

Congregation Keneseth Israel
Policies, Practices & Guidelines

Policy, Practice or Guideline: Marketing Programs and Events at KI

Source: Marketing Committee

Date Adopted: 11/ 2019

Date Revised: 12/2022

I. Introduction: Marketing as defined by the American Marketing Association is the activity for creating, communicating, delivering and providing services that have value for our members and the community at large.

Having a coordinated marketing and communication process forms the foundation for a quality culture which is critical to the long term success of the organizations. To that end, a formal Marketing Committee was established in order to implement best practice standards to the extent that Congregation Keneseth Israel (KI) is positioned to remain visible in the Lehigh Valley.

II. Practice Statement: It is the practice at KI that the Marketing Committee, in conjunction with Committee Chairs, be involved when programs and events are publicized to the community.

III. History: Past practice of advertising KI events was conducted by individual standing and/or ad hoc committees such that the published piece and related process did not contain a standard brand of recognition or message consistency.

IV. Purpose: The purpose of the Marketing Committee is to research, evaluate and recommend best practice standards in order to assure consistent messaging, branding and related outcomes and be a collaborative resource to individuals publicizing programs and events.

V. Definitions:

A. Internal communication	For KI members only
B. Jewish community communication	For KI & the local Jewish community
C. Major Program	Defined as an event which attracts large number of attendees.
D. Institutional Branding	The consistent application of KI's logo's and tag lines
E. Media delivery platforms	E-mail, print, radio, social media, television, website

VI. Procedure:

- a. An annual Marketing Budget shall be established in conjunction with the appropriate leadership.
- b. Committee chairs will identify programs and events and categorize them using the definitions above (A-C) to determine the role of the Marketing Committee.
- c. The Marketing Committee/designee will collaborate with program chairs for all Major programs, special events, and those offered to the larger Jewish Community (B and C).
- d. In the collaboration process, committee chairs and staff shall seek the assistance of the Marketing Committee to determine the best vehicle to showcase events and programs along with overall branding and messaging based on the provided 'Marketing Checklist'.
- e. In the absence of a Marketing committee, the Executive Director and/or Communications Manager may solicit input as needed.

VII. Reference: Marketing Checklist