

## Harnessing the Power of a Solar *Ner Tamid* to Promote Your Conservative/Masorti Congregation

Mazal tov. With the installation of a solar *ner tamid*, your synagogue has taken a symbolic step to harness solar power to reduce man's carbon footprint and protect the environment. The solar *ner tamid*, created by the *Shomrei Ha'aretz Initiative* of Federation of Jewish Men's Clubs, is a powerful reminder to all who walk through your doors of the Jewish responsibility to be guardians of the earth.

Don't stop there.

Leverage the public relations value of your solar *ner tamid* to promote your congregation.

Here are some examples:

- Send a press release announcing your new solar *ner tamid* and your congregation's commitment to using and promoting sources of sustainable and renewable energy, a core value of Conservative/Masorti Judaism;
- Brand your solar *ner tamid* with a catchy tagline and colorful image, printed on all synagogue communications, written and digital: website, stationery, flyers, press releases, etc.;
- Create eye-catching posters with the tagline and image for display around your facility;
- Be sure your Religious School students understand the importance of the presence of the solar *ner tamid* in your sanctuary;
- Inform your synagogue membership of the solar *ner tamid* and of the communal responsibility to protect the environment through a series of articles in your synagogue bulletin;
- Don't miss the opportunity at communal gatherings, including during Shabbat services, to remind congregants of the presence of the solar *ner tamid*;
- Sell cloth shopping bags and other branded items imprinted with the solar *ner tamid* tagline and image in your synagogue gift shop;

