

CSI Committee Chair Marketing Toolkit

- CSI Marketing Cadence
- Why committee involvement matters
- Email templates
- Text message templates
- How to utilize social media

CSI Marketing Cadence

- **6 Weeks Out:** “Save the Date” included for events intended for the full (or majority) CSI community.
- **4 Weeks Out:** Marketing begins for events geared toward a more targeted cohort (e.g., families with young children). Registration links will be included at this stage.
- **2 Weeks Out:** Marketing begins for highly specific programs with a defined group. Registration links will continue or begin as needed.

Stand-Alone Emails

If you are interested in getting approved for a stand-alone email, please submit a written request to Caitlin Stokes. These requests will be considered on a case-by-case basis at the discretion of the office.

Why

- Give all events the visibility they deserve
- Keep emails concise and easier to read
- Help strengthen attendance across all programs
- Organize the process when working with the CSI office

Why Committee Involvement Matters

When committees take an active role in promoting synagogue events, it strengthens community engagement in ways that staff-only communication can't. Committees are deeply connected to their specific areas of programming and to the congregation itself, so they can share information in a more personal, authentic, and culturally relevant way. Research shows that people are more likely to respond to invitations from peers or community members than from a formal staff announcement.

By sharing events themselves, committee members:

1. Build stronger personal connections — Their outreach makes congregants feel invited by a peer rather than just receiving a general announcement.
2. Increase participation and inclusivity — Committees understand their constituencies and can reach groups that might otherwise miss staff communications.
3. Reinforce a sense of ownership and pride — Promoting events directly gives committee members a stake in the success of programming, which encourages active engagement.
4. Support the synagogue's mission sustainably — When committees help communicate events, staff bandwidth is freed up, and the community culture of volunteer leadership is strengthened.

Email Examples

Subject: Upcoming Event Opportunity

Hi team!

(Event name) is coming up, and it would be a great opportunity for us to represent the (committee name). It would be wonderful if some or all of us were able to attend.

It's also a great chance to help promote the upcoming (event/campaign), so our presence could make a real impact.

Please consider registering if you're able to join.

You can sign up here: (add link)

Thanks, and hope to see you there!

Hi (Committee Name) Team,

(Event Name) is coming up on (Date), and it's a great opportunity for us to represent our committee and connect with the broader community. While staff will be sending general announcements, nothing is as effective as a personal invitation from a committee member—you know your peers and the community best!

Here are some quick ways to help spread the word:

- Send a personal text or email to friends and fellow congregants
- Share the event on social media or community channels
- Encourage others to attend and bring friends

Please consider registering for the event and helping us get the word out! You can sign up here: (Add Link)

Thanks so much for your support—our committee presence makes a real difference!

Best,
(Your Name)
(Committee Chair / Event Coordinator)

Text Message Examples

- Hi (friend name)! I'm going to (event name) and would love for you to join me. You should come too!
- Hey (friend name), just wanted to let you know about (event name). I'm planning to go and it'd be great if you came too!
- Hey! Our (committee name) is helping run (event name) and it would be awesome to see you there. It's a great way to get involved and meet others in the community!

Social Media Share

- Post events to your Instagram or Facebook Story.
 - Use posts made by CSI and share (Repost) them to your followers.
- Post in relevant groups on Facebook.
 - Use the share feature on Facebook to share posting of CSI events into relevant groups.
- Share event post with friends via direct message.