

Educate Others: Write and Publish Articles in Local Bulletins

A good way to educate and mobilize your community is by publishing articles about Plan A in local publications. These publications are often in the format of bulletins and may be published by your community center, synagogue or religious institution, or membership group (e.g. NCJW section).

Since bulletins often have a local flavor, try to connect specifically with the audience of that publication. This is a great way to reach out directly to your community to provide them with the information and tools they need to get involved in your efforts around Plan A.

FOLLOW DEADLINES. Since small local bulletins are usually only published on a semi-regular basis, contact the editor to find out the deadline for submitting content. Be sure to submit your piece on time. If you don't, you risk having to wait weeks or months for the next opportunity to reach that audience.

KNOW YOUR AUDIENCE. Read prior copies of the publication to get a view of the style of articles as well as the kind of information of interest to the readers.

USE VISUAL AIDS. Make your article stand out by using a chart, graph, picture, or other visual aid to draw attention to your piece. If the publication will allow it, include a copy of the Plan A logo.

STAY CURRENT. Find out when the publication will be printed and distributed, and to whom. That way you can ensure that the content of your article will still be timely when the bulletin hits the press.

INCLUDE AN ACTION STEP. Make sure that you let the readers know what they can do to address the issue. Include information about how they can learn more and get involved (e.g. include NCJW's website address and any pertinent phone numbers). The action item should be something that does not have a firm deadline because you may not know exactly when the publication will reach its audience.

ENSURE ACCURACY. Use www.ncjw.org and Plan A materials as resources when researching your article. Consult colleagues and allies to review your article before submitting it.

BE CONCISE. Bulletins are typically no more than a few pages long. Your article will consume valuable space in the publication, so choose your words carefully. Be thorough in explaining the issue and any related action steps an individual might take, but be brief.