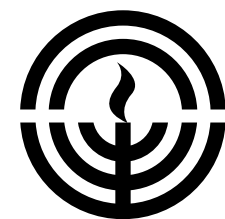


YOUR CHANUKAH 2020 CAMPAIGN TOOLKIT



*The light
you bring*

This year has brought a lot of darkness, uncertainty and suffering. But what if we took a minute to remind our communities of the light each one of us adds into the world?

This year's campaign highlights eight Federation initiatives that help make the world a better and brighter place, made possible by community efforts and donations. From caring for those in need to inspiring the next generation of young leaders, this campaign showcases all the ways Federation-backed programming, and the community members who support it, bring light to the world.

This Chanukah, we ask donors to add their light through a generous gift to Federation.



In the following sections you'll be able to view and download a suite of campaign materials which include:

➤ **VIDEOS**

➤ **SOCIAL MEDIA POSTS**

➤ **WEB BANNERS**

➤ **DIRECT MARKETING LETTER**

This toolkit offers everything you need to remind your community members that their gift to Federation truly helps to bring light into the world and make a difference.

As always, if you would like to further customize any of these materials for your community, and need assistance, we are here to provide it.

For video customizations, please contact
ben.plotkin@jewishfederations.org.

For all other customizations, please contact
hindy.gershman@jewishfederations.org.



VIDEOS

NIGHT 1



▶ WATCH VIDEO

NIGHT 2



▶ WATCH VIDEO

NIGHT 3



▶ WATCH VIDEO

NIGHT 4



▶ WATCH VIDEO

NIGHT 5



▶ WATCH VIDEO

NIGHT 6



▶ WATCH VIDEO

NIGHT 7



▶ WATCH VIDEO

NIGHT 8



▶ WATCH VIDEO



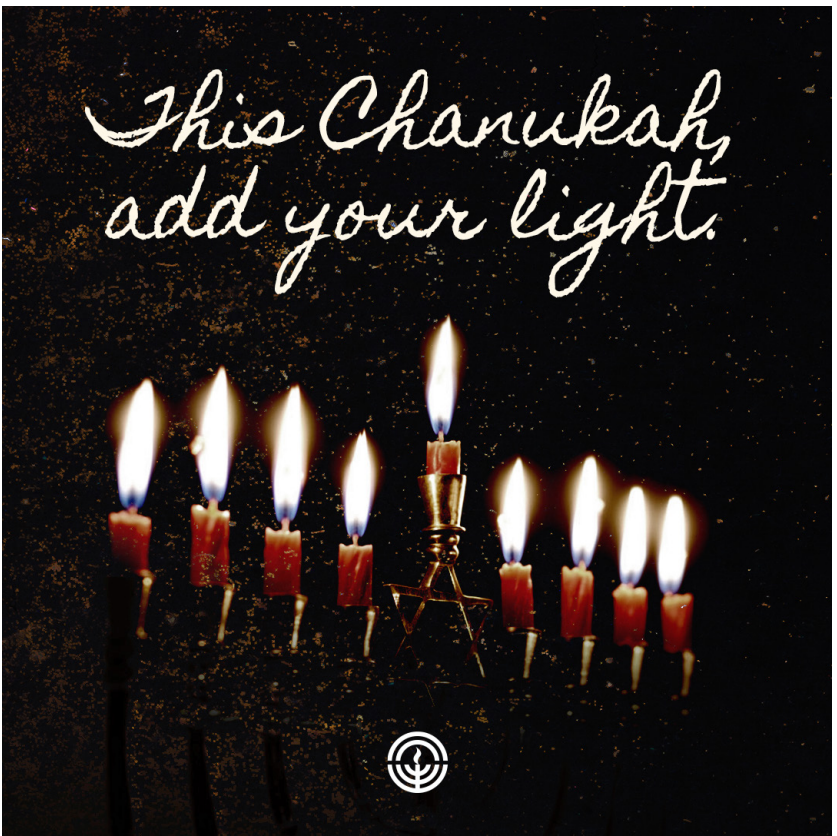
These eight shorts highlight eight ways in which support from members of the community has real impact on the lives of those around us. Through the use of warm tones, flickering light and powerful, intimate imagery, we hope these videos will make donors feel proud of their gift to Federation, while also inspiring them to continue to give.

