

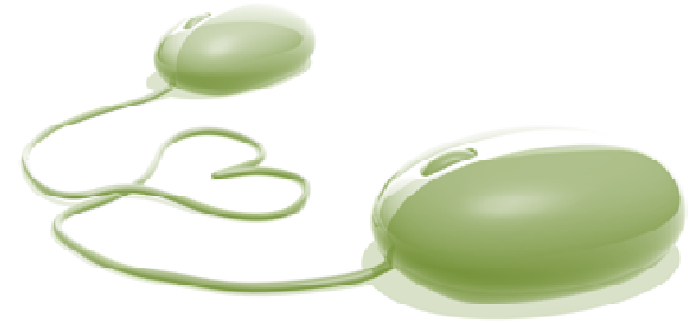


CBT Communications

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Guidelines

# Purpose



- The Executive Committee has developed these guidelines
  - ◆ To consistently make the best use of each communications opportunity we all have
  - ◆ So you know what's needed from you and when
  - ◆ To help you know what to expect
- We hope these guidelines streamline the process and help make your communications successful—reaching the right people in the right place at the right time, using the right means.



Any and all events to be considered for one of Beth Torah's means of communication must first be added to the synagogue calendar

Go to <http://www.calendarwiz.com/calendars/calendar.php?crd=congbethtorah&> to check calendar availability

To submit a calendar request, go to <http://congregationbethtorah.org/home/calendarrequest.html>

# Weekly Bulletin

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- Create awareness of upcoming events among Shabbat worship attendees.

**Target:** all Beth Torah worship attendees

**Used for:** brief information about programs and events scheduled for within an upcoming 3-week period

**Not used for:** events and programs requiring detailed explanation; personal messages of appreciation

**Frequency:** weekly (Shabbat)

**Info Source:** content provided by the individuals in charge or assigned to disseminate information

**Format:** text submitted via online form with details not to exceed 200 total characters for print

**Guidelines:**

All events should be posted on the synagogue calendar to be considered for the weekly announcements

All requests are **submitted online** through the Announcement Request form located at <http://congregationbethtorah.org/home/announcementrequest.html> (minor edits may occur)

Items will be automatically repeated weekly up until the date of the event

Bulletin information is due 14 days prior to desired announcement Shabbat

# Email—Announcements

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- “E-announcements,” the weekly electronic announcements, is a news communication for members and visitors who are email readers. The format follows the printed bulletin and provides links to more details available on the internet.

**Target:** all CBT members and visitors with email addresses registered with Constant Contact

**Used for:** weekly worship information, information about near-term events (within 3 weeks), contact and registration information, and links to more details

**Not used for:** lengthy text, e.g. feature stories, and/or last minute publicity or announcements

**Frequency:** weekly, on Thursdays

**Info Source:** pulled from weekly printed announcement submissions

## **Guidelines:**

All **events** should be posted on the synagogue calendar to be considered for the weekly email

All requests are **submitted online** through the Announcement Request form located at <http://congregationbethtorah.org/home/announcementrequest.html>

Inclusion, format and type of representations is at the discretion of the editor

Electronic news information is **due 14 days prior** to desired publicity Thursday

# Group “Push” Emails

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- Push emails for groups are a cost-effective method to distribute information and stimulate action among smaller, targeted populations accustomed to responding to emails.

**Target:** selected sub-group(s) either provided or self opted-in distribution list (i.e. Learning Center, Preschool, Men’s Club, Sisterhood, Adult Ed, etc.)

**Used for:** invitation to specific events and opportunities which include a “call-to-action”

**Not used for:** general information of interest to the entire congregation and all-news default distribution list

**Frequency:** as needed but limited to 1-2 per week excluding Thursdays to prevent overlap with weekly electronic announcements

**Info Source:** content (text and artwork) provided by head of distribution list

**Format:** Microsoft Word document; artwork in jpeg, minimum of 300 x 300 pixels

## **Guidelines:**

Head of committee / event should provide complete text and artwork to [board-secretary@congregationbethtorah.org](mailto:board-secretary@congregationbethtorah.org) for review and scheduling **10 days before target** distribution date; minor edits may occur

Include the name and contact information of the person submitting the request

Text should focus on who, what, when and the “Call to Action,” i.e. how to register

Submitter must provide email distribution list in Excel

Push emails may not be sent on Thursdays to prevent compromising the effectiveness of the weekly news email

Message and graphics should not exceed 1 page

# Default List “Push” Emails

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- Push emails to our default "All News" list are a cost-effective method to distribute reminder-type information on event(s) already communicated via other methods.

