Welcome to the IACT Birthright visual brainstorm marketing campaign for your campus.

Using images from your university mascots and logos we will develop new marketing ideas and explore promotional potential.

Part 1

What is your campus logo? What is your campus mascot? What is your Hillel logo?

Notice the colors, fonts, sizes, imagery. What is appealing about the image? What is the selling point and how can you use this to sell the Birthright experience?

Task #1

Come up with three ideas for your individualized Birthright logo. (write or draw)

Rutgers University

Northeastern University

1 DAY

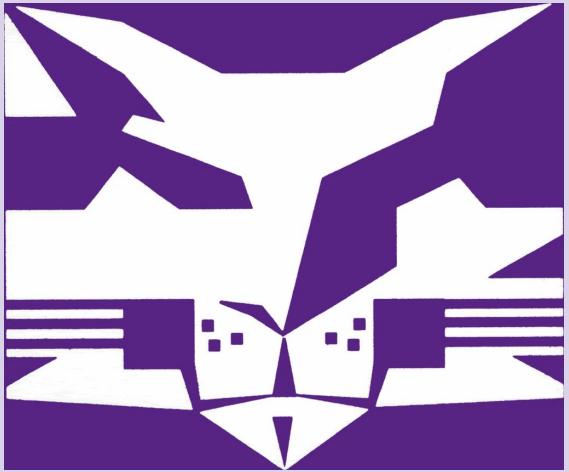
2 DAYS

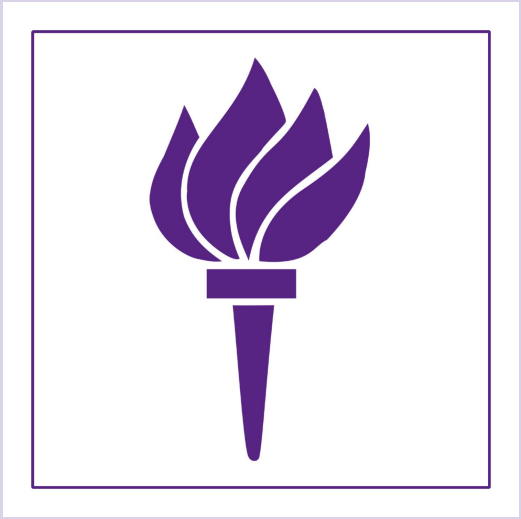
4 DAYS

5 DAYS

