

UPDATED OCTOBER 2026

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Marketing Essentials: JCC Staff Intranet

Many marketing resources can be found on the JCC Staff Intranet homepage on Sharepoint, including:

- JCC Branded Assets
- List Pull Form (for direct mailings)
- Marketing Request Form
- Partner Request Form
- How To: Guides and Tutorials

Note: Users must be logged into their JCC Microsoft account to access.

MARKETING SERVICES

- **STRATEGIC PLANNING**
- **COPY WRITING AND EDITING**
- **BROCHURE / POSTCARD DESIGN**
- **SIGNAGE CREATION**
- **EMAIL CREATION AND DISTRIBUTION**
- **DIRECT MAIL / EMAIL LISTS: IN-HOUSE AND PURCHASED**
- **WEBSITE CONTENT MANAGEMENT**
- **SOCIAL MEDIA ORGANIC POSTING**
- **PHOTOGRAPHY AND VIDEOGRAPHY**
- **STATISTICAL REPORTING**
- **MEDIA PITCHES**
- **SALESFORCE SUPPORT: PROGRAM / CLASS INPUT**
- **BRANDED SWAG SUPPORT**

- **PAID ADVERTISING CAMPAIGNS**

  Social Media: Facebook / Instagram / YouTube / Linkedin
  Targeted Email and Display
  Print and Digital Ads
  Google Search / Online Reviews
  Pre-Roll Video
  TV / Radio Placement
  Billboards
  Direct Mail

- **IN-HOUSE PRINTING** *(quantities over 100 will be sent outside)*

Small Poster	11 x 17”
Flyer	8.5 x 11”

- **OUTSIDE PRINTING**

Full Sheet “Movie” Poster	2 x 3’
Pull Up Banner	3 x 7’
Banners	4 x 8’
Postcards	up to 6 x 11”

Additional custom sizes as needed

THE JCC MARKETING PROCESS

We're all on the same team – Help us help you!

Bring us into the conversation as early as possible so we can work together to strategize the most effective and economical way to reach your target audience in the time frame provided.

Planning

- Meet with your Marketing Account Manager to discuss goals, target audience, budget, etc.
- Your Marketing Account Manager will provide a plan based on discussion.
- Various Marketing Team members may be included as needed to provide additional advice.
- Reminder to keep the Marketing Team updated on any changes to your programs as soon as possible – especially after promotions have started.

Production

- Once projects are determined, Program staff are responsible for setting the wheels in motion by filling out one (or all), of the following online forms:

    1. **New Program/Class/Event (Salesforce):** Program staff are responsible for placing any program, class or event details in Salesforce if pre-registration and payment is required. These should be live before promotion begins.
    2. **Marketing Request (jcc.org/mr):** Fill this out to request specific marketing tasks. Remember to answer all relevant questions.
    3. **Website Updates (BugHerd):** As part of your marketing onboarding you should receive an invitation to create an account on the BugHerd platform and install the extension on your web browser. Once setup, the BugHerd sidebar panel will appear on your screen when any of the websites (jcc.org, jcampsbaltimore.org, gordoncenter.com) are loaded, and you can use the direct highlighting tool to request changes.
    4. **List Pull (jcc.org/list-pull):** Fill this out to request a specific database of members and active non-members based on zip codes, age range, interest, etc. for a direct mail piece or an email list

- Marketing will need complete program details before copy edits or design can be started. This info can be attached to your Marketing Request.
- Design direction should be provided if we are creating art for a new program or totally revamping a look from an existing program.

Review

Proofing materials is a shared responsibility. Follow the bullet points below for best results.

- As part of your onboarding you should receive an invitation to create an account on the project management platform, ActiveCollab. Your account manager will send you a link to view the design or copy the team has created based on your request. Please use this platform, instead of JCC email, to provide feedback. This ensures we can find all feedback easily, in one place.

- Once copy and/or design is submitted for review, Program staff should run it by all key stakeholders on their team prior to providing feedback in ActiveCollab.
- Program staff will have up to THREE rounds of review before a final sign off is required.
- Verify that spelling, grammar, contact information and all other content is correct.
- The proof is submitted to ensure accuracy. We exercise reasonable care to avoid errors, but the staff submitting the request is responsible for final approval to proceed with the printing process. Once the file is approved, the Marketing Department cannot be held responsible.
- Any modification requested after final approval has been submitted may result in production delays and additional costs.