RECOMMENDED USE: We recommend using these videos across your social channels to promote holiday giving. Select the messaging points that best speak to your community, or post one video for each night of Chanukah to tell the complete story of donor impact. Consider adding them to holiday emails and your website for those who may be new to your community or are not regular users of Facebook or Twitter. All post copy can easily be used as is or personalized further for your community.

USE HASHTAGS: #AddYourLight #8DaysOfBrightness #8DaysOfGiving



SOCIAL MEDIA POSTS



[➤ DOWNLOAD ASSETS](#)

These static posts are short and sweet. We hope they will inspire the community to learn more about the work of Federation and the impact of their gift.

RECOMMENDED USE: We suggest you use these posts as a small teaser campaign across your social media channels to help build interest and curiosity for the forthcoming videos. They can also be used to direct followers to your website where they can learn more about the impact of their donation.

USE HASHTAGS: #AddYourLight #8DaysOfBrightness #8DaysOfGiving



WEB BANNERS



Update your website with graphics that get your donors thinking about Chanukah and the warmth their gift can bring to the community.

Some banners might direct people to a donation form, while others may direct people to impact stories.

Banners are available in a variety of sizes, but if you don't see what you need, no worries! Just contact **hindy.gershman@jewishfederations.org**.

📄 DOWNLOAD ASSETS



DIRECT MARKETING LETTER

OE:

This Chanukah, you are a light that heals. Here is your chance to shine. See how you can help inside.

Johnson Box:

You are a light that brings relief to those in urgent need. Your gift to the Jewish Federation of <<City>> is your chance to shine.

Letter:

Dear <<Personalized>>,
You are the light of their lives – they are your family and friends. You help them in times of need, and comfort them in times of uncertainty.

This Chanukah, you can be that light for your extended Jewish family as well – including the hundreds of thousands of individuals and families who urgently need your help now more than ever.

Add your light today with your gift to the Jewish Federation of <<City>>.

Make this Festival of Lights one that brings relief to those living in fear, sustenance to those living with hunger, and hope to those most affected by the ongoing pandemic and economic recession.

Be a light for those who thought they’d never have to rely on food pantries to feed their families – But now do.

As a result of the pandemic, millions of people now face full-blown financial emergencies. Many of them, including a sizable Jewish population living here in <<City>>, are struggling to meet their most basic needs.

Murray is just one example. Like many retirees, Murray worked part-time to supplement his fixed income and make ends meet. That is, until he lost his job because of the pandemic. Almost as soon as it happened, a Jewish Federation partner stepped in to help. “I started receiving home-delivered meals each week,” Murray said. “It was a good feeling to know there are organizations out there that really do care about making a difference in someone’s life.”

Even Jewish adults with disabilities who received nutritious meals at day programs and job placements, now desperately join the search for food.

 **DOWNLOAD LETTER**

We have provided a direct marketing letter to help with your Chanukah campaign. This letter is written for acquisition/potential donors. It includes an evocative OE (Outer envelope) line, a device to greatly improve the open rate. This letter offers you the opportunity to further personalize the message of this campaign for your community.

RECOMMENDED USE: We all know that Chanukah is a time for gifts and celebration. To maximize your direct marketing letter’s impact, you want it to arrive two weeks before the holiday — a time when Chanukah is top of mind, but people are not yet so involved that they may not take the time to read and respond to your appeal. Also, in order to ensure that the letter arrives at the desired time, be sure to speak with your printer to factor in their timeline and contact your postal service to understand the timing of local bulk mail during the holiday season.

We also suggest that you follow up with a short reminder 8-10 days after the expected arrival of the letter, so they receive it just a few days before the holiday, but not yet on top of it.

Write something to the effect of: “If you’ve already made your Chanukah gift to <<NAME>>, to help add more light into the world, we want to thank you now for your generous support. If you haven’t made your Chanukah gift, please be reminded that any amount, no matter how small can help light up the world for someone in need...” You may want to also include a reference to a local need in your community, however if you do, be sure to keep it short. And remember to wish them a Happy Chanukah!



FOR QUESTIONS AND SUPPORT, CONTACT:

BEN.PLOTKIN@JEWISHFEDERATIONS.ORG — VIDEO CUSTOMIZATIONS

HINDY.GERSHMAN@JEWISHFEDERATIONS.ORG — DESIGN CUSTOMIZATIONS

DRAKE.GARNITZ@JEWISHFEDERATIONS.ORG — DIRECT MAIL QUESTIONS

ALEXANDRA.COFFEY@JEWISHFEDERATIONS.ORG — GENERAL QUESTIONS

