

Digital Media Marketing Toolkit for Delegations to Promote L'Taken

Includes sample language for:

- A personalized email to parents of teens
- Promotional materials such as newsletters and websites
- Social media marketing

Sample Blurbs for Promotional Materials

Your website and newsletter are two of the key places where you promote upcoming events, services, holidays, and more. Members know to turn to these two mediums when they want to see what's in the pipeline and available for them to participate in – which means it's vital that you include L'Taken registration information in these spaces.

Below is sample language to adapt for your needs. Be sure to include information about your trip, including the target participant age (i.e. confirmation class, a certain grade level), and event dates and contact information to learn more. Examples below:

- Teens are invited to join our congregational trip to Washington, D.C., to attend the Religious Action Center of Reform Judaism's L'Taken Social Justice Seminar – a three-day event designed to help Jewish teens discover their power to be an effective advocate & a voice for justice in the nation's capital. It's informative, educational, and so much fun, with lots of time to explore D.C. and make friends from across North America!
- Is your teen ready to change the world? It's time to get to work! Register them for our congregational trip to Washington, D.C., to attend the Religious Action Center of Reform Judaism L'Taken Social Justice Seminar. They'll have the opportunity to impact delve deep into current social justice topics and even lobby decision-makers on Capitol Hill, all within a Jewish framework – plus, it's tons of fun.

Sample Email to Parents of Teens

If your clergy, educator, or other L'Taken trip chaperones have the bandwidth to do so, reaching out to parents on an individual level can be a powerful way to recruit trip participants.

Rather than simply hearing about this opportunity for their teens through the grapevine or through forms of mass communication, a personalized email from a congregational

adults involved in the trip offers parents the opportunity to associate a trusted, real-life face with this event and to ask question whose answers might ultimately help them determine that L'Taken is the right fit for their teen.

Below is a sample email you can customize and send to the parents of teens in your congregation. This is a template, so don't forget to:

- Change the details in yellow to fit the specifics of your trip.
- Link to your registration page where highlighted in green.
- Add in any additional, unique information parents should know up front, including scholarship applications, names of chaperones, etc.
- Attach any additionally relevant information, brochures, FAQs, etc. that you wish to communicate up front.
- Include contact information so the parent can follow up with you directly with any questions.

Hi, [parent's name],

I hope all is well. I wanted to drop a quick note to let you know that registration is open for our [grade, confirmation class, etc.] trip to Washington, D.C., taking place [dates]. Our teens will be participating in a L'Taken Social Justice Seminar, organized by the Religious Action Center of Reform Judaism. This event features high-quality, age-appropriate, and fun teen education focused on various social justice issues, all taught from the Reform Jewish perspective. It also includes the unique opportunity for teens to visit Capitol Hill and lobby their elected officials about an issue they care deeply about. Our synagogue's group of teen participants will join with hundreds of other Reform Jewish teens for a fun weekend in Washington D.C. that also includes sightseeing, Smithsonian visits, a trip to Georgetown, and making new, Jewish friends from all over the U.S.

More information can be found on [our registration website](#) and on the [Religious Action Center's website](#).

Do you think [teen's name] is interested in going on this trip? What questions can I answer that might help? Feel free to respond to this email or [other contact information]. I look forward to connecting with you soon to talk about this opportunity!

Thanks,
[Your name]

Social Media Toolkit for Congregations to Promote L'Taken

If your congregation already uses social media (including Facebook, Twitter, Instagram, TikTok, etc.) to promote congregational services, events, and other types of engagement, those channels are the perfect spot to share information about L'Taken, as well.

The sample social media language below is broken into four batches:

- L'Taken basics
- Jewish engagement
- Resume-building skills
- Social justice

All posts can be tweaked and adapted to include information and details specific to your congregation and the details of your L'Taken trip (including past L'Taken photos from your congregational visits) to better personalize the posts for your audience.