Approximate Production Schedule

not including very large scale projects such as multi-page brochures

- Design time – up to 2 weeks once final copy is approved
- Copywriting/editing – up to 1 week only if all details are provided
- Outside printer – up to 10 business days for signs and printed collateral
- Direct mail piece (includes the copy, design and approval process, printing and mail processing) – up to 6-7 weeks from receipt of Marketing Request to in home delivery.
- Media coverage – need info at least 6-8 weeks prior to event (in order to pitch media features)
- Digital ad campaign set up – up to 1 week
- Print ad campaign – 4-8 weeks from design to placement, depending on publication
- Professional video/commercial – up to 6 weeks
- Basic video production – including conception, taping, editing, posting – up to 4 weeks
- In-house photo shoot – up to 3 weeks lead time prior to event

Grassroots Efforts

Have you tried this? Add it to the list!

- Recruit ambassadors or influencers who know your program and can help get the word out
- Call/Email past participants and/or members
- Tabling at local community events
- Partner with schools, synagogues, Associated organizations, and businesses who can help you reach your target audience.
- Promote/share on your own social media
- Cross market with other JCC departments
- Post flyers and posters around the community

Got a last-minute project?

Here's what the Marketing Department can do within a 1-2 week timeframe:

- Organic social media posts
- Email to select JCC subscriber lists
- Web calendar listing or edits to existing landing page
- Update to existing poster/flyer

J SWAG AND SIGN TEMPLATES

J Swag From Outside Vendors

The Marketing Team can research and order swag on your behalf or you can do this research yourself. Before contacting any promotional product vendor for J Swag, t-shirts, etc. please vet your design and vendor choice through the Marketing Department.

- Marketing will ensure that design and copy is branded appropriately and send staff the proper files that have been requested by the vendor.
- Marketing will provide staff with a list of names of several reliable and competitively priced vendors.
- Marketing will advise staff on which vendors should be avoided.
- Once staff receives a proof from the vendor, please send to Marketing for review.
- Unless you tell us otherwise, we will assume that you will be handling the order and payment process. – using your own JCC credit cards.

