

Marketing the FJMC



New Logo

In August 2012, the FJMC adopted a new logo for the FJMC, replacing all previous versions and logos, including the “round” logo. This is a very slight revision to the FJMC logo that you have seen over the past few years, but it is indeed different. We ask that you begin to use this logo immediately in all your new promotional materials, letterheads and printed items, although older branded items may be used until you need to replace them. Vector graphic and other versions of the logo, along with a PDF style sheet for colors and type styles may be found on the website through the link on the Publications page.

Leadership Innovation Community

“Tag” Line

We’ve all heard Nike’s tag line, “Just Do it” and have seen how the tag line crystallizes the public face of that company. Tag lines provide an important and easy way to promote an organization to the public, quickly reinforcing the goals and ideals of the organization. We still have our mission of Involving Jewish Men in Jewish Life; that describes what we do. Our tag line describes who we are! The tag line may be used with or without the logo and is an easy way to promote your club where space is limited. Please note that there are neither periods (...) not hyphens (-) between the three words.

FJMC Talking Points

Also known as an “elevator speech,” talking points are an easy to remember way to describe what the FJMC does when time is limited. Talking points begin the conversation; you can complete it with your own events and ideas once you have a response. Our talking points repeat both our mission statement and our tag line to reinforce the ideas.

The FJMC mission is to Involve Jewish Men in Jewish Life. *We do this by:*

- **Leadership** - mentoring leaders at the club, region and international level.
- **Innovation** - developing programming that better connects people of all ages to the Jewish community.
- **Community** - forming meaningful long-lasting relationships based on camaraderie, common interests and core values.

FJMC brings meaning to the lives of men, and through our programming touches hundreds of thousands of people each year.

The FJMC Marketing Committee

The FJMC Marketing Committee is available to your club or region to help you fine tune your marketing efforts. Contact us at: marketing@fjmc.org or through the New York office, 212 749 8100