University of Miami

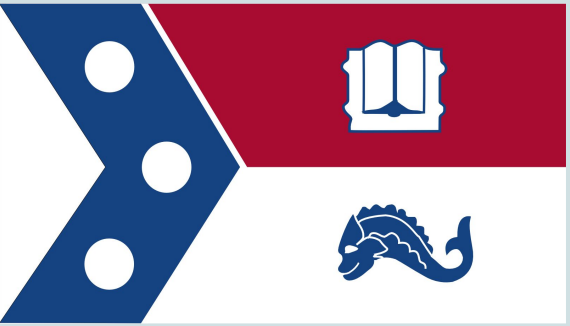
New York University

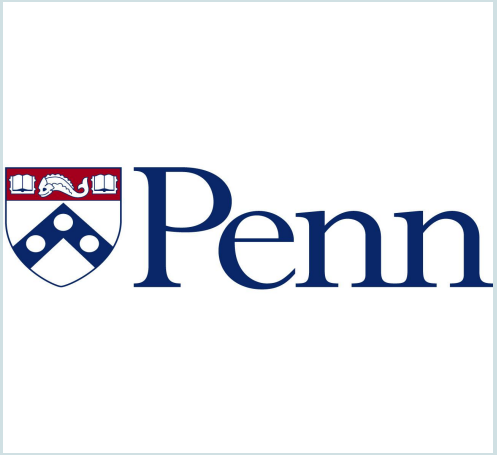




University of SoCal

University of Penn





The Ohio State University

UC Santa Barbara

UCSB

Santa Barbara Hillel

Inspiring the Jewish Future

Columbia University

Columbia / Barnard Hillel
The Kraft Center for Jewish Student Life

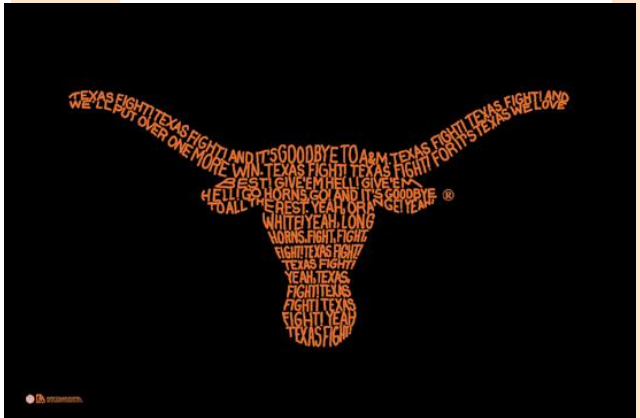
University of Texas

TexasHillel

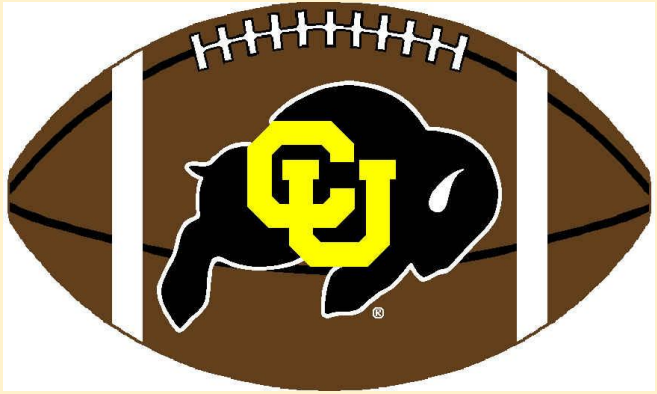
Texas Hillel

Texas HILLEL

THE TOPFER CENTER FOR JEWISH LIFE
THE ABE AND ANNIE SEIBEL BUILDING



University of Colorado



University of Vermont

Hillel
University of Vermont

U of Arizona

ARIZONA
WILDCATS

THE UNIVERSITY
OF ARIZONA.