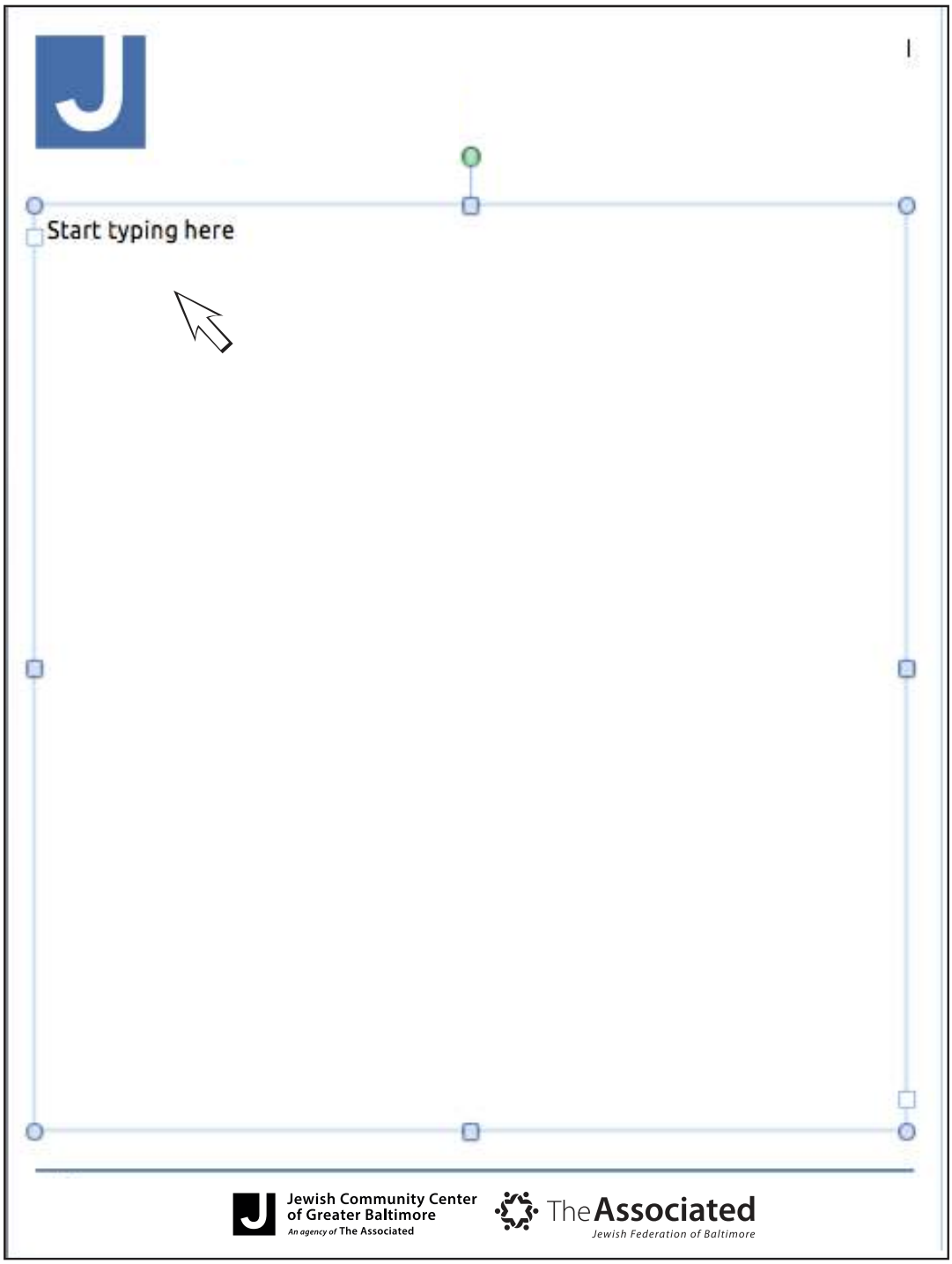
PLAN AHEAD!

Most vendors require a minimum of 10-12 business days to produce and deliver your order.
It is best to get started on this process AT LEAST four weeks prior to the date you want materials delivered.

Need to Create a Flyer or Sign ASAP?

- Basic Word Templates for all major departments can be found under Marketing Essentials on the JCC Intranet homepage on Sharepoint.
- Download a copy of the template to your local device before editing.
- Open the document and start typing in the text box that has already been placed. (see example on following page)
- Use only the Ubuntu branded font for text. Download font >
- Please send to your marketing account manager to review before disseminating to the public.
- Marketing will check for typos and branding usage, but it is ultimately the responsibility of program staff to ensure the accuracy of content.

TEMPLATE EXAMPLE



WRITING AND LANGUAGE GUIDELINES

Below is a list on how to refer to the organization and programs, along with other key language and formatting guidelines to use as a reference when submitting program information.

Agency – when referring to the JCC as a whole:

Correct:

- Jewish Community Center of Greater Baltimore (for external use only, example: ads, press releases)
- JCC of Greater Baltimore – For PR add the full name spelled out the first time.

Building Locations:

Correct:

- **Rosenbloom Owings Mills JCC** – for web, emails, print, when full address is NOT included
- **Rosenbloom JCC** – for web, emails, print, when full address IS included below the name
- **Weinberg Park Heights JCC on the Goldsmith Campus** – for web, emails, print, when full address is NOT included
- **Weinberg JCC on the Goldsmith Campus** – for web, emails, print, when full address IS included below the name
- **Owings Mills JCC & Park Heights JC**C – may be used for social media
- **OM, PH** – use these abbreviations only when space is limited like on a text message. Otherwise always spell out as Owings Mills JCC and Park Heights JCC

  Incorrect: Park Heights, Owings Mills, Baltimore JCC

Program Titles

- When writing out the following programs that start with "J" use a capital letter "J" followed by a space and then name of program with first letter capitalized. No dashes.

