



# **PILLARS**

NCJW's pillars are the truths or core strengths of the organization. These distinctive hallmarks have guided our work for over a century and will continue to serve as signposts in the years to come.

NCJW tackles a variety of issues and conducts a wide range of activities. But it is important to remember our common ground: who we are and what we stand for. Our pillars provide clarity — a way to communicate and consider that common ground. As such, they can serve as both “buzzwords” (exact language to use when describing NCJW) and as a lens through which NCJW leaders can evaluate ideas, prioritize, and make decisions.

**We are pioneers.** From the very beginning, we have been at the forefront of social change, taking a progressive stance on issues to protect the needs of women, children, and families. Moving ahead, we will continue to do work that is groundbreaking and innovative. NCJW programs will be new and unique, filling otherwise unmet needs or addressing social issues from fresh and interesting perspectives.

**We are informed by Jewish values and our understanding that these values have universal appeal.** Together we sustain *tikkun olam* (repairing the world), *tzedakah* (charity or justice), *chesed* (acts of loving kindness), and a commitment to helping the weak and underprivileged. Looking ahead, we should maintain those values in all of the work that we do, leaving the world better than we found it.

**We are thinkers and doers.** NCJW combines thoughtful reflection with effective action. We have a legacy of conceptualizing and implementing social change. And we must continue to use our passion, intelligence, and efforts to create meaningful action at the local, national, and even global level.

# ***PERSONALITY***

A brand personality is a set of humanized characteristics that captures the unique spirit of an organization. NCJW's personality differentiates it from other organizations and defines how we do what we do.

Like the pillars, our personality traits can serve as precise “buzzwords” when we communicate about NCJW, and they can set the tone for every encounter we have with our members, prospective members, donors, the media, and each other. To ensure consistency when people experience NCJW, it is important that all of our actions, decisions, and commitments reflect these specific characteristics.

Brand research revealed three key NCJW personality traits.

**We are compassionate.** Our value as human beings is measured by how we treat the weakest among us, not the strongest.

**We are courageous.** History has shown that we are unafraid to do the right thing and fight the good fight.

**And we are powerful.** As individuals and a group, we are a positive force for change.

# ***POSITIONING STATEMENT***

NCJW's positioning statement is the bedrock of the NCJW brand, a clear summary of our purpose and values. It reflects a combination of the organization's pillars and personality traits. And it both defines and inspires us.

This language can be used in whole or in part in all written and verbal communications:

**For over a century, the National Council of Jewish Women has been at the forefront of social change — championing the needs of women, children, and families — while courageously taking a progressive stance on such issues as child welfare, women's rights, and reproductive freedom.**

**And that pioneering spirit continues to this day. Informed by Jewish values — and our understanding that these values have universal appeal — the National Council of Jewish Women is nothing less than the voice of, the place where women from across society come together to make the world at large and their communities, in particular, a better place.**

**NCJW embraces women of diverse backgrounds and temperaments. Ours is a place of both thinkers and doers. Some women come to wrestle with the larger issues confronting society, advocating for change at the legislative, national, and even global level. Others leverage our institutional knowledge and know-how to pursue grassroots agendas at the local level.**

**Yet, all who come to NCJW share this: a belief that progressive ideals put into action can make the world a better place; that our passion, intelligence, and efforts will make this belief a reality; and that the National Council of Jewish Women is the most potent, most effective, most satisfying place for them to turn their beliefs into meaningful action.**

## ***TAGLINE***

NCJW's tagline — **A faith in the future. A belief in action.** — is the simplest way to talk about NCJW and the important work we do. The double entendre captures our commitment to action, to social change, and to Jewish values. And it reflects both our pillars and personality traits.

The tagline can be used as text or in verbal communications, such as speeches and outgoing voice-mail messages. It can also be used as a visual element — in ads, bulletins, flyers, and invitations. For these purposes, the kit includes various renderings of the tagline lockup (a combination of the NCJW logo and tagline). The Graphic Guidelines book provides details on how to reproduce the tagline on designed materials.