ARIZONA

ARIZONA

Hillel

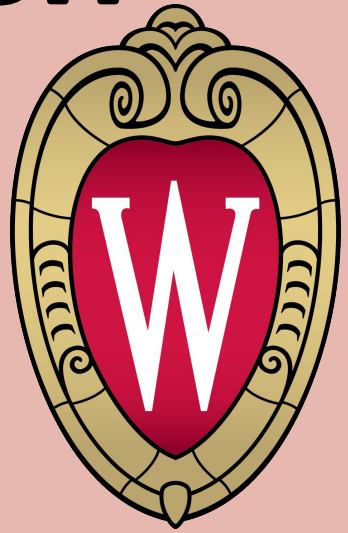
ASU

University of Maryland

MARYLAND
HILLEL

University of Florida

University of Madison



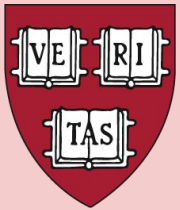
University of Illinois

Boston University

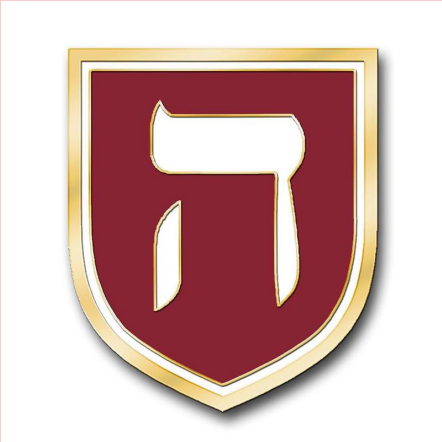
BOSTON
UNIVERSITY

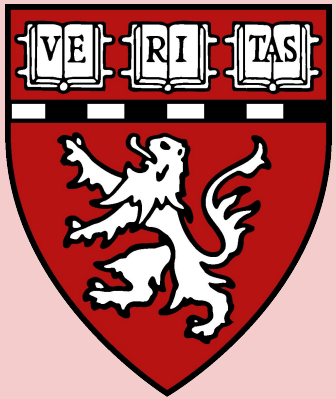
BU

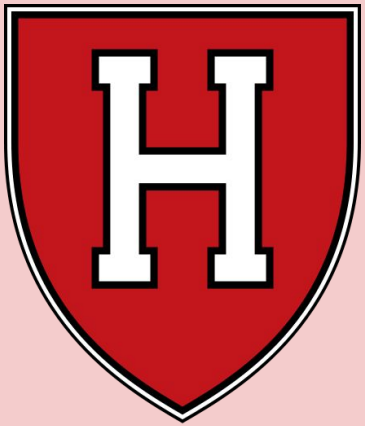
Harvard

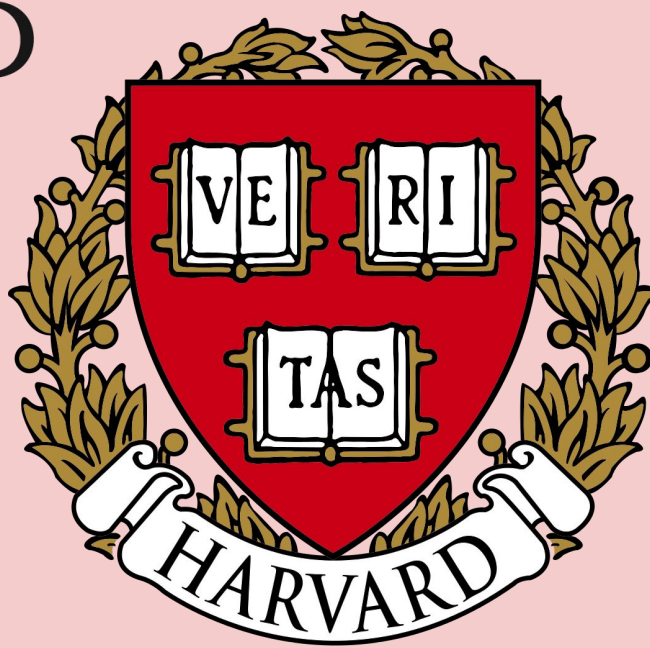


HARVARD
UNIVERSITY









MIT

MIT Hillel

Massachusetts Institute of Technology

Wellesley

Brown

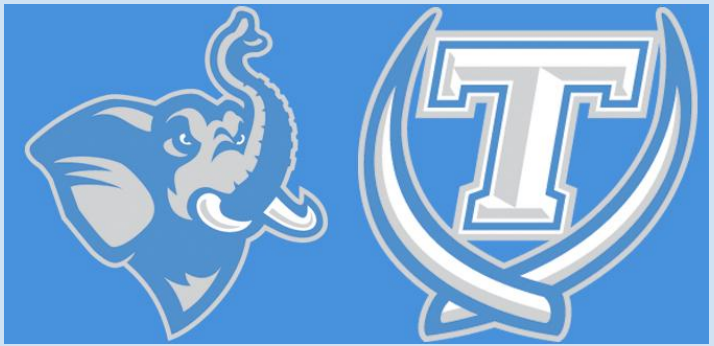
BROWN

BROWN | RISD
HILLEL
The Glenn and Darcy Weiner Center

BROWN
BEARS

BROWN

Tufts



Tufts
UNIVERSITY

Brandies

Brandeis

HILLEL AT BRANDEIS

TRUTH · EVEN UNTO ITS INNERMOST PARTS · Brandeis אמת

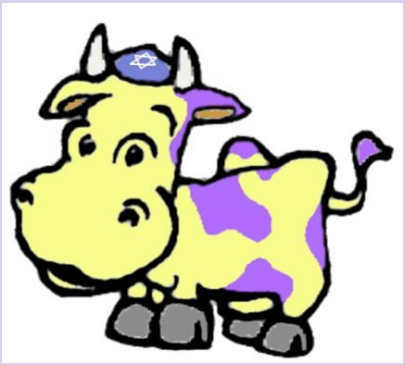
JUDGES BRANDEIS

UMass Amherst

CLark

CLARKU Hillel

Williams