  Correct: J Camps or J Day Camp, J Play, J Kids, J Live, J Life, J NEXT, J Zone

  Incorrect: J-Camps, JCamps, Jcamps

  **An exception to this rule is the 4Front program which is written with NO space between*

Gordon Center

- List as **The Gordon Center for Performing Arts at the JCC** in first copy reference for press releases or other lengthy copy, and as **The Gordon Center** as second reference in copy
- "The Gordon" can be used informally

Early Childhood

- List as **Stoler Early Learning Center** in first copy reference
- **Stoler ELC** as second reference in copy and also for materials directed to the ELC participants.
- The term "Preschool" (no hyphen) can be used for descriptive copy and for online search terms

JCC spelling of holidays

- Shabbat
- Rosh HaShanah
- Hanukkah
- Tu B'Shevat
- Shavuot
- Sukkot
- Yom Ha'atzmaut
- Yom Kippur
- Yom HaZikaron
- Lag B'Omer
- Tisha B'Av
- Motzei Shabbos

WRITING AND LANGUAGE GUIDELINES

Exclamation Points!!!

Please use exclamation points sparingly in your copy. Consider what text really needs that extra shout out and use it there. Make sure to only use one exclamation point and not several.

Titles

Titles of books, movies, songs, and works of art should be italicized. (Do not bold or add quotes.)

Websites

Correct: jcc.org *Incorrect: www.jcc.org - do not add "www" before the URL.*

Numbers

One through nine should be written out in words, and any number over nine write in symbols. Exception -- When a number is the first word in a sentence, spell it out.

Correct: Thirty-four people attended the board meeting.
Incorrect: 34 people attended the board meeting.
Correct: We have nine new classes
Incorrect: We have 9 new classes

Phone Numbers

Should be written using periods instead of dashes between the numbers.
Correct: 410.559.3500 *Incorrect: 410-559-3500*

Time Listing

Spacing between numbers and am/pm, :00 is listed, always use lower case, no periods
Correct: 4:00 pm, 4:00 - 8:00 pm
Incorrect: 4pm-6pm, 4 pm, 4pm, 4p.m., 4PM
Exception: for text messages, can shorten to 4pm

Date Listing

Correct:

- Wednesday, January 28 – for printed materials and marketing emails (exception: small ad space)
- Wed., Jan. 28 – only acceptable for text or web where space is limited
- 1/28 or 1/28/2024 – only acceptable for text messaging

Incorrect: January 28th (also no 1st, 2nd, 3rd)

Money

When writing about sums of money, do not combine the dollar symbol with the word dollar.
Correct: The volunteers helped raise $50.
Incorrect: The volunteers helped raise $50 dollars.

LOGO USAGE

Our corporate logo is an important part of our brand. It represents our identity and is a valuable tool in our communications.

- With very few exceptions, the JCC logo must be used together with the Associated logo.
- Be sure to place J logo (with full name) to left and Associated to the right
- The full JCC logo should not be smaller than any other logos on the page.
- Do not add random copy other than your department name next to the standalone J icon.

COMBINED LOGO

Jewish Community Center of Greater Baltimore
An agency of The Associated

The Associated
Jewish Federation of Baltimore

FULL JCC LOGO

Jewish Community Center of Greater Baltimore
An agency of The Associated



1/4" Protection zone

Standalone J
May be used as a graphic in the upper left hand corner as long as the full JCC logo appears elsewhere on the piece.

BRANDED COLORS

JCC palette & values

pantone | CMYK | RGB | HEX

Tel Aviv

CLAY	POPPY	APRICOT	MOSS	SEA	IRIS
warm gray 5	178	7410	7488	7466	2577
33 33 37 0	0 80 58 0	0 38 57 0	56 0 93 0	95 0 31 0	35 57 0 0
174 162 153	255 89 89	255 174 117	114 213 74	0 173 187	170 123 201
AEA198	FF5859	FFAE75	72D54A	00ADBB	AA7BC9

Jerusalem

PEWTER	GARNET	GOLD	AGATE	LAPIS	AMETHYST	CANARY
warm grey 11	226	7412	7481	2727	253	102
52 53 59 24	12 100 26 0	14 56 95 1	90 0 97 0	76 49 0 0	39 92 0 0	3 9 100 0
112 98 88	215 0 109	214 130 49	0 180 79	46 125 225	179 25 171	251 220 0
706258	D7006D	D68230	00B44F	2E7DE1	B319AB	FBDC00

