



Society for Humanistic Judaism

GROWTH SPURTS!

Tips to help SHJ Communities Develop and Grow

PERSONALIZE YOUR MARKETING WITH TESTIMONIALS

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“These shoes are the best pair I have ever bought!” Customer testimonials are among the best marketing strategies out there, with an 89% marketing effectiveness rating. They build trust, demonstrate social acceptance, and are an effective way to promote without being sales-y.

Ask your community members, board members and school parents for 1-2 lines on what they like about your events, your philosophy, your school, their interactions with members, or their overall experience with your community. Any testimonial is better than no testimonial, though try to select reviews that are specific – “It’s great!” is not as effective as, “I always feel like I belong when I’m there”. It’s also helpful if possible to include the person’s first name, last name initial, and their relationship to your community (“Penny M., congregation member” or “Rita H., children’s school parent”.) This helps establish legitimacy and personal connection.

Our Oraynu community has a testimonial page. See what members of Oraynu Congregation in Toronto, Ontario are saying: (<http://www.oraynu.org/testimonials/>)

“Since joining Oraynu some six years ago I feel I have found my “Jewish Home.” I have met many welcoming, interesting people and learned much more about Judaism. This has taken place in a context in which I do not need to mouth the words about a god in which I do not really believe.” – D.B.

“Being part of a humanistic Jewish community enables me to express my love of my Jewish identity. Each time we come together we learn more of what it means to be a Humanistic Jew. I am particularly grateful for the many caring and supportive members in our Oraynu Congregation.” – S.M.

“Oraynu has been instrumental for our intermarried family, not only in helping us cultivate and grow our Jewish roots and traditions, but also in navigating significant moments in our family life (joys, sorrows) with a spirit of community and belonging.” – LR.

A fairly thorough investigation did not find other communities who have pursued this particular path to market their communities. If you have participated in or promoted testimonials to promote your community, please share your experiences with us at rabbi@shj.org.