Tips for L'Taken Social Media Marketing:

- **Add your registration link:** Each of these social media sample texts is short enough to be posted to Twitter with a link included. Wherever you're posting them, be sure to include a link to a registration page or other page on your website where they can learn more about your congregation's upcoming L'Taken trip.
- **Include a graphic:** Social media posts are most powerful when they include compelling, eye-catching visuals such as photos and graphics. The RAC has provided you with a variety of generic and customizable graphics to accompany these social media posts.
- **Edit as appropriate:** You may also wish to adapt this language to be shared directly by your clergy or other trip chaperones on their personal social media accounts, adding in any individualized details that will further personalize the posts (e.g., their favorite anecdote or memory from past trips, the part of the trip they most look forward to, testimonials from your congregation's past participants, etc.)
- **Tag the RAC:** Whatever platform you post to, be sure tag the Religious Action Center in your text, which will help congregational families learn more about the RAC's work and connect to the larger Reform network. Our handles are:
 - Facebook: @TheRAC
 - Twitter: @TheRAC

- Instagram: @TheRACgram

Batch 1: L'Taken Basics

Want a few posts that keep it simple and to-the-point? These sample texts share the basics of the L'Taken Social Justice Seminar, distilled into bite-sized, social media-friendly formatting.

- We're headed to Washington, D.C., & your teen is invited! At @TheRAC's L'Taken Social Justice Seminar, they'll learn about major social justice issues & Jewish values, culminating in a lobby visit on Capitol Hill.
- Every year, nearly 2,000 high school students descend upon Washington, D.C., for @TheRAC's L'Taken Social Justice Seminars, a four-day Jewish public policy conference – and this year, our congregation's teens will be among them! Join us:
- We're excited for your teen to join us in Washington, D.C., where they'll discover their power to be an effective advocate & a Jewish voice for justice in the nation's capital – with lots of time to explore D.C. & make friends from across North America!

Batch 2: Jewish engagement

What Jewish parent doesn't want their children to feel connected to Judaism? These sample texts are designed to tap into parents' deep desire for their teens to be Jewishly engaged.

- Thinking about sending your teen to the @TheRAC's L'Taken Social Justice Seminar? One mom says the weekend “may have single-handedly turned the final key in guaranteeing her active involvement as a Jewish adult.” Join us in Washington, D.C.!
- Your teen already loves Jewish summer camp & NFTY events... now what? The next step is attending @TheRAC's L'Taken Social Justice Seminar! Learn more about how they can join in on our congregational trip to Washington, D.C.
- One parent says @TheRAC's L'Taken Social Justice Seminar “provided meaningful opportunities for hands-on learning, igniting curiosity, building lifelong friendships, & being part of something bigger” – all in a Jewish context. Register your teen to join our congregational trip for all this and more.

Batch 3: Resume-building skills

It's almost college application time! These sample texts are designed to tap into parents' deep desire for their teens to grow, learn, and build up their professional skills and experiences to impress college admissions counselors.

- At @TheRAC's L'Taken Social Justice Seminar, your teen will learn:
 - Updates on key public policy issues
 - Jewish values driving our advocacy
 - Persuasive speechwriting & oration skills
 - On-site Capitol Hill advocacy
 - Bonus: It's so much fun! Join us:
- How many teens can say they've lobbied their members of Congress on Capitol Hill? Teens who attend @TheRAC's L'Taken Social Justice Seminar with our congregation will do exactly that! Learn more & register yours to join us in Washington, D.C.

Batch 4: Social justice

Reform Jewish teens grew up learning "Tzedek, tzedek tirdof – justice, justice shall you pursue." These sample texts are designed to appeal to parents whose teens have a deep and already-expressed passion for social justice, as so many of our teens already do.

- What social justice issues matter most to your teen? Climate change, racial justice, reproductive rights, Israel, LGBTQ+ rights, international relations? At @TheRAC's L'Taken Social Justice Seminar, they'll learn about all of them & more. Join us:
- 🌍 Climate change 🗳️ Racial justice 🏠 Reproductive rights ⚖️ Economic justice 🌈 LGBTQ+ rights & 🗳️ more... At @TheRAC's L'Taken Social Justice Seminar, your teen will take Jewish values to Capitol Hill to advocate for key social justice issues. Join us!
- The Torah teaches, "Tzedek, tzedek tirdof – justice, justice shall you pursue." Send your teen to Washington, D.C., on our congregational trip to @TheRAC's L'Taken Social justice Seminar to go in-depth on key legislative issues & lobby on Capitol Hill.