



OCIYN MITZVAH PROJECT KIT

MARKETING GUIDE

Use these templates and guides as you invite family and friends to join you in your Mitzvah Project. Please feel free to adapt language as you feel suits your personality and community. Include a picture that best encapsulates your Mitzvah Project!

EMAIL TEMPLATE:

Dear *insert name here*,

I'm so excited to share with you my B'nai Mitzvah Project!

I will be working with Our Closet In Your Neighborhood (OCIYN) – a program of Jewish Family and Children's Service (JFCS) of Greater Philadelphia – to collect, sort, and give out clothing donations to help people in need.

OCIYN is a really special program that brings free quality clothing, fresh groceries, and the chance to speak to a social worker to under-resourced communities around the Philadelphia area. Each “pop-up shop” is open to all and creates an environment where shoppers feel welcomed and respected. I was excited to learn about this program because... **Insert why this program and cause is important to you.**

For my B'nai Mitzvah project, I will be collecting **inserts items you are collecting, when you are collecting them, and where they can be dropped off.**

Also, I will be hosting an at-home clothing donation sort on **insert date and time.** This will be a chance to organize and sort through the donations I've received to make sure OCIYN shoppers only get the best!

If you are unable to donate clothing but want to support OCIYN and my B'nai Mitzvah Project, you can make a direct donation at jfcsphilly.org. Just designate your gift to Our Closet In Your Neighborhood, and indicate your gift is a tribute donation for **insert your name.**

Thank you so much!!

Your Name

SOCIAL MEDIA:

1. Decide what type of content you want to share that represents your Mitzvah Project. This can be a photo, infographic, or personal video sharing why you love this program.
2. Craft a caption that: shares the mission of OCIYN, explains what you are trying to accomplish, and invites friends to join you! See the example below for inspiration but feel free to make it your own!

*I'm celebrating my B'nai Mitzvah by volunteering with Our Closet In Your Neighborhood at JFCS. OCIYN is an incredible program that provides free food and clothing for people in need in Philadelphia. I'm collecting **insert items** and want to collect as many items as I can to donate to this amazing program! Can you help me reach my goal of **insert goal**? Drop a comment if you want more information!*

3. Before posting, tag @jfcshilly and @ourclosetiyn along with the hashtags #clothingwithcompassion & #ociynmitzvah.
4. Get the word out again! Use different social media platforms and post multiples times in case people missed it.

FLYER

We invite you to have fun creating your own flyer to promote your clothing collection drive and/or at-home sort! You can use a free program like Canva and then easily download and print.

Your flyer should:

- Have a title that is simple and easy to read.
- Be eye-catching.
- Have important details, but not be too cluttered.
- Be something you feel proud to hand out to people!

Be sure to include:

- What **type of clothing** items you are collecting.
- **When and where** you are collecting clothes.
- **When and where** you are holding your clothing donation sort (if applicable).

- Your contact details.
- The OCIYN logo (you can find this file in the Dropbox).
- A description of OCIYN so people know who they are helping. Use this text:

OUR CLOSET IN YOUR NEIGHBORHOOD (OCIYN)

OCIYN is a free basic needs program that provides food, clothing, and support directly to under-resourced communities where all are treated with dignity and respect.

- An **engaging visual element** like a photo or graphic.
 - o If you want to use a photo of an OCIYN pop-up, there is a folder you can pull from in the Dropbox. Feel free to use any of these images.