all of these or any of these specifically. But, for a successful survey, you do need to do *something*.