

RSJ GRANTS

PACKET OVERVIEW



MARKETING MATERIALS

EMAILS

Two scripted emails for you to use in promoting the RSJ program are included. They come with a header image which you can add your own logo to the left side of along with a subject line, and the text of the emails including the graphics for two buttons which are to be linked as well as any place jewishcamp.org/RSJ is mentioned. Here's an example of the Header and buttons:



LEARN MORE

BROWSE CAMPS

SOCIAL MEDIA & ADS

A set of premade social media ads for you to use when promoting RSJ on social media or other advertising spaces (in three common sizes, 1920 x 1920px square, 1920 x 1080px horizontal, and 1080 x 1920px vertical) is included in the packet along with suggested text for social media and advertising.

FLYER

A flyer with a summary the details of the program and directs parents to the website for more information. There are both English and Russian language versions, which can be printed double sided with English on one side and Russian on the other side, and sent either together or separately.

WEBSITE

Direct parents to jewishcamp.org/RSJ

Resources for camps can be found on jewishcamp.org/RSJprogram but this is intended to only be shared with camps, not parents interested in the grant.