



TEMPLE
EMANUEL

COMMUNICATION GUIDELINES

Thank you for your dedication to organizing and coordinating such wonderful events at Temple Emanuel!

We deeply appreciate the time, effort, and passion our incredible members and lay leaders pour into making our community vibrant and engaging. Your hard work is the heart of our synagogue, and we're so grateful for everything you do.

To ensure that each event or initiative receives the attention it deserves, we've developed Communication Guidelines to help streamline the process. These guidelines are designed to help you effectively publicize your event, ensure that every program gets its moment in the spotlight, and consistently make the best use of each communication channel. They also outline what we need as a marketing team to make this process smooth, set clear expectations, and help us avoid overwhelming our members with too much information.

We are genuinely excited to work with you to make your event a resounding success. Please take a moment to review the guidelines below, and don't hesitate to [reach out](#) if you have any questions. Together, we can ensure that your event shines!

-The TE Marketing Team

Shaun Sander, Director of Marketing

Andrew Hanold, AV Director

Julianne Cote, Communications Manager

Temple Emanuel Communication Guidelines

1. Initiation: Submit marketing request for event/program through our [form](#)

| Small Event | Medium Event | Large Event |
|--------------------|--------------------|---------------------|
| 6 weeks in advance | 8 weeks in advance | 10 weeks in advance |

2. Event Classification: Event/program is classified based on size & importance

| Small Event | Medium Event | Large Event |
|----------------------|-----------------|---------------|
| 25 or less attendees | 26-75 attendees | 76+ attendees |

3. Marketing Collateral Decision: Collateral is determined by classification

| Small Event | Medium Event |
|--|---|
| <ul style="list-style-type: none">• Website listing• Inclusion in weekly newsletter• Basic social media posts or stories leading up to the event• Publicized 1 month in advance | <ul style="list-style-type: none">• Website listing• Inclusion in weekly newsletter• Standalone email (if approved by Marketing Dept)• Social media story and posts with boosted reach?• Ads – if budgeted• Day-of push notification• Publicized 1 month in advance |

| Large Event |
|--|
| <ul style="list-style-type: none">• Website listing• Inclusion in weekly newsletter• Standalone email<ul style="list-style-type: none">◦ Additional available, subject to Marketing Director's discretion• Social media<ul style="list-style-type: none">◦ Comprehensive social media campaign with targeted ads (if budgeted)◦ Post-event social media engagement (thank you posts, highlights, etc.)◦ Utilize other interactive features• Ads – if budgeted• Day-of push notification• Listing on Jewish Boston (for events open to the broader community)• Printed material (posters, flyers, and digital board) only if there is a distribution plan• Publicized 1 month in advance<ul style="list-style-type: none">◦ Possibly longer, subject to Marketing Director's discretion |

4. Collateral Creation: Marketing team begins collateral creation

- Develop marketing collateral based on the approved channels
- Collaborate with the team for printed materials
- Create content for social media campaigns
- Produce specialized collateral as needed

Specialized Collateral Options (Pending approval of Marketing Director)

- Recorded video teasers/advertisements
- Coordination with Photo Corp.
- Podcast recordings/interviews
- Press release

5. Distribution: Marketing collateral is implemented

- Distribute collateral on the designated channels:
 - Website and newsletter updates
 - Email
 - Social media platforms
 - Jewish Boston listing
 - Printed materials in appropriate locations
 - Distribution plan must include more than just foyer/ main office/ digital board
- Edits
 - We aim to limit edits to 3 rounds of updates. Once finalized, further edits are only available for special circumstances, subject to Marketing Director's discretion.

6. Feedback Loop: Recap success of marketing campaign

- Gather feedback from attendees and stakeholders