

Material Mock-Ups

NCJW[®]

National Council of Jewish Women

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For additional information, contact NCJW's membership and communications department at 800 829 NCJW or action@ncjw.org.

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NCJW Material Mock-Ups are intended as inspiration — visual concepts and content suggestions to help bring NCJW's brand identity to life on paper and in cyberspace. Each sample showcases ideas for communicating and connecting with important audiences.

Keeping the branding guidelines in mind, adapt these mock-ups to suit your needs and resources. Customize each item with your section logo, photos, and information. And remember, though most of these samples are shown in two colors (NCJW Blue and Green), they are also striking in one color — in NCJW Blue or black.

A website can provide instant access to important information about section news and activities.

Contact the marketing and communications department for a list of guidelines and criteria to enhance your section website and link it to www.ncjw.org.

Consider incorporating the elements included in the sample home page below:

Website Home Page

► a bold, branded layout featuring the section logo lockup and a horizontal banner that coordinates with the www.ncjw.org site

► links to pages including other important action-oriented information

► the NCJW elevator pitch

► connections to national-level advocacy and personalized action opportunities

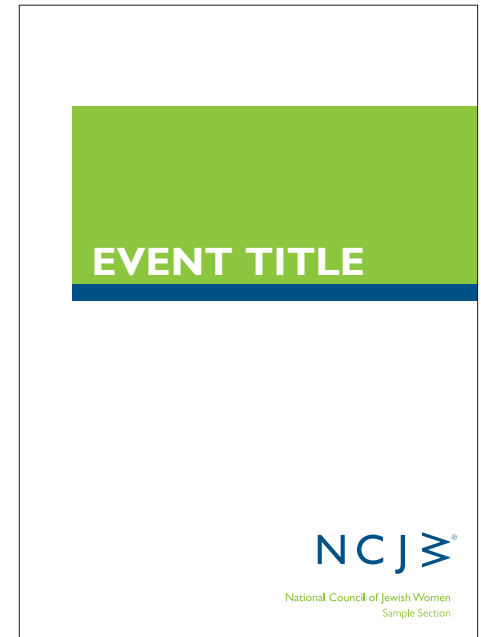
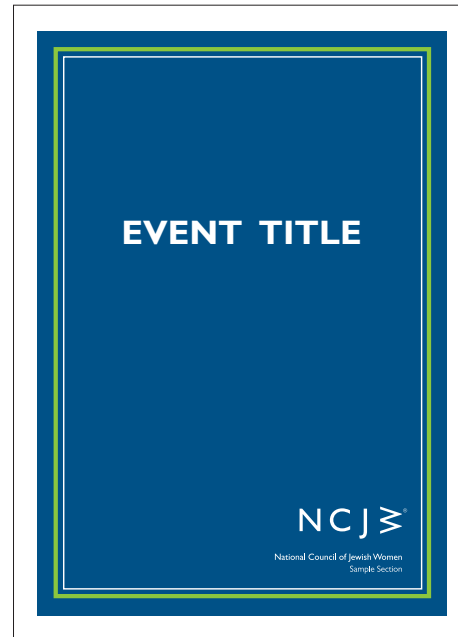


► updated and engaging details about a single important event

► the NCJW tagline

► powerful, courageous, and compassionate photos

Formal Event Invitation — Exterior



Formal Event Invitation — Interior

Event Title

Include powerful descriptive text about the event here. This text should compel readers to attend. Consider including information about speakers, honorees, or the importance of the issue being discussed. This is your chance to sell the event — take advantage of this opportunity!

RSVP to XXX XXX XXXX by Month XX, 20XX.
For additional information, log on to www.ncjwsection.org.

The National Council of Jewish Women is a volunteer organization that has been at the forefront of social change for over a century. Inspired by Jewish values, NCJW courageously takes a progressive stance on issues such as child welfare, women's rights, and reproductive freedom.

