

**2018** Messaging Toolkit

---

**NCJ  $\approx$ <sup>®</sup> | 125**

---

MAKING CHANGE HAPPEN SINCE 1893

# Table of Contents

How to use this toolkit / 4

Introduction / 5

Identity / 6

Audience / 10

What we stand for / 13

Messaging Architecture / 16

Messaging Examples / 20

Social Media toolkit / 32

Graphic guidelines / 42

## How to use this toolkit

**This kit contains a powerful mix of tools that will help you create awesome content for the new NCJW website.** We created it specifically for you, to save you time and help you be even greater NCJW ambassadors. **Spend some time with it.** Talk to your colleagues and boss about it. If you make it your companion every time you sit down to plan or produce content, you won't have to reinvent the wheel. And you won't have to constantly negotiate what you're supposed to be saying, how, and to whom. You can just focus on the work. **Think of the toolkit as your trusty map to consistently creating findable, readable, understandable, actionable, and shareable content.**

## The Tools

### Identity:

Who are we and how we do it?

### Audience:

Who are we speaking to?

### What we stand for:

Our mission, our positioning, why we exist

### Messaging architecture:

What statements should we use to move the brand forward?

TAB BACK

# number one: **IDENTITY**

## Defining Identity

Before you can meet your audience, you need to know who you are.

**Are we fun?**

**Playful?**

**Risky?**

**Elegant?**

All of these traits will define your brand just like “funny and smart” might define a person. Now, what are NCJW’s attributes?

## Who are we at NCJW?

We are...

**Daring**  
**Outspoken**  
**Savvy**  
**Caring**  
**Strong**  
**Accountable**

## How we do it...

### Community

Our members join a motivated and fun collective of thoughtful women connecting with each other and learning together as a community of progressive change-makers.

### Power

Leveraging our presence in Washington and our thousands of members across the country, we have the people power to get things done from the State House to the White House.

### Excellence

We get it right and deliver quality in everything we do. Our founder Hannah G. Solomon's vision and commitment were legendary and her high standards live through our actions.

### Inclusion

Acceptance is threaded through everything we do, from the simplest email to the largest rally. Every person is included and respected.

### Results

We make change happen. 125 years of driving social change is rooted in our faith-based mission of justice for all. Our winning team of motivated leaders and creative strategists influence decision-makers and create lasting change.

TAB BACK

# number two: **AUDIENCE**

## Who are we speaking to?

Content is a conversation. To have a great conversation, it helps to know who you are speaking to. Really, really well.

**So who is our target audience\*:**  
Women ages 40-60

**What do they care about:**  
Social Justice, Community, and Inclusivity (note that these are not “mission” items; they’re identity factors).

\*This is the target audience for whom we developed this messaging. Once you have started to use it, you’ll see easy ways to make slight tweaks to reach different audiences: older women, non-jewish women, men, etc.

## What do they need from us?

Meaningful, helpful content that builds relationships, creates trust, and ultimately helps NCJW **create social change.**

TAB FRONT

number three:  
**WHAT WE  
STAND FOR**

TAB BACK

number three:  
**WHAT WE  
STAND FOR**

## Defining what we stand for

Our mission\* does not change, but our positioning does. And our language does. As new generations become involved with NCJW, **we need our language to reflect their personalities.**

\*Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families and by safeguarding individual rights and freedoms.



TAB FRONT

The world needs **Jewish women.**

**NCJ**  $\Sigma$  confronts today's most **urgent social and economic challenges** facing women, children, and families. Powered by the Jewish imperative to **ensure dignity for all**, we impact policy, advocate for justice, and support the community. Your voice has never been more essential and our voices together **make a meaningful difference** in the world.



# number four: MESSAGING ARCHITECTURE

TAB BACK

# number four: MESSAGING ARCHITECTURE

## Introduction to messaging architecture

Brand messaging architecture provides clarity for our written communication. Now that we've defined who we are, what we stand for, and what our target audiences can expect from our messages, we are ready to put it all together.

**Messaging architecture is the glue that holds everything together.** It tells you exactly what messages you need to use if you want to move the brand from where it is now to where we've all agreed it needs to go.

The messaging statements aren't the exact copy you'll use as a content creator. Rather, they're specific ideas you'll need to express as a way to talk about NCJW. But the language you use can vary, so there's still plenty of room for creativity.

