Promoting & Communicating

Teri Ruch, Communications & Engagement Manager (teri@havurahshalom.org, 503-248-4662 ext. 4) sends weekly emails to Havurah members and a monthly email to non-members interested in Havurah. She also manages Havurah's website, Facebook posts, and other online posts.

Rachel Pollak, Office & Facilities Manager (rachel@havurahshalom.org, 503-248-4662 ext. 2) produces the printed monthly Hakol.

To promote your Havurah-hosted event:

- **Send information** about the activity to Teri and Rachel as early as possible. Two months in advance is ideal. Please be aware of the following:
  - The deadline for our weekly community email, which goes out each Wednesday, is noon on the Tuesday before the email is sent.
  - The deadline for Hakol is usually the second Tuesday of the month before each issue of Hakol, though the deadline is sometimes moved earlier in the month. All deadlines are on Havurah's website calendar.
  - To submit information for the website calendar or weekly community email, use the following form and indicate whether the information you're submitting is for the calendar or email, or both: https://www.havurahshalom.org/form/email-calendar.html
  - To submit information for Hakol, send Rachel the wording of the text as you want it to appear in print, including any information about RSVPs, a headline for the article, and any images you'd like to see included.
  - If you want to create a flier for the activity, you are invited to print the flier at Havurah's office and post it on the bulletin board nearest the doors in the foyer. You may also print copies of the flier to make available on the shelf between the social hall and sanctuary.
- **If the event is geared to families with kids ages 0-18** and you want to send a message to families with kids within a particular age group:
  - Email Deborah Eisenbach-Budner with your request, including the exact wording of the message, a title for it, and the age group it's intended for.