Negev

SEA SALT	SALMON	FIREFLY	MIST	SKY	EARTH
warm gray 1	1625	155	621	630	731
14 14 17 0	0 45 41 0	4 18 41 0	17 4 15 0	51 5 14 0	35 72 100 37
216 209 202	255 164 136	243 208 158	209 224 215	118 195 212	121 66 15
D8D1CA	FFA388	F3D09E	D0E0D7	76C3D4	79420F

Gordon Center palette & values

pantone | CMYK | RGB | HEX

purple	red	gold	teal	blue
35 57 0 50	0 85 58 35	11 41 100 0	76 9 27 50	79 57 9 0
100 72 110	169 61 64	225 157 37	0 104 113	70 110 169
64486E	A93D40	E19D25	006871	466EA9

BRANDED FONTS

CENTER FOR SPORTS & WELLNESS

UBUNTU or FIRA SANS

Should be used for body copy and/or headlines with Ubuntu being the preferred choice.
Can be used all caps or upper and lower case. Can be used in a variety of font weights.

CENTER FOR ARTS & CULTURE

FIRA SANS

Should be used for body copy and/or headlines. Can be used all caps or upper and lower case. Can be used in a variety of font weights.

Lust

Can be used for headlines or subheads in bolded font weight.

CENTER FOR YOUTH & FAMILIES

UBUNTU

Should be used for body copy and/or headlines.
Can be used all caps or upper and lower case. Can be used in a variety of font weights.

JUST ANOTHER HAND

Can be used for headlines or subheads. In most instances we use in all caps.

SCRIPT FONT (ALL CENTERS)

Wreath

If a script font is needed this can be used for headlines or to *highlight certain words* in a sentence but not to be overused. Must be used at at least 12 pt to maintain legibility.

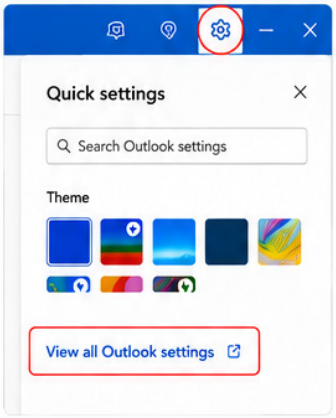
EMAIL SIGNATURES

All staff should use our updated branded, standard email signature.
Templates can be downloaded from the JCC Intranet.

Stacey Needle
Assistant Marketing Director
Media Relations Director
JCC of Greater Baltimore | 3506 Gwynnbrook Avenue | Owings Mills, MD 21117
tel: 410.559.3607 | sneedle@jcc.org | jcc.org
Follow Us! Facebook | Instagram | LinkedIn | YouTube | Twitter

