



VOTE MERCAZ - SLATE #6

QUICK GUIDE TO LAUNCHING YOUR CAMPAIGN

Thanks for joining the effort to VOTE MERCAZ in the upcoming World Zionist Congress election. The election will take place between January 21 and March 11, 2020 and while six weeks seems like a long time to run a campaign - it will fly by! This quick guide will highlight what you need to launch your campaign and don't forget to check out our website at MERCAZ2020.org for materials that can be downloaded, printed and shared.

SET A VOTE GOAL - Setting a goal will help you get more votes. Encourage the congregation to work together and meet this goal. If each congregation stretches just a little bit to meet a goal, the Conservative movement overall will benefit from this effort. We recommend taking the number of families in your congregation and multiplying by 0.2. So if you have 100 families - then you would try and get a minimum of 20 votes. Adjust as you see fit. Once you have determined your Vote Goal – register it [here](#).

APPOINT CHAIRPERSON & BUILD YOUR TEAM - The campaign will work best when you appoint a chairperson or a team to keep the campaign on task. This can be a member of the clergy, your board, or folks from your Israel Action committee - but the more people who are involved the better this will work.

CREATE AN ACTION PLAN - Tailor the campaign to your congregation and put an action plan and communications calendar in place! Be creative and communicate with the different constituents in the synagogue in a variety of ways - put a link to vote on your website; send a congregational email; send a snail mail; make regular in person announcements, have folks wear stickers if they've voted on Shabbat. Getting people to vote may take multiple contacts in a variety of different ways before they act - so keep up the drumbeat!

VISIT THE MERCAZ SITE at MERCAZ2020.org and check out the materials page. There are downloadable materials and templates, flyers, posters, and hand-outs. Decide what resources you need to make the campaign work and reach out to MERCAZ if you need something else at votemercaz@mercazusa.org. Tip: bookmark the materials page so you don't have to log-in each time.

LAUNCH THE CAMPAIGN!!! - Kick-off your organizing with a bit of fanfare - you **WANT** congregants to pay attention and take this effort to heart. Here are some of our best recommendations:

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Text 'VOTE' to (917) 336-1162 or visit MERCAZ2020.ORG



- **Announcements/Sermons from the Pulpit.** The pulpit is your opportunity to directly address your congregation so use it to your advantage. Regular announcements from the pulpit will go a long way towards reminding members of your congregation to get involved and vote. Sermonize on Shabbat Shekalim on the importance of being counted! Pair these with printed inserts that can go in a siddur or on an information table to talk up the effort.
- **Use Social Media.** If your congregation already has a Facebook, Instagram and/or Twitter account start posting about the election. Social media is a great way to spread the word quickly. Encourage members of your congregation to keep up with the campaign on your social media platforms. Post reminders and updates frequently.
- **Integrate Campaign Awareness into Existing Shul Events.** Incorporate voting into all synagogue events when it's not Shabbat. Voting will be mobile friendly and is very quick. From weekly Torah and Talmud study sessions, GAN events, and senior lunches, to MLK, Tu B'Shevat, and Purim - you don't have to completely revamp every program, just make it a regular part of the rotation.
- **Campaign Visibility.** Make sure the campaign is visible. Hang posters, have informational flyers in the lobby, print siddur insert. All this and more are available on the MERCAZ2020 website for download and printing. You can also share our video. MERCAZ has a beautiful new publicity video, available to view on the homepage of our website (you can embed the video from the MERCAZ home page).
- **Contact the MERCAZ Campaign Team:** This is just a small sample of ideas. If you haven't received the full campaign toolkit, let us know and we will be happy to send it to you! We're here to help - so reach out if you need anything by emailing: Jordana Meyer at jordana@mercazusa.org or Alan Imar alan@mercazusa.org.

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