# The world needs Jewish women.

**NCJ**  confronts today's most **urgent social and economic challenges** facing women, children, and families. Powered by the Jewish imperative to **ensure dignity for all**, we impact policy, advocate for justice, and support the community. Your voice has never been more essential and our voices together **make a meaningful difference** in the world.



## How we do it ...

## We are...

### COMMUNITY

Our members join a motivated and fun collective of thoughtful women connecting with each other and learning together as a community of progressive change-makers.

### POWER

Leveraging our presence in Washington and our thousands of members across the country, we have the people power to get things done from the State House to the White House.

### EXCELLENCE

We get it right and deliver quality in everything we do. Our founder Hannah G. Solomon's vision and commitment were legendary and her high standards live through our actions.

### INCLUSION

Acceptance is threaded through everything we do, from the simplest email to the largest rally. Every person is included and respected.

### RESULTS

We make change happen. 125 years of driving social change is rooted in our faith-based mission of justice for all. Our winning team of innovative leaders and creative strategists influence decision makers and create lasting change.

**DARING**

**OUTSPOKEN**

**SAVVY**

**CARING**

**STRONG**

**ACCOUNTABLE**

TAB FRONT

**number five:**  
**MESSAGING**  
**EXAMPLES**

TAB BACK

number five:  
**MESSAGING  
EXAMPLES**

The following pages are **examples of how to utilize our voice and tone**. They are designed to help guide you through the process of crafting messaging that speaks to your audience with clarity and purpose.

## Who we are in action

### We are...strong

You know you want to make a difference. You know you want to use your voice. And you know that when women come together, there's nothing we can't do. The only questions left are, how? And who? How do you want to make a difference? And who do you want by your side?

NCJW – We've been doing it for more than a century, but we have to be honest. There's never been a more exciting time for this type of work. Because now, there's you. And us. Join NCJW.

## Who we are in action

### We are...outspoken

**Let's make it clear that xenophobia, discrimination, anti-semitism, and hate have no place in our immigration policies.**

One year and many versions of the Muslim Ban later, we are just as committed to ensuring our country is a welcoming place to all immigrants and refugees. We believe that everyone deserves a life of dignity and safety regardless of where they are from or how they worship.

## Who we are in action

### We are...daring

Fearless advocates. Powerful leaders. Vocal participants. Jewish women are changing the world, and we've been doing it for 125 years.

As Hannah G. Solomon said in 1911,  
**“Who is this new woman? ...She is the woman who dares to go into the world and do what her convictions demand.”**

Check out [ncjw.org](http://ncjw.org) and get inspired to change the world.

## Who we are in action

### We are...accountable

Creating meaningful change calls for courage and consistency. NCJW helped draft and pass the Violence Against Women Act (VAWA), the first major law passed to end domestic violence, sexual assault, and other kinds of intimate partner violence.

We continue to strive to help develop and pass effective public policy to address intimate partner violence, dating violence, sexual assault, and stalking to ensure increased emphasis on prevention, accountability for perpetrators, and resources and justice for survivors.

## Who we are in action

### We are...caring

**With your gift to NCJW Israel, you support our ability to invest in women, children, and families.**

Through NCJW's Israel Granting Program, women are changing their communities through education and employment. One of the programs we support trains Bedouin Israeli mothers for paraprofessional work and placement in the early childhood education sector. The training, which is run through NCJW's Research Institute for Innovation in Education (RIFIE) at Hebrew University, prepares the women to work in their own neighborhoods as educators.

The end results are two-fold: while the women improve their families' financial situation (the Bedouin community is among the poorest in Israel), they also help children throughout the community get a head start.

Na'ifa, a participant in the course, reported that, **"After the course I understood many things that I hadn't understood before. Through the course I learned, for example, the importance of communicating with the child and that crying is their way of talking."**

Your gift enables women like Na'ifa to make a positive impact on their community by building new opportunities for their children.

## Who we are in action

### We are...savvy

NCJW was there when the Family and Medical Leave Act (FMLA) was signed into law 25 years ago tomorrow. We fought long and hard to ensure that workers are guaranteed up to 12 weeks of unpaid leave to care for themselves or a close family member without losing their job. Today, FMLA has been used more than 200 million times.

But as proud as we are that we helped push the law through, it's not enough. Working families needed more then and 25 years later, they still need more.