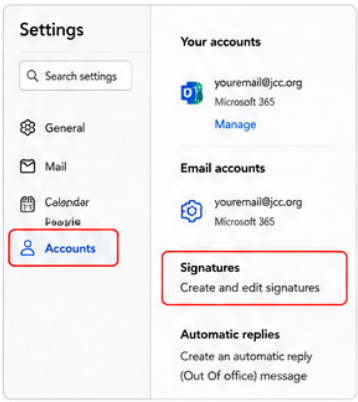
1 GO TO SETTINGS

1. Open New Outlook (desktop app).
2. Click the **Settings** (gear) icon in the top right.



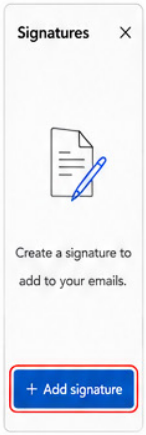
2 CHOOSE SIGNATURES

1. In the **Settings** window, select **Accounts**.
2. Under **Email accounts**, select **Signatures**.



3 ADD SIGNATURES

1. In the **Signatures** window, click **+ Add signature**.



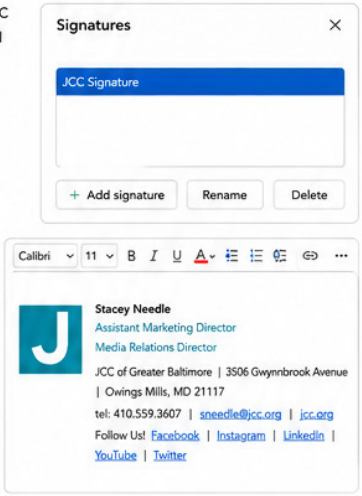
4 NAME YOUR SIGNATURE

1. Enter a name for your signature.
2. Click **Create**.



5 COPY & PERSONALIZE THE JCC SIGNATURE

1. Find an email from a current JCC staff member with the standard JCC email signature.
2. Copy the entire signature.
3. Paste it into the signature editing area.
4. Update the signature with your own information:
   - Name
   - Job title
   - Pronouns, if applicable
   - Phone number
   - Email address
5. Make sure your email address link is also updated to your own email.
6. Do not change the fonts, colors, logo, layout, social media links or other formatting.



6 SET DEFAULT SIGNATURE (OPTIONAL)

Choose when you want your signature to appear.

For new messages:

JCC Signature

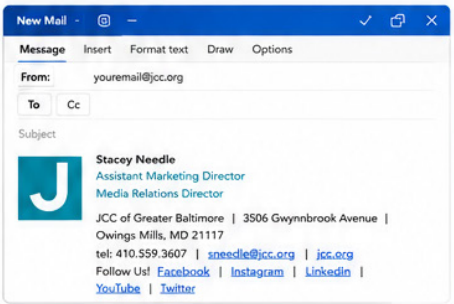
For replies/forwards:

JCC Signature

☑ Include my signature automatically on new messages I compose

7 SAVE YOUR CHANGES

Close the Settings window.
Your new signature is now saved and ready to use.



8 SIGNATURE APPEARS AUTOMATICALLY

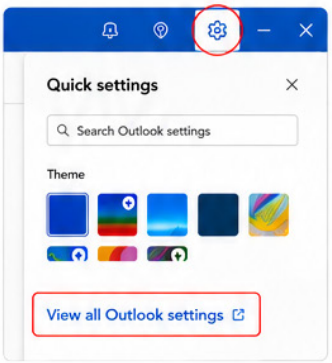
Your signature will automatically appear in your new messages and replies/forwards (based on your settings).

EMAIL BANNER ADS

Follow these steps to add a banner image with a clickable link. These banner ads should be placed under your email signature.

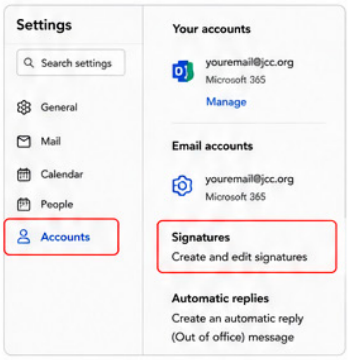
1 GO TO SETTINGS

1. Open New Outlook (desktop app).
2. Click the **Settings** (gear) icon in the top right.



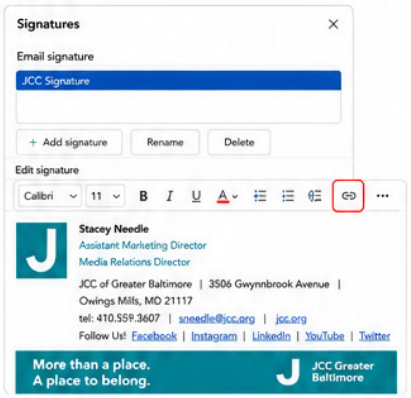
2 CHOOSE SIGNATURES

1. In the **Settings** window, select **Accounts**.
2. Under **Email accounts**, select **Signatures**.



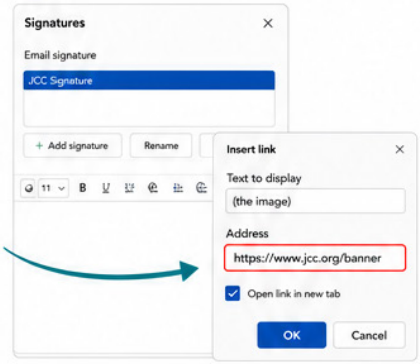
3 SELECT YOUR SIGNATURE

1. In the **Signatures** window, select the signature you want to edit.



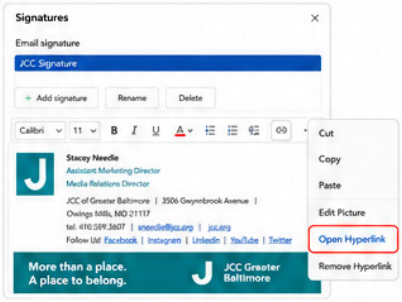
4 CLICK THE LINK ICON

1. In the editing toolbar, click the **Link** icon (🔗).
2. The **Insert link** window will appear.
3. In the **Address** field, paste your banner URL.
4. Check **Open link in new tab.**
5. Click **OK.**



