

RAC TEEN JUSTICE FELLOWSHIP

Promotional Toolkit



About The RAC Teen Justice Fellowship

WHAT IS THE RAC TEEN JUSTICE FELLOWSHIP (RTJF)?

The RTJF is a learning intensive designed to train high schoolers to be organizers in their home communities. Fellows will meet virtually every week for six weeks to hone their leadership skills, learn how to organize and advocate, and get involved with the RAC's work. You can learn more at [RAC.org/fellowship](https://rac.org/fellowship)

WHO SHOULD BE A JUSTICE FELLOW?

We are looking for talented, enthusiastic teens in grades 9-12 who are interested in learning more about how community organizing, advocacy, politics, and Judaism relate to each other. These teens are interested in gaining the skills to be changemakers. Teens who are ready to grow, learn, and take on a little bit of leadership make excellent fellows.

Teens from any denomination (or are unaffiliated) are welcome in the fellowship! We will learn through the lens of the Reform Movement's position [social justice](#) which is grounded in our [vision of a world overflowing with wholeness, justice, and compassion](#).

WHAT WILL TEENS DO IN THE FELLOWSHIP?

In the RTJF, we will explore what teens are passionate about, learn how to build a strategy for making change and mobilizing our communities, and engage in advocacy with the RAC. The skills will be applicable to any cause that fellows are passionate about!

WHAT IS THE TIME COMMITMENT?

The RTJF will meet in the evenings in the fall (October and November) or spring (March and April) for six one-hour sessions. There will be small tasks that fellows will be expected to complete between sessions, which are estimated to take 30-60 minutes, as well as a final organizing project on a timeline picked by each fellow.

WHEN DO APPLICATIONS FOR THE JUSTICE FELLOWSHIP CLOSE?

Applications for the fall fellowship will open August 1 and will close on Tuesday, September 30. We also encourage you to nominate any teens who you think would be a good fit. Both the nomination and interest forms can be found on [RAC.org/Fellowship](https://rac.org/Fellowship).

WAYS TO PROMOTE

Help us spread the word using the graphics and promotional blurbs on the next page. Please adapt these resources for your audiences as you see appropriate.

- [Nominate](#) teens you think would be interested in this program.
- Share directly with the teens you engage with via email or text.
- Plan to include information about the Fellowship in your upcoming newsletters.
- Post on social media with our prepared graphics and copy.
- Spread the word to other youth-serving professionals in your network.

HELPFUL REMINDERS

- Reach out directly to teens who you think would be interested in or a good fit for the Justice Fellowship.
- Promote the fellowship on a variety of platforms, including social media, email, text, and in person.
- Encourage peer-to-peer engagement among the teens you engage with to help spread the word so they can participate with their friends.
- When posting on social media, make sure there's a way to access the application link, i.e. using a linktree in the bio of your Instagram profile.
- Consider those in your network who are teen-adjacent, and share fellowship information with them as well (i.e. front desk staff, parents of teens, clergy, camp staff, etc.).
- You know your teens/community best! Our toolkit is intended to make promotion as easy as possible, but we trust your discretion with the language that feels most authentic and appropriate for your community.



Please reach out to [Shoshana Maniscalco](#), NFTY Fellowships Manager, with any questions.

Promotion to Teens



EMAIL OUTREACH

Subject: Apply for the RAC Teen Justice Fellowship

Exciting news! The Religious Action Center (RAC) is launching a new round of the Teen Justice Fellowship, and you'd be a perfect fit!

[JOIN THE RAC TEEN JUSTICE FELLOWSHIP](#)

What's in it for you:

- Explore your passions and learn to make a positive impact.
- Acquire valuable leadership skills.
- Complete a project in your community.
- Earn community service hours.
- Have a great story to tell on college applications.
- Flexible schedule: six one-hour evening sessions followed by a project at your own pace.

Application details:

- Due by September 30th
- Takes just 20 minutes to fill out
- Apply at [RAC.org/Fellowship](https://rac.org/fellowship)

Have questions? Let me know!

