

Jewish Discovery Center

A Project of Chabad-Lubavitch

757 Hopkins Road ☆ Williamsville NY 14221

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Public Relations Situation

Develop a direct mail package to fundraise

Audit of Publics

Consumer Publics

Jewish men and women who live within a three-mile radius

Jewish visitors to the Amherst region

Undergraduate Jewish college students who live/study within 20 miles of JDC

People who wish to learn more about Judaism

Producer Publics

Labkovski Family

Greenburg Family

Volunteer students

Chabad.org writers

Enabler Publics

Employees of Buffalo State College

Administrators of the University at Buffalo

People who belong to local Jewish synagogues

Donors and potential donors

Media gatekeeper

Limiter Publics

People who do not like observant Jews

People who object to a formal religious lifestyle

People who have negative opinions about the Chabad-Lubavitch community

Analysis of target public

Members of the local Jewish community want:

- To learn about Jewish topics
- To understand why we have the traditions we do
- To develop a strong relationship with G-d

Benefit statement

To financially support the Jewish Discovery Center

To understand what the fundraising is spent on

Message tone

Warm, welcome, inviting, friendly, family-like

Public relations objectives

Awareness

To have an effect on the awareness of members of the Amherst Jewish community, specifically to generate an understanding of why the Jewish Discovery Center depends on the community for financial support (300 people within 30 minutes of reading the direct mailer).

Acceptance

To have an effect on the acceptance of members of the Amherst Jewish community, specifically to develop a desire to financially support the Jewish Discovery Center (200 people within 30 minutes of reading the direct mailer).

Action

To have an effect on the action of members of the Amherst Jewish community, specifically to have the Amherst Jewish community members contribute financially to the annual Jewish Discovery Center budget (100 Jewish members return the response piece with a monetary donation within a week of receiving the direct mailer)

Readability Range

A readability range of grades nine - 11 would make this information accessible to the key publics

Distribution

This direct mailer will be:

- hand-delivered to the Web master of the Jewish Discovery Center Web site
- postal mailed to the homes of community members

Evaluation techniques

The success of this direct mailer will be determined by:

- compliments from individuals who receive the direct mailer
- 100 people who return the response piece in the mail with a monetary contribution