

## **RELATED RESOURCES**

### **From "PEARL: Growing Your Congregation Community"**

To download the entire file, visit <http://www.jrf.org/PEARL-Resources>

#### **Newsletters – More than "Upcoming Events"**

A monthly vehicle for communication is essential and ought to reflect well on the community. Is it informative of upcoming events? Is it a forum for the sharing of "good and welfare" news (*simchas* and sorrows)? Do you have any special features, such as congregant or community accomplishments? Is it a forum for the exchange of ideas and opinion? Are there linkages to other interesting websites or organizations or public events? Does it project an upbeat, engaging tone? (Or does it have an "all business, just-the-facts" kind of attitude?)

Successful, well-regarded and eagerly anticipated newsletters are the result of critical feedback and a certain amount of communications savvy. Ask everyone how yours could be better.

#### **Website**

Having an attractive and appealing web site is a valuable tool for those exploring and shopping around online. On this website, you can inform people about what your congregation is all about, what it offers and when, and communicate via visuals that "show" as opposed to merely "tell." A viewer can glean a lot about a congregation from its site: Does this community speak to my social justice agenda? Is it child- and family-friendly? Does it offer educational opportunities for me? Am I welcomed and invited to call a contact person or the rabbi? What are the self-identified strengths of the community?