



Marketing: CREATING MARKETING MATERIALS

Deborah Long, [Triangle Jewish Genealogical Society](#) (2015)

Thank goodness for word processing! It's relatively easy to create marketing materials for your society on Word or other word-processing programs. Word has templates for newsletters, brochures, business cards, postcards and other such marketing materials. Local office supply stores usually have quick-print departments so that you can print only as many copies as your society needs.

Here are some of the materials you may need sooner rather than later:

- Membership brochure. For an example, look at the [Triangle Jewish Genealogical Society's online membership brochure](#).
- Business cards. Keep them generic, though—don't put your officers' names on them since you don't want to keep having to change them. Provide your website address which you are unlikely to change, and have a "contact us" feature on it instead of officer contact information.
- Logo: keep it simple and design it yourself using various fonts or smart art. You can always get a volunteer to do something niftier later on. Make sure you don't take art from another website without getting permission.
- Flyers. There is a link on this IAJGS webpage to a flyer called "Why Join a JGS" in which you can insert your society's logo and customize the text. You may also want to develop flyers to give to your members about forthcoming meeting dates and programs.

For later:

- Your organization may want to invest in an inexpensive tabletop display, such as the one pictured here. They cost under \$150 and are portable. You will likely attend other genealogical society meetings, and these can be a good way to advertise your group to others. In lieu of a table top display, posters can be very effective as well.
- If your society has some funds, you can also purchase marketing materials, such as magnifiers or family tree charts, emblazoned with your society's logo.
- Using email, you may want to send out a press release to local newspapers, other genealogical societies, and Jewish groups (as well as to groups of other faiths). [Here's](#) a how-to article with examples.



Needless, to say, Facebook and other social media are easy and effective methods of marketing your society. Read about using social media on this IAJGS webpage.