DATE
Month XX, 20XX

TIME
XX:XX pm

LOCATION
Street Address
City, State Zip Code

COUVERT
\$XX

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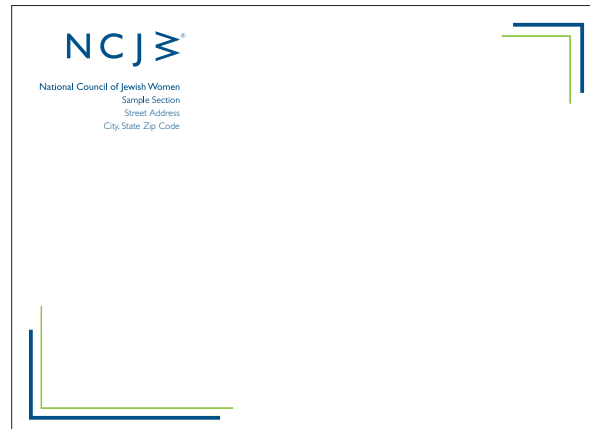
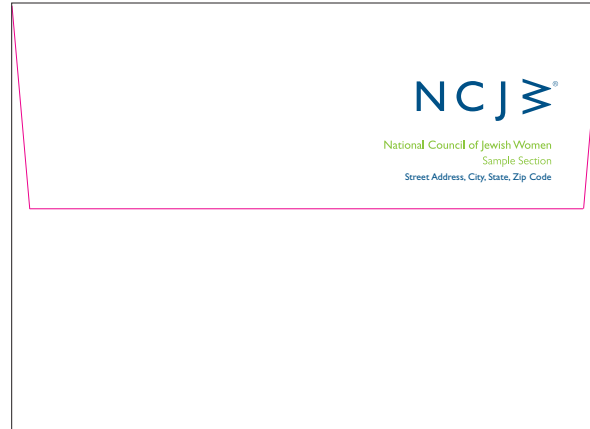
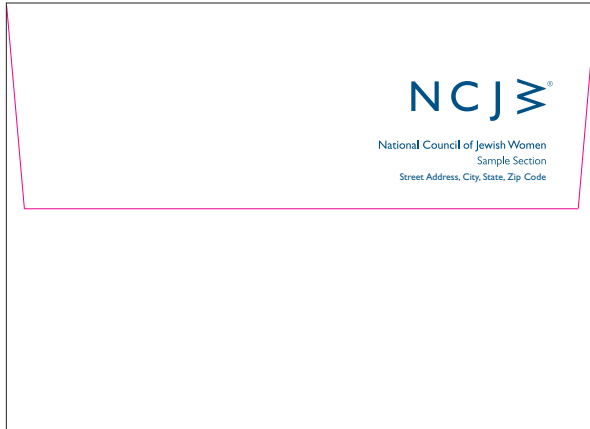
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Formal Event Invitation — Envelope



Informal Event Invitation — Exterior



Informal Event Invitation — Interior

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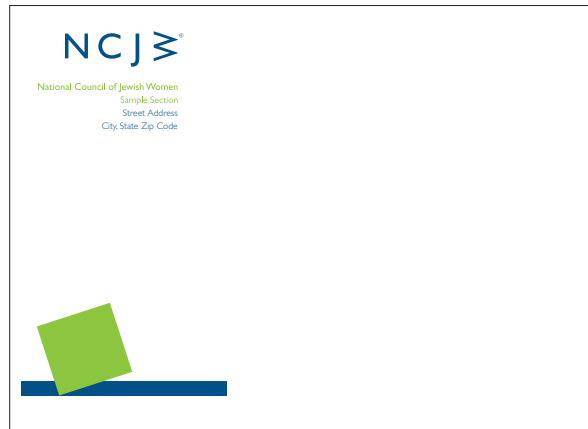
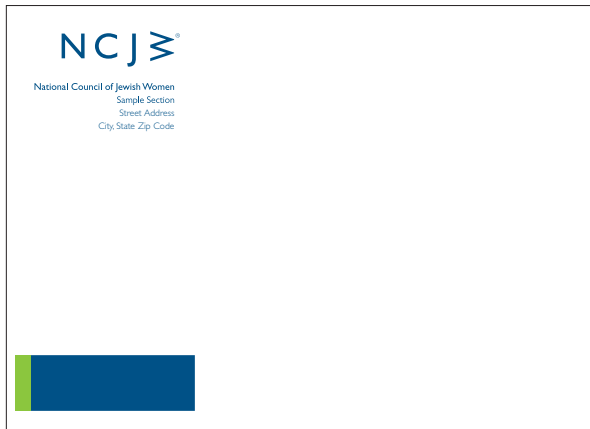
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Informal Event Invitation — Envelope



Formal Event Postcard — Front

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National Council of Jewish Women
Sample Section

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National Council of Jewish Women
Sample Section

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EVENT TITLE



National Council of Jewish Women
Sample Section

Formal Event Postcard — Back

NCJW®
National Council of Jewish Women
Sample Section
Street Address
City, State Zip Code

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Sample Section
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City, State Zip Code

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National Council of Jewish Women
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Informal Event Postcard — Front

NCJW
National Council of Jewish Women
Sample Section

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Informal Event Postcard — Back



Event Flyer

SPEAK OUT WITH NCJW!

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DATE
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TIME
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LOCATION
Street Address
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GUEST SPEAKERS
First and Last Name, Title, Organization
First and Last Name, Title, Organization
First and Last Name, Title, Organization

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NCJW

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National Council of Jewish Women
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National Council of Jewish Women
Sample Section

Advertisement

For over a century, the National Council of Jewish Women has been at the forefront of social change — courageously taking a progressive stance on issues such as child welfare, women's rights, and reproductive freedom.

Today, our constitutional rights are under attack in legislatures and courtrooms across the country. Our right to privacy, our right to make our own personal choices, and our right to religious liberty are all in jeopardy.

NCJW[®]

National Council of Jewish Women
Sample Section

The cost of silence could be freedom — for ourselves, our children, and our grandchildren.

It is time for us to stand together and speak out.

To learn more about how you can take action with NCJW on the national stage and in your community, log on to www.ncjwsection.org or call XXX XXX XXXX.

IF NOT NOW, WHEN?

Table Tent



Name Badge



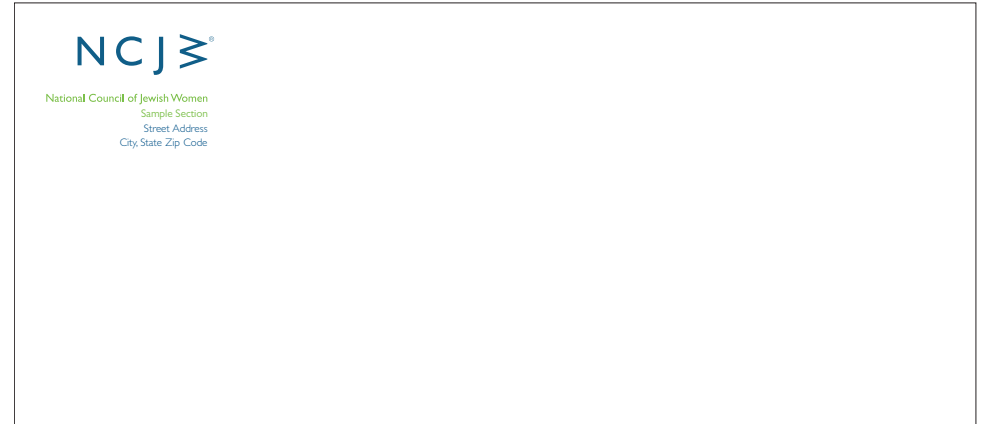
Letterhead



NCJW[®]
National Council of Jewish Women
Sample Section

A FAITH IN THE FUTURE.
A BELIEF IN ACTION.[®]

Letterhead Envelope



NCJW[®]
National Council of Jewish Women
Sample Section
Street Address
City, State Zip Code

Business Card Front

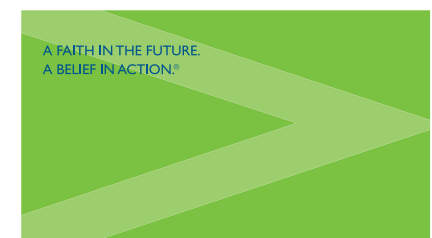


NCJW[®]

FIRST AND LAST NAME
Title, Sample Section

National Council of Jewish Women
Street Address
City, State Zip Code
Tel XXX XXX XXXX Fax XXX XXX XXXX
Email name@ncjwsection.org Web www.ncjwsection.org

Business Card Back (optional)



A FAITH IN THE FUTURE.
A BELIEF IN ACTION.[®]