**The Family and Medical Insurance Leave (FAMILY) Act would provide every worker with 12 weeks of partial paid leave to care for themselves or their loved ones. NCJW was there to push FMLA into law, and we'll be there to ensure that the FAMILY Act gets its due.**

The United States needs an affordable, comprehensive paid leave program now— before the FMLA celebrates another birthday.



## How to write an action alert

Action alerts are an easy way to reach out to your members. Writing action alerts are simple:

- **Keep it short**
- **Keep details not adjectives**
- **Keep it simple**

Always keep in mind the goal of the action alerts are:

- **What is the issue?** Explain the issue and why it matters
- **What is the ask?** What do we need the audience member to do?
- **How do you do it?** Email your member of Congress, call your Senator etc.

## Sample action email alert

### Stephen Miller must GO



Hi Friend,

#### **It's time to stop Stephen Miller.**

Senior White House Policy Advisor Stephen Miller is dangerous for two reasons: he holds racist and xenophobic views on immigrants and he has influence with President Trump.

#### **The result of Miller's influence?**

- Multiple bans on Muslims and refugees
- The lowest refugee admissions target in modern history
- Proposed cuts to family-based and legal immigration
- Protection for Dreamers *only at the expense* of their families

As Jews, we are in solidarity with immigrants and refugees and believe that our nation must be a refuge and welcoming home for new Americans. Our people have been persecuted too many times in history for us to do otherwise.


[Watch our message to the White House.](#)

**DEAR  
PRESIDENT  
TRUMP** 

Last month, we sent a letter to White House Chief of Staff General Kelly signed by 17 Jewish organizations calling for Miller's removal. **We received no response**, but we won't stay silent.

## Sample action email alert

**Tell Congress: Pass the Dream Act!**



Hi Friend,  
**No more waiting.**

Every week, 851 Dreamers — young immigrants brought to the US as children — lose their legal status, leaving them vulnerable to deportation.

And every week, Congress delays the passage of the Dream Act, which provides a path to citizenship for these young individuals who are Americans in all but birthplace.


**Congress must act before the end of the year**, and must do so without using Dreamers as a bargaining chip for increased detention and deportation of their families and communities.

Everyone deserves a life of dignity and safety, regardless of their immigration status. Tell Congress to pass the Dream Act today!

[Take Action](#)

## Sample action email alert

**Our reproductive rights are at stake.  
SPEAK OUT.**



Hi Friend,  
**Trump is using religion to end contraceptive coverage.**

It's now totally legal to be denied contraceptive coverage by those who provide your health insurance — eroding our religious liberty and civil rights — due to two interim final rules (IFR) released by the Trump administration.

These IFRs allow any employer or university that objects to birth control coverage for religious or moral reasons to exclude it from the health insurance offered to employees and students, and their dependents.

**What can we do?**

Although these rules went into effect immediately, the Department of Health and Human Services (HHS) is currently open for public comments **until Tuesday, December 5, at 11:59 ET**. So let HHS and the administration know what you think!

[Take Action](#)

TAB BACK

number six:  
**SOCIAL MEDIA**  
**TOOLKIT**

## Social media goals

Through the use of social media,  
NCJW seeks to:

**Engage** with the public – Jewish and Secular – and national partners to raise awareness about issues and NCJW’s mission

**Create conversations** about our work and raise our voice to become thought leaders on issues of importance to us

**Convert followers** into potential new members and offline advocates

**Build and develop relationships** to strengthen our support network online and brand our organization as a leader in the movement

# How to communicate on social media

## Keep your message brief

The most effective messages are engaging and get straight to the point. Use plain English and avoid technical language. Our goal is to explain in simple terms what NCJW does and why we are important.

## Tag

Tagging allows organizations to build relationships and create focused conversations with others by showing them that you are talking about a specific topic, person, or group through a post. In return for tagging users and topics on social media, your organization gains good social media karma by potentially getting tags, follows, likes, or shares reciprocated.

On Twitter, the process of tagging other users is through mentions, denoted by the “@” symbol, which allow you to tag an organization or individual’s Twitter account to let them know you are talking about them.

On Facebook, you can tag other Facebook Pages in your messages by typing “@” followed by the name of the individual or organization you’re looking to tag.

## # Hashtags:

On Facebook and Twitter, denoted by the “#” symbol, are used to mark clickable keywords or topics in a message. For example, if someone clicks on a hashtag for #healthcare, it will open up a search stream that shows all posts/tweets related to the topic.