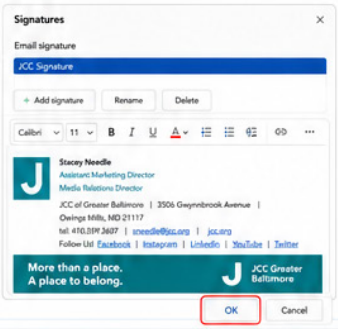
5 VERIFY THE LINK

1. Your banner image is now linked.
2. You can click the image in the signature preview and select **Open Hyperlink** to test the link.



6 SAVE YOUR SIGNATURE

1. Click **OK** at the bottom of the Signatures window to save your changes.



7 SET AS DEFAULT SIGNATURE (OPTIONAL)

Choose when you want your signature to appear.

For new messages:

JCC Signature

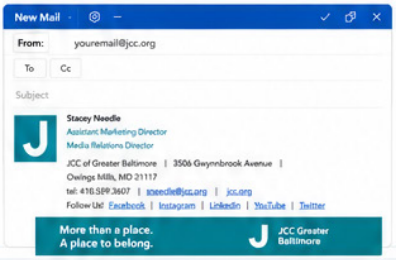
For replies/forwards:

JCC Signature

☑ Include my signature automatically on new messages I compose

8 YOU'RE ALL SET!

Close the Settings window. Your signature (with linked banner) will now appear in your new emails and replies.



IMPORTANT NOTE

Banner links (URLs) vary by department and change seasonally based on promotions, events, and other factors.

The most current banner link (URL) will be shared with you.

Please keep these directions handy as the banner image and link may change over time.

TIP: If you ever need to edit your signature or banner link, return to Settings > Accounts > Signatures, select your signature, and make your updates.

MARKETING TEAM

Always include your Account Manager on any questions related to marketing materials. They will consult with your team and develop a plan and ongoing practices to suit your goals.

Robin Rose-Samuels, Senior Marketing Director | rrosesamuels@jcc.org | x5921

- Account Management Focus: Sports & Wellness
- Main contact for all advertising planning and budgeting
- Contact Robin about:
    - Marketing a program, event, service etc. and don't know where to begin
    - Questions or concerns about a marketing service area
    - If your department needs to send out an Emergency Text Alert
    - Forward calls from media outlets for advertising or a breaking news story

Stacey Needle, Asst Marketing Director & Media Relations Director | sneedle@jcc.org | x3607

- Account Management Focus: Youth & Family
- Oversees marketing needs for families or children ages birth through teens
- Main contact for media/press pitches, interviews, and story requests

Kamala Lyons, Asst Marketing Director & Web Development Director | klyons@jcc.org | x3616

- Account Management Focus: Arts & Culture
- Oversees marketing needs for the Gordon Center and Arts & Culture programming for adults
- Main contact for website content updates and additions

Stefanie Fink, Senior Graphic Designer | sfink@jcc.org | x3522

- Oversees all design efforts of the JCC and ensures branding integrity and consistency
- Manages all printing jobs with local and online vendors
- May be included in design discussions with your account manager, especially for new projects.
- Takes direction from the account managers, and it's best not to contact directly unless you have a time-sensitive signage or design question, and your account manager is not available.

Linda Rabinovich, Marketing Account Manager and Content Strategist | lrabinovich@jcc.org | x5401

- Account Management Focus: Park Heights Programs, J NEXT for Adults, Jewish Life programming for all ages
- Oversees all agency social media organic strategy and posting
- Manages digital reporting and assists with web content updates
- Supervises Digital Marketing Associate

Sydni Friedmann, Digital Marketing Associate | sfriedmann@jcc.org | x3598

- Social media, graphic design, and web content updates
- Event postings on local media calendars
- Videos, photography, Marketing TV screen support, and more.


Thank
you!