**Jewish Secular Community (JSC) Minutes, November 15, 2020**

**Present:** Jim Mayer, President; Allen Guth, Vice President; Greg Malkin, Treasurer; Edie Todd, Secretary. Chairs: Ellen Schwarz, Holidays; Nora Kancelbaum, Community Service. Lynn Salzbrenner, Shabbat Coordinator; Rifke Feinstein, Madricha; Spike Radway, Electronic Media Coordinator.

**Call to order:** The meeting was called to order at 10:35 a.m.

**Minutes:** The minutes of the October 11 meeting, sent electronically, were accepted without any changes.

**TREASURER’S REPORT**:

November 2020: Current Balances (rounded): Vanguard, $65,500; Ohio Savings, $11,500.

Annual dues have been collected from 45-46 members; this reflects a reduction in membership. Some former members indicated that they would rejoin when JSC observances were face-to-face rather than virtual (virtual are used exclusively now due to health risks associated with the COVID-19 pandemic).

**DUES:** Two motions were made re membership dues; both were passed unanimously.

1. New memberships, between now and the remainder of this fiscal year, will extend through June 2022.
2. An affiliate membership, with dues of $75.00 per year will be offered to new members who have an existing membership at a separate congregation when they join JSC.

**GUESTS:** For the remainder of our virtual JSC events, there will be no fees for guests. This motion was passed unanimously.

**MARKETING CAMPAIGN**

MOTION: JSC will hire Jenna Langan to work on a marketing campaign, based on her proposal, with a budget not to exceed $20,000. The motion was passed unanimously. The proposal is appended to these minutes.

Excerpts from discussion: Marketing campaign progress will be reviewed by Greg and Spike who will present their impressions of the campaign to the Board quarterly. Re media use, Facebook will be used more interactively. Posts by all are strongly encouraged. Board members are asked to participate and post on a monthly basis or more.

**SUPPLIES**

Unused and superfluous supplies that were held at Tribco were listed in the November Newsletter; of these, none were requested by membership. Some were and some will be donated to City Mission.

**Community Service**

JSC will participate in Operation Warm-Up (OWU), with NCJW. Announcements of this will appear in the December 1 Newsletter and in an email to membership.

**Calendar.**

The Calendar for remaining Shabbats was approved. The Chanukah program is to be modified for a Zoom format.

**December Board Meeting:** the next meeting is scheduled for Sunday, December 20 at 10:30.

**CLOSE:** The meeting was adjourned at 12:20 p.m.

Respectfully submitted,

Edie Todd, Secretary

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| JEWISH SECULAR COMMUNITY OF CLEVELAND MARKETING PROPOSAL  |
| NOVEMBER 2020- JUNE 2021  |
| page1image1808096**PROPOSED BY** JENNA LANGAN  |

SITUATIONAL ANALYSIS

The Jewish Secular Community of Cleveland (JSC) provides a secular humanistic environment to celebrate holidays, learn about traditions and history, and discuss current issues. JSC has a strong history and foundation, however, its membership is declining over the past few years as members grow older. JSC currently only promotes events and meetings on its website and in a local Jewish newspaper. Without a presence on social media, JSC is falling behind and struggling to reach key audiences that could potentially become members.



**Strengths:**

Secure finances
Passionate board & members Monthly Shabbat

**Weaknesses:**

Declining membership
Lack of younger members No social media presence or marketing efforts

**Opportunities:**

Social Media growth
Digital Marketing & Advertising Collaboration with Jewish Community

**Threats:**

COVID-19, not being able to meet in-person
Poor social media engagement



GOAL STATEMENT

Increase JSC membership by creating awareness through a strong digital presence that is welcoming to target audiences through social media, marketing and advertising.

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KEY AUDIENCES



**Primary:**

**50-65-year-old, Jewish empty nesters in Northeast**

**Ohio**

This target audience is the ideal member age range that would help keep JSC up and running for years to come.

**Secondary:**

**Cleveland Jewish News National Council of Jewish Women/Cleveland Jewish Federation of Cleveland "CLE JEWISH WOMEN" on Facebook**

These groups can be utilized to collaborate and reach potential members for JSC.

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OBJECTIVES

**To have 20 new potential members attend a meeting by December 2021.**

Evaluation: This will be evaluated by keeping track and logging any new potential members who attend a meeting. It will be important to maintain contact and make sure these potential members feel welcomed to the JSC community so they will join and become consistent members.

**To gain 100 followers on JSC Facebook by December 2021.**

Evaluation: This will be measured by keeping an eye on follower count and what strategies are reaching these followers. By gaining followers, a foundation is created to build a social media feed necessary to expand to broader audiences. This count will include current and new potential members.

**To increase JSC web traffic by 15% by December 2021.**

Evaluation: This objective will be measured by analyzing website traffic and metrics from all content that is linked to the JSC home page from November to June.

**To increase email newsletter sign ups by 15% by December 2021.**

Evaluation: This will be evaluated by tracking and identifying the number of new sign-ups for the JSC newsletter from November to June.

Progress towards the objectives will be reviewed monthly with Spike and Greg, who will then report quarterly to the board.



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STRATEGY & TACTICS



**Strategy**

Use creative digital storytelling to convey JSC culture, events and community to target audiences on social media.

**Tactics**

Create a digital presence on Facebook.

Share visually appealing digital content on website and social media.

Digital event flyers
Footage from meetings Holiday celebration content Group photos

Edit video footage of meetings and publish onto Youtube.

Create Facebook Ads that target key audiences.

Create JSC events on Facebook to reach larger scale of audiences.

Interact with other Jewish Community groups on social media to gain more awareness and exposure.

Encourage current JSC members to engage and share on social media.

Feature JSC members on social media and in the newsletter.

Proactively use email list to stay engaged and increase membership.

Support and maintain JSC’s marketing technology: mail chimp, Wordpress



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Sample Digital Event Flyer

**Marketing Consultant**

**Skills:**

Social Media Management Website Publishing & Design Visual Design
Email Marketing Copyediting

Proofreading
Video Editing
SEO
Digital Advertising Social Media Analytics



**Estimated Hours:**

About 10-15 hours a week.

**Rate:** $25/hour

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LOGISTICS



\*The work performed as part of this proposal may be terminated by either party with 30 days notice. All expenses and hourly work will be paid through the end of the termination period."