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;