## **KEY MESSAGES**

Different audiences have different interests and priorities. And while it is important to represent NCJW in a consistent manner, it is also critical to consider the perspective of specific groups and emphasize the parts of NCJW's language that may be most compelling to those listeners.

Below are key messages for three important audiences: prospective members, members, and donors. These messages can be used in ads, letters, presentations, and other forms of communication.

### **PROSPECTIVE MEMBERS:**

**There is a place that shares your ideals — a place where women believe in their heads and in their hearts that things can and should be better. It is the National Council of Jewish Women.**

**For over 100 years, NCJW has been at the forefront of social change — championing the needs of women, children, and families — while taking a progressive stance on issues like child welfare, women's rights, and reproductive freedom. And now, with progressive ideals facing their greatest challenge in a generation, it's even more important that courageous, compassionate women find a place to come together and take a stand. NCJW embraces women of diverse backgrounds and temperaments, thinkers and doers who want to play a part at the local, national, and even global levels.**

**What unifies our 90,000 members and supporters around the country is a belief in what NCJW stands for — the belief that progressive ideals put into meaningful action can improve the world. NCJW is the most potent, most effective, most satisfying place where you can take that action and become a positive force for change.**

**We invite you to join us.**

**National Council of Jewish Women. A faith in the future. A belief in action.**

**MEMBERS:**

As part of NCJW, you play an important role in an organization that has been working for over a century to make this world a better place.

With your help, NCJW has been at the forefront of social change — championing the needs of women, children, and families while courageously taking a stand on issues like child welfare, women’s rights, and reproductive freedom. We are courageous, compassionate women unafraid to tackle the tough issues. And we are unified by our belief that progressive ideals put into action can improve the world; that our passion, intelligence, and efforts will make this belief a reality; and that NCJW is the most potent, most effective, most satisfying place to do this.

As we continue to work toward a better future, NCJW needs you — your time, your talents, and your financial support — more than ever. Together we can continue to turn our beliefs into meaningful action.

National Council of Jewish Women. A faith in the future. A belief in action.

**DONORS:**

For over 100 years, NCJW has been at the forefront of social change — championing the needs of women, children, and families while taking a progressive stance on issues like child welfare, women’s rights, and reproductive freedom.

Today, with progressive ideals facing their greatest challenge in a generation, it is more important than ever that courageous, compassionate women find a place to come together and take action. And you can help.

Support the National Council of Jewish Women.

NCJW is the place where women believe in their heads and in their hearts that things can and should be better. And NCJW is the place where women make that belief a reality.

Now as we look toward the next 100 years, we are even more motivated to protect society’s most vulnerable and improve the world. Your support — your time, your commitment, and your donations — can continue to make a difference in the lives of people all over this country and in Israel. With your help, we can continue to be a positive force for change.

National Council of Jewish Women. A faith in the future. A belief in action.

## ***ELEVATOR PITCH***

NCJW leaders across the country are frequently asked to describe the organization at a moment's notice or within a few brief seconds, such as when standing in an elevator. To maximize these opportunities, use NCJW's elevator pitch — a simple and compelling way to describe NCJW.

**The National Council of Jewish Women is a volunteer organization that has been at the forefront of social change for over a century. Inspired by Jewish values, NCJW courageously takes a progressive stance on issues such as child welfare, women's rights, and reproductive freedom.**

## ***PRESS RELEASE BOILERPLATE***

Every NCJW press release, whether issued from NCJW's Washington, DC, New York, or Israel office or a local section, should contain consistent boilerplate text at the end of the document that describes the organization.

This concise description provides important content and background information for the news that appears in the release and may be paired with an additional sentence that specifically describes the section.

**NCJW is a volunteer organization, inspired by Jewish values, that works to improve the quality of life for women, children, and families and to ensure individual rights and freedoms for all through its network of 90,000 members, supporters, and volunteers nationwide.**