**Target:** all CBT members and visitors with email addresses registered with Constant Contact

**Used for:** reminder of a specific event or opportunity which include a “call-to-action”

**Not used for:** first-line of information distribution for an event or opportunity

**Frequency:** Each committee is allowed up to 2 emails per calendar year with send dates to be coordinated with the Board Secretary, excluding Thursdays to prevent overlap with weekly electronic announcements

**Info Source:** content (text and artwork) provided by committee chair

**Format:** Microsoft Word document; artwork in jpeg, minimum of 300 pixels but no larger than 800 pixels

## **Guidelines:**

Head of committee / event should provide complete text and artwork to [board-secretary@congregationbethtorah.org](mailto:board-secretary@congregationbethtorah.org) for review and scheduling **14 days before target** distribution date; minor edits may occur

Include the name and contact information of the person submitting the request

Text should focus on who, what, when and the “Call to Action,” i.e. how to register

Emails may not be sent on Thursdays to prevent compromising the effectiveness of the weekly news email

Message and graphics should not exceed 1 page

# Lobby Black Board

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- The black letter board located in the lobby is used to list the week's Torah Portion and highlight upcoming events taking place within Beth Torah.

**Target:** all CBT members and visitors who congregate in the lobby area

**Used for:** a short, Top 10 list of events being held at Beth Torah only

**Not used for:** non-event information, last minute publicity, and/or events being held offsite

**Frequency:** changed weekly on Wednesdays

**Info Source:** pulled from weekly printed announcement submissions

**Guidelines:**

Space is utilized for what appears in the weekly announcements only

# Bulletin Inserts

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- Inserting printed material in the Shabbat announcements is an option for delivering a summary or detailed information to worship attendees. BUT, it is one of the least effective methods (see note below).

**Target:** all Beth Torah worship attendees

**Used for:** providing information about programs and/or events scheduled for the coming week which have not been promoted by other methods

**Not used for:** promoting activities that could be promoted in a bulletin/worship announcement

**Frequency:** weekly (Shabbat)

**Info Source:** content and copies provided by person making request

**Format:** 5.5" x 8.5" paper

**Guidelines:**

No more than one insert is permitted in the bulletin each week and is based on first come, first serve

Some dates are exempt from inserts (check with Ritual Committee)

**Note:** Anecdotal evidence indicates inserts are not retained by the recipient • In the interest of environmental consideration, please consider alternative methods before bulletin inserts • Due to the time required for this task, the secretary will make your copies but the person making the request is required to do the cutting and inserting on Fridays after noon)

# Easels

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- Three easels are available for use in the lobby for displaying large posters.

**Target:** all CBT members and visitors who congregate in the lobby area

**Used for:** large publicity posters

**Not used for:** non-event information and/or events in conflict with Beth Torah events

**Frequency:** as needed

**Info Source:** content provided by individual wishing to use easel

**\*NOTE:** *First-come, first-served* will not necessarily apply. All synagogue activities may take precedent, requiring removal and disposal of poster(s) to open up space

**Guidelines:**

Permission is required to advertise in the lobby; contact [board-secretary@congregationbethtorah.org](mailto:board-secretary@congregationbethtorah.org)

Items displayed on easels in the lobby that do not have permission on file in the office will be removed

Easels are stored in the Ritual closet—contact either the secretary or Tom Moon (972.234.1542 ext. 267) to have an easel set out

# Family Record

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- The **Family Record**, CBT's monthly newsletter, is a resource for members and visitors. It is a medium to provide descriptions of the people and events that make Beth Torah a vibrant and caring community.

**Target:** all CBT members and visitors

**Used for:** messages from Beth Torah leaders, both lengthy and short information about upcoming events and opportunities, contact and registration information, Yahrzeits, forms, and donations

**Not used for:** promoting events in conflict with Beth Torah programming / events

**Frequency:** monthly

**Info Source:** content provided by staff, committees, members

**Format:** submit articles in final, text format in a Microsoft Word document; attach images separately

## **Guidelines:**

Events to be included should be posted on the shul calendar prior to submission

Formatting / layout of submitted content is at the discretion of the editor; text may be edited for length

Submit completed articles including date, time, location, contact info, etc. to [family\\_record@congregationbethtorah.org](mailto:family_record@congregationbethtorah.org) by the first of the month before the issue date, i.e. December 1 for the January Family Record

Event specific art/logos and speakers' head shots should be provided electronically; high-resolution format is preferred; subjects in photos should be ID'd

# Snail Mail

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- The **Snail Mail**, CBT's once-per-month postal mailing, is a resource for members. It is a medium to provide added focus for immediately upcoming events / programs.