## Anatomy of a tweet



Twitter has a 280 character limit per tweet so make the most of every character. Use of well-known acronyms is acceptable and encouraged, such as “CA” for California or “POTUS” for President of the United States. If you want to link your audience to important websites or news articles, use a link shortening tool like bit.ly to shorten website addresses to 20 characters.

## Creating a Facebook post



Facebook doesn't have a strict character limit, but the same rules of brevity and simplicity still apply. Engage your audience early by hooking them with short, effective messages.

## Share good content: Photos, videos, links

Photos and videos are powerful tools for capturing the attention of advocates. **Facebook gives more value to photo and video posts, and puts them at the top of newsfeeds.** Visual elements are more likely than plain text to grab and hold the attention of users. If you want your content to be visible, attaching a photo or video will generate more feedback in the form of likes, comments, and shares. When you come across great content, like a news article or website, you need to share it!

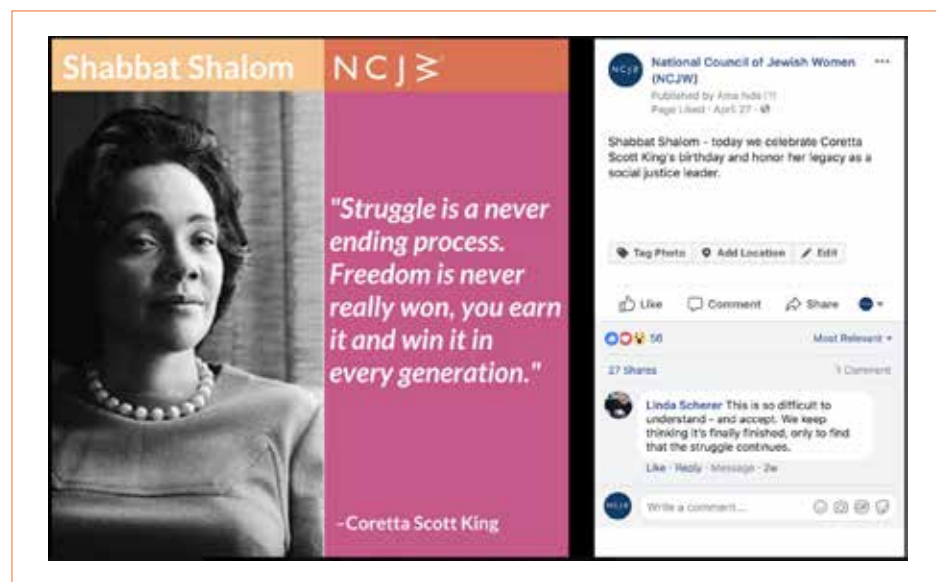
Attaching links to posts on Facebook and Twitter is a best practice that will help you increase engagement.

### Some examples of photo and video posts include:

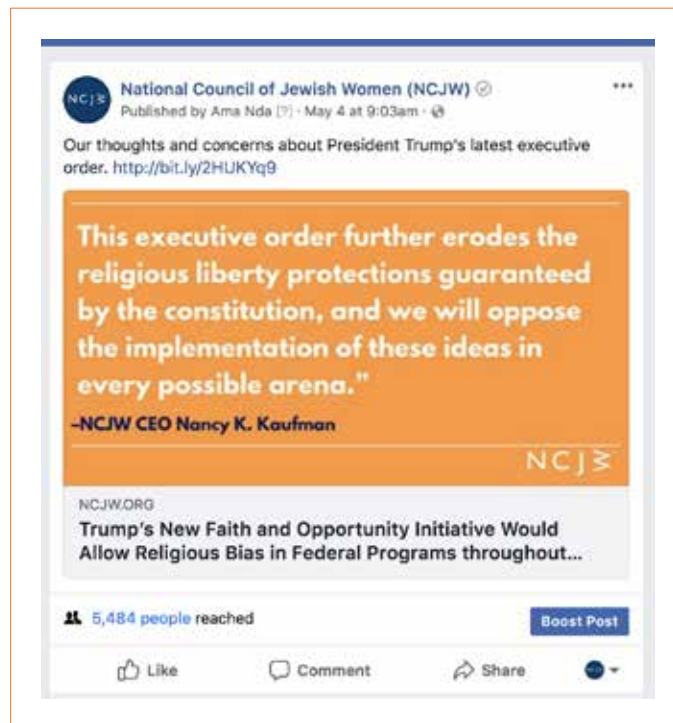
- Pictures from events that you hosted or attended
- Infographics that explain complicated issues
- YouTube video clips of news segments and stories, etc.

