

Wow – now I have these great USCJ “Come Home to Conservative Judaism” ads available – What can I do with them?

Postcard Size	Flyers (8.5" x 11")	Posters (11" x 17" or 18"x24")	Web
<p>Mailed:</p> <ol style="list-style-type: none"> 1. Use a bulk mail service to send the ad based on specific zip codes to all households 2. Ask local Jewish Federation to distribute to their unaffiliated mailing list by zip code 	<p>Print multiple copies to distribute via:</p> <ol style="list-style-type: none"> 1. Insert in newspaper choosing specific targeted zip codes 2. Community newspapers, neighborhood papers, business journals, university newspaper inserts, community guides 3. Leave a stack at retail establishments (local Jewish and non-Jewish) <ol style="list-style-type: none"> a. Bakeries b. Butchers c. Grocery stores d. Health clubs e. Health food stores f. Public Library 4. Leave a stack at Jewish communal sites <ol style="list-style-type: none"> a. JCCs b. Jewish pre-schools c. Jewish Daycare d. Jewish bookstores <p>Include in:</p> <ol style="list-style-type: none"> 1. Weekly Shabbat bulletin 2. Synagogue bulletin 	<p>Post in any location with a public bulletin board:</p> <ol style="list-style-type: none"> 1. Grocery stores 2. Community centers (not just JCCs) 3. Library 4. Starbucks <p>Post in public places:</p> <ol style="list-style-type: none"> 1. “Entertainment” areas where young people tend to gather with clusters of restaurants and other entertainment options 2. Billboards 3. Bus boards 4. Bus/Transit Interior Cards 	<p>Free:</p> <ol style="list-style-type: none"> 1. Synagogue website 2. Region website 3. Local community online bulletin boards 4. Local community Facebook group pages 5. Email “ blasts” to members and/or potential members 6. Local Jewish community websites 7. Online Jewish directories 8. E-newsletters 9. PowerPoint/media presentations 10. Video billboards <p>Paid:</p> <ol style="list-style-type: none"> 1. Google ads <ol style="list-style-type: none"> a. Use search terms such as synagogue and your zip code – pay only “per click” 2. Facebook ads
<p>Non-mailed:</p> <p>Leave out at</p> <ol style="list-style-type: none"> 1. Health clubs 2. Library 3. Community events 4. Street fairs 5. Pediatrician’s offices (<i>Note: Try to find affiliated pediatricians within your community who will cooperate</i>) 			
<p>Ask local organizations to distribute:</p> <ol style="list-style-type: none"> 1. Welcome Wagon 2. Chamber of Commerce 3. Real estate agents (“Welcome to the Community” kits) 4. Include in synagogue “new members” packets 			