**Target:** all CBT members

**Used for:** short reminder information about upcoming events and opportunities along with contact and registration information

**Not used for:** promoting events in conflict with Beth Torah programming or missing Family Record deadlines

**Frequency:** monthly

**Info Source:** content provided by staff, committee chairs, and member

**Format:** submit articles in final, edited text format in a Microsoft Word document; attach images separately

## **Guidelines:**

Events to be included should be posted on the shul calendar prior to submission

Submit completed articles including date, time, location, contact info, etc. to [snail-mail@congregationbethtorah.org](mailto:snail-mail@congregationbethtorah.org) by the 2nd Monday of the month before the issue date

Submissions may be edited for content or length

Limited to 5 letter-sized sheets; mailing is based upon "first come, first served" without notice

Submitters are responsible for providing help to prepare and post the mailing

# Non-Standard Snail Mailings

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- Mailings not part of the monthly Snail Mail is a medium to provide added focus for upcoming events / programs.

**Target:** all CBT members

**Used for:** information about upcoming events and opportunities along with contact and registration information

**Not used for:** promoting events in conflict with Beth Torah programming

**Frequency:** as requested

**Info Source:** content provided by staff, committee chairs, and member

**Format:** submit mailing in final, printable format

## **Guidelines:**

Events to be included should be posted on the shul calendar prior to submission

Submit completed document(s) to [secretary@congregationbethtorah.org](mailto:secretary@congregationbethtorah.org) **2 weeks in advance** of desired preparation date

Document(s) will be printed and folded and, if requested, envelopes addressed via mail merge

Submitters are solely responsible for processing mailing and will be notified by email when mailing materials are ready

# Display Racks

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- The display racks located near the lobby and sanctuary are used to provide handout-type information for upcoming events and programs.

**Target:** all members and visitors going too-from the Oneg and Sanctuary

**Used for:** information about upcoming events, long-standing program descriptions, contact information, registration

**Not used for:** events / programs in conflict with the Beth Torah calendar

**Frequency:** as needed

**Info Source:** provided directly by committees

**Format:** printed flyers and brochures

**Guidelines:**

Materials for display should have approval from [board-secretary@congregationbethtorah.org](mailto:board-secretary@congregationbethtorah.org)

Materials displayed without approval are subject to disposal without notice

Expired material will be removed and recycled

# Print Media

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- Opportunities exist to promote CBT activities targeted at non-members in a variety of Dallas media (Dallas Morning News, TJP, NeighborsGo.com) through calendar listings and feature/news stories.

**Target:** members, visitors, potential members who meet the demographics of selected media

**Used for:** broadly promoting CBT events via publication calendars and news/feature stories of strong interest to the publication's target audience

**Not used for:** promoting programs targeted specifically at CBT member/repeat visitor audience

**Frequency:** ongoing

**Info Source:** source information for feature stories provided by committee chairs and matches what appears on the synagogue calendar

## **Guidelines:**

All events must first be on the synagogue calendar.

Requesters may submit calendar events open to the community directly to target publications, i.e. TJP

Features/Ads should be submitted to [publicity@congregationbethtorah.org](mailto:publicity@congregationbethtorah.org) and include: unique story angle, who, what, when, supporting facts, and spokesperson

Desired content will be reviewed and approved by the publicity committee for timeliness and relevance.

Once approved, execution is the requester's responsibility

# Creative Services

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- Copy and ad layout and development services are available through the office.

**Target:** members, potential members, community who receive Beth Torah communications

**Used for:** standard Beth Torah program flyers, ads, etc.

**Fee Assessed:** there is a \$25/hr fee assessed for any non-standard Beth Torah promotions, i.e. business ad for the Family Record, etc.

**Frequency:** determined by media and publication schedule

**Info Source:** specific to target media

**Format:** specific to target media

## **Guidelines:**

Submit the following to

[secretary@congregationbethtorah.org](mailto:secretary@congregationbethtorah.org) a **minimum of 6 weeks** prior to materials due for completion

- ◆ Key deadlines
- ◆ Key message / text
- ◆ Print media size parameters
- ◆ Desired page layout, if any, graphic ideas, color or black-white

# Collateral Materials

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- Printed material providing information about CBT programs. Includes brochures, directories, reports, etc.

**Target:** ranges from all-synagogue to selected small groups

**Used for:** information to be distributed to a broad audience, or over multiple years to justify the expense

**Not used for:** information that will be quickly outdated or for a small target audience

**Frequency:** typically 1x/year

**Info Source:** copy and camera ready art submitted electronically to [secretary@congregationbethtorah.org](mailto:secretary@congregationbethtorah.org)

**Format:** typically multi-page, minimum of two colors

**Guidelines:**

Allow at least 12 weeks for the office to write and produce most collateral pieces