

## **PJC Weekly Announcements Submission Checklist**

The objective of the weekly email announcements is to communicate information about PJC and community-related events to congregants in a timely and succinct manner. Our goal is to maximize the number of congregants who open and read the email each week, encouraging greater participation in synagogue activities and programs.

Deadline: Friday @ 12 noon to [lsleonard@optonline.net](mailto:lsleonard@optonline.net); cc: [nneiman@nyc.rr.com](mailto:nneiman@nyc.rr.com)

- Any Board member may submit information for inclusion at the discretion of the email announcements coordinator—any questionable content will be reviewed with the President/EVP/Rabbi
- Submit information in an attached word document in 12 pt. Times Roman with no formatting
- Title / date / time / location / cost included for all events
- Email and / or phone contact for rsvp or additional information
- Indicate how many week (s) to include submission, pending space availability
- PJC events will appear in chronological order
- Non-PJC events will appear at the end of the announcements
- Confirm event is included on web calendar and all event details are accurate and complete; email any updates to Naomi Neiman at [nneiman@nyc.rr.com](mailto:nneiman@nyc.rr.com)
- Unless input or feedback is requested, content will appear intact as submitted; minimal editing may be necessary for clarity or space limitations
- Keep information brief, direct congregants to PJC website or separate flyers for additional details
- Separate email blasts will be used only on a restricted basis and must be approved in advance by the PJC President/EVP/Rabbi

12/22/09