Links you may want to share include news articles, online resources, event invites, and important websites.

## Examples of imagery



facebook



twitter

## Best practices...

**We encourage you to retweet** both other sections' and national's twitter.

**Follow active partner organizations** and build your base by identifying organizations and influencers that do similar work.

**Like and follow accounts** (though be wary of spammers and bots and make sure to screen profiles in advance), and share content that is relevant to your work.

**#Hashtag all of your major events and campaigns** by attending and hosting events that provide opportunities to build online communities and expand your audience base. Create #hashtags for every event that you host or attend, and for campaigns that you promote. This allows people to contribute to online conversations at events and throughout the duration of campaigns in real time. In addition, people who aren't physically present for events will still have an opportunity to follow conversations online, build relationships, and engage.

**Update accounts on a regular basis.**

We recommend **tweeting at least 2-4 times a day** and **update your Facebook at least 3-5 times per week.**

**Update the information on your social media accounts regularly.** This includes contact information, the about section, events, etc.

## Section Twitter handles

|                |                       |
|----------------|-----------------------|
| @NCJW          | (National Office)     |
| @ NCJW/Essex   | (Essex)               |
| @NCJWMIAMI     | (Miami)               |
| @ncjwcns       | (Chicago)             |
| @NCJWGNO       | (Greater New Orleans) |
| @NCJWSTL       | (Saint Louis)         |
| @NCJWMinnesota | (Minnesota)           |
| @NCJW_SF       | (San Francisco)       |
| @NCJWPgh       | (Pittsburgh)          |
| @NCJWSac       | (Sacramento)          |
| @NCJWLA        | (LA)                  |
| @NCJWCEO       |                       |

TAB FRONT

# number seven: GRAPHIC GUIDELINES

TAB BACK

# number seven: GRAPHIC GUIDELINES

A strong and recognizable visual identity is essential to building awareness and recognition for NCJW. These Graphic Guidelines were created to ensure that we represent NCJW consistently and effectively across all of our communications.

Careful use of these guidelines will reinforce the truths, or pillars, that have guided our work for more than a century: **our demand for excellence, our commitment to Jewish values, the power of our community, and our results.** They also support our distinctive personality traits: **We are daring, outspoken, savvy, strong, and accountable. These qualities should permeate the content and design of all of our communications.**



## NCJW Logo

## Graphic Guidelines

**Minimum Lockup Size for Printed Applications**  
For clarity and legibility, the lockup must be of a certain size.

The minimum printed logo lockup size is 1.25" (measuring from the left edge of the first N in National to the n in Women).



**Minimum Lockup Size for Onscreen Applications**  
The minimum onscreen logo lockup size is 125 pixels (measuring from the left edge of the first N in National to the n in Women).



**Lockup Alignment**  
Never alter the relationship of National Council of Jewish Women (or the section name) to the NCJW logo. The logo is always right aligned with the name. Never left align or center align the lockup.



## Typography

|       |  |  |
|-------|--|--|
| Arial | Arial - Regular<br><i>Arial - Italic</i><br><b>Arial - Bold</b><br><b><i>Arial - Bold Italic</i></b> | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br><b>ABCDEFGHIJKLMNQRSTUUVWX</b> |
|-------|--|--|

|      |  |  |
|------|--|--|
| Lato | Lato - Regular<br><i>Lato - Italic</i><br><b>Lato - Bold</b><br><b><i>Lato - Bold Italic</i></b> | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br><b>ABCDEFGHIJKLMNQRSTUUVWX</b> |
|------|--|--|

|      |  |   |
|------|--|---|
| Aleo | Aleo - Regular<br><i>Aleo - Italic</i><br><b>Aleo - Bold</b><br><b><i>Aleo - Bold Italic</i></b> | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br><b>ABCDEFGHIJKLMNQRSTUUVWXY</b> |
|------|--|---|

## NCJW Color Palette



RGB: 0, 60, 105  
Pantone: 2955  
Hex: #003c69



RGB: 132, 189, 0  
Pantone: 376  
Hex: #84bd00



RGB: 248, 113, 43  
Pantone:  
Hex: #F8712B

NCJ  $\approx$ <sup>®</sup> | 125

---

MAKING CHANGE HAPPEN SINCE 1893