Thanks!

[Your name]

TEXT MESSAGING OUTREACH

Hey [name]! The Religious Action Center (RAC) is about to start a new cohort of the Teen Justice Fellowship and you would make a great fellow! As a fellow, you'll explore your passions, learn how you can make a difference, and have a great story to tell on college applications! You get to learn, decide how you want to make an impact, and be the leader that makes it happen. You can check it out and apply here: [RAC.org/fellowship](https://rac.org/fellowship)

SOCIAL MEDIA GRAPHICS



Suggested text:

Passionate about justice? Want to make a difference in your community? Applications are open for the RAC Teen Justice Fellowship! We'll meet virtually once a week for six weeks to explore ways you can make an impact, hone your leadership skills, and learn how to organize and advocate for change.

Head to [RAC.org/fellowship](https://rac.org/fellowship) to learn more and apply by September 30th!

DOWNLOAD GRAPHICS

PROMOTIONAL VIDEO

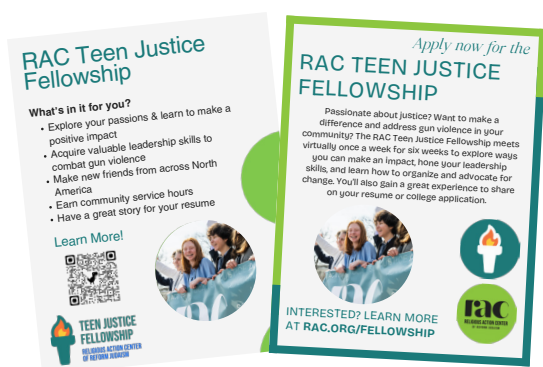


You can also share our short promotional video with teens directly on social media or linked in emails. It is available [with](#) or [without](#) closed captions.

DOWNLOAD VIDEO WITH
CLOSED CAPTIONS

DOWNLOAD VIDEO WITHOUT
CLOSED CAPTIONS

FLYERS WITH QR CODE



Print and post these flyers in your office, classroom, community center, or wherever teens gather at your organization. Place in a high-traffic area.

DOWNLOAD FLYERS

Promotion to Adults

(youth-serving staff, clergy,
community partners, etc.)



EMAIL OUTREACH

Subject: Nominate Teens for the RAC Teen Justice Fellowship

Dear Friends [or personalize with their names],

Applications are open for The Religious Action Center of Reform Judaism's [Teen Justice Fellowship](#), and we need your help finding the next group of incredible fellows! Over six weeks, fellows will dive into virtual sessions, refining their leadership and advocacy skills, culminating in implementing impactful projects in their community. Fellows will also gain excellent leadership experience to add to college applications.

Please fill out the [nomination form](#) to recommend teens who care about Jewish social justice work, want to make a difference in their communities, and who you think would be a great fit for this program.

Fellows will:

- Acquire valuable community organizing skills.
- Design and implement an impactful project in their communities.
- Gain valuable leadership experience for college applications.
- Have access to RAC staff and trained coaches who will empower them to be leaders.
- Learn more: [RAC.org/fellowship](https://rac.org/fellowship)

Please spread the word to the teens in your life, colleagues who work directly with teens, parents of teens, and other leaders in the Jewish community.

Best,
[Your Name]

SOCIAL MEDIA



DOWNLOAD GRAPHICS

Suggested text:

Empower a Teen Leader: RAC Teen Justice Fellowship Nominations Open!

Do you know a high schooler who is passionate about social justice? Nominate them for the RAC Teen Justice Fellowship! Over six weeks, fellows will delve into six one-hour virtual sessions, refining their leadership and advocacy skills, culminating in implementing impactful projects in their community.

If you know teens who care about making a difference in their communities, nominate them for the fellowship now at [RAC.org/Fellowship](https://rac.org/fellowship). Let's inspire the leaders of tomorrow!