



Recruitment Toolkit

Washington Institute 2019: Building a movement, not a moment

April 7-9, 2019

Washington Institute 2019 is NCJW's premiere national advocacy conference. Our national network will gather in Washington, DC to meet with lawmakers, strengthen our advocacy skills, and leave inspired to continue our social justice work across the country.

Introduction

In five months, we'll join together in Washington, DC to lobby, learn, and make change happen. We are thrilled to partner with you, our powerful leaders, to promote Washington Institute and recruit attendees. Over and over again, we hear the same thing: people who come to Washington Institute are hooked on NCJW for life. Many note that Washington Institute was the motivation to get involved and stay involved both with their local section and the national organization. **It is an unmissable opportunity to bring our network together to advocate for change, strengthen advocacy skills, and renew our commitment to our social justice work.**

Most Washington Institute attendees come from sections and connections with our leadership. We value and appreciate your efforts to recruit advocates, and we're here to help in any way we can. That's why we've created this recruitment toolkit which contains talking points, graphics, and language for your emails, newsletters, and social media posts to help you promote Washington Institute in your sections. You know your members best, so please adjust this language and use these tools in the way that's most effective for your community.

There's an indescribable energy when we're together and tremendous power in numbers. Washington Institute is also a wonderful tool for recruiting new members, re-engaging previously active leaders, and strengthening ongoing leaders. We will contact you soon to discuss individual section and SPA recruiting goals and what support you might need.

If you have questions about this toolkit, please contact Brigid Howe at bhowe@ncjw.org. We can't wait to see you all in Washington!

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Washington Institute Talking Points

- **It's never been more important for us to come together in our nation's capital.** Every day we see new attacks on women, children, and families. Families are being separated at the border, the integrity of our courts is under attack, mass shootings are on the rise, access to health care — including abortion — is being dismantled, and discrimination against LGBTQ individuals in the name of religious liberty is becoming commonplace. There is no more important time to bring the strength of our national network and our messages of progressive social change to our lawmakers in Washington, DC.
- **Be a part of making change happen at Washington Institute.** This conference moves our social justice work forward. It is a continuation of the work we do every day. We speak out, we march, we call and email our lawmakers, and now it's time to come to Washington, DC to meet our lawmakers face-to-face. This is an opportunity to make our voices heard in our nation's capital.
- **Experience the power of NCJW at Washington Institute.** There's an indescribable power created when our national network comes together in one space to fight for change.
 - At Washington Institute, you will begin lifelong relationships as you network with smart, outspoken, and daring advocates working for progressive change from across the country.
 - If you're feeling fatigued by our never-ending work, Washington Institute is the remedy. Our inspiring speakers, dynamic workshops, and the excitement of lobbying with hundreds of like-minded women on Capitol Hill will leave you feeling renewed, reinvigorated, and recommitted to continuing our social justice work.
- **Your experience at Washington Institute will strengthen your social justice work back home.** Through the workshops, panels, and lobby day you will return home with more in-depth knowledge of the issues we care about, stronger relationships with your lawmakers, a larger network to support your efforts, and new policy and strategy ideas for your advocacy work.
- **Washington Institute is for everyone.** No matter where you are on your social justice journey or on the spectrum of involvement with NCJW, you are welcome at Washington Institute! Whether you're new to advocacy or a seasoned leader, Washington Institute will be a meaningful experience.
 - If you've never lobbied before, the first two days of Washington Institute and webinars leading up to the conference will more than prepare you to speak confidently with your lawmakers.
 - If you've been to Washington Institute many times before, it's a valuable experience every time you come. No two Washington Institutes are ever the same.



Sample Language: Newsletter

After marching, calling our lawmakers, and speaking out across the country, it's time to storm Capitol Hill in person! Join NCJW for Washington Institute 2019 to learn from experts, strengthen your advocacy skills, connect with activists from across the country, and meet with lawmakers on critical issues. It's never been more urgent for us to be together in our nation's capital. Washington Institute is April 7-9, 2019 in Washington, DC. Learn more at: www.ncjw.org/washingtoninstitute

Sample Language: Social Media

Twitter:

Tweet #1: We've called our lawmakers, we've marched in the streets, and now it's time to speak to our representatives in person. Join hundreds of Jewish women storming Capitol Hill at @NCJW's Washington Institute, April 7-9, 2019. #WI2019 #MakingChangeHappen www.ncjw.org/washingtoninstitute

Tweet #2: Do you want to make your voice heard in Washington, DC? Join us at @NCJW's Washington Institute, April 7-9, 2019. #WI2019 #MakingChangeHappen www.ncjw.org/washingtoninstitute

Tweet #3: Join our delegation! On April 7-9, we'll meet our national network in Washington, DC to lobby on Capitol Hill, hear from inspiring speakers, and strengthen our advocacy skills. Don't miss @NCJW's Washington Institute! #WI2019 #MakingChangeHappen www.ncjw.org/washingtoninstitute

Facebook:

Post #1: Are you outraged by what's been happening in Washington? Then join us for @NCJWInc's Washington Institute, April 7-9, 2019. Bring your powerful social justice message to your lawmakers in Washington, DC! #WI2019 #MakingChangeHappen www.ncjw.org/washingtoninstitute

Post #2: There's nothing quite like heading to Capitol Hill with hundreds of powerful and savvy women who are passionate social justice warriors. Join us at @NCJWInc's Washington Institute, April 7-9, 2019 to advocate for change, strengthen your advocacy skills, and connect with activists from across the country. Register today! #WI2019 #MakingChangeHappen www.ncjw.org/washingtoninstitute

Post 3: Are you feeling fatigued by the never-ending battle to stop the attacks on our democracy and our rights? Then, come to @NCJW's Washington Institute! Our inspiring speakers and the excitement of lobbying with hundreds of powerful women on Capitol Hill will leave you renewed, reinvigorated, and recommitted to continuing our social justice work. Register for Washington Institute today! #WI2019 #MakingChangeHappen www.ncjw.org/washingtoninstitute



Sample Language: Email

Email Sample #1

Hi FirstName,

It's never been more important for us to gather in Washington, DC. [Join us at NCJW's Washington Institute on April 7-9, 2019.](#)

Our democracy is under attack and we are fighting back. From rallies and protests to emails and phone calls, we've spoken out to protect and advance the issues we hold dear. Now it's time for us to meet with our lawmakers in Washington, DC. Join hundreds of powerful and outspoken activists to storm Capitol Hill at Washington Institute.

Whether you've lobbied before or not, after two days of incredible speakers, panels, and in-depth workshops, you will be ready to make your voice heard. You'll leave Washington Institute 2019 with strengthened advocacy skills, relationships with activists around the country, inspiration, and a renewed commitment to our social justice work.

Be a part of our movement — [register for Washington Institute today!](#)

Email Sample #2

Hi FirstName,

Have you registered for [Washington Institute](#) yet?

[Join our delegation to Washington Institute, April 7-9, 2019.](#) There are so many reasons to come to Washington this year, but we've tried to narrow them down to just a handful.

At Washington Institute, you will:

1. Learn from issue experts and activists from across the country.
2. Build your national network of change-makers as you connect with smart, outspoken, and daring advocates making progressive change.
3. Strengthen your advocacy skills (whether you are a lifelong advocate or newcomer to social justice work).
4. Make change happen by meeting with lawmakers face-to-face and urging them to take action on the issues we care most deeply about.
5. Return home inspired by our powerful speakers and reinvigorated to continue our work.

So what are you waiting for? [Register](#) before the early bird deadline on January 25 to save!

Let's make change happen in Washington, DC!



Email Sample #3

Hi FirstName,

We've marched, we've spoken out, we've called our lawmakers, and now it's time to head to Capitol Hill to demand action.

Join us April 7-9, 2019 for NCJW's Washington Institute.

Washington Institute is an incredible opportunity to join activists and community leaders from around the country to lobby for change, strengthen advocacy skills, and renew our commitment to our social justice work.

Over the course of this two-and-a-half day conference we'll hear from activists leading the way in today's movements, deepen our knowledge on the issues, further develop our advocacy skills, and connect with NCJW activists from across the country. And there's nothing quite like heading to Capitol Hill with hundreds of powerful and savvy women who are passionate about the issues we care about so deeply.

Help us make change happen. Join our delegation to Washington, DC!

This is an experience you won't want to miss. [Register](#) for Washington Institute today!



Sample Graphics

Click on graphic to open downloadable version in Google Drive or [click here](#) to download all of the graphics at once. The graphics of these dimensions are optimized for social media and can also be used in your newsletter or in the body of an email.





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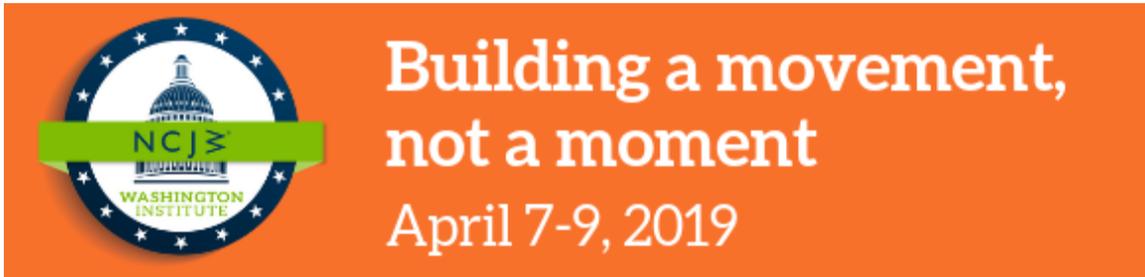



**Building a movement,
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Sample Email Header Graphics





Logo



Save the Date

Print as a 5x7in card. [Download the PDF.](#)



Save the Date Washington Institute 2019

April 7-9, 2019 | www.ncjw.org/washingtoninstitute

Make your voice heard in our nation's capital



Join NCJW in Washington, DC to learn from issue experts, strengthen your advocacy skills, connect with activists from across the country, and storm Capitol Hill to let your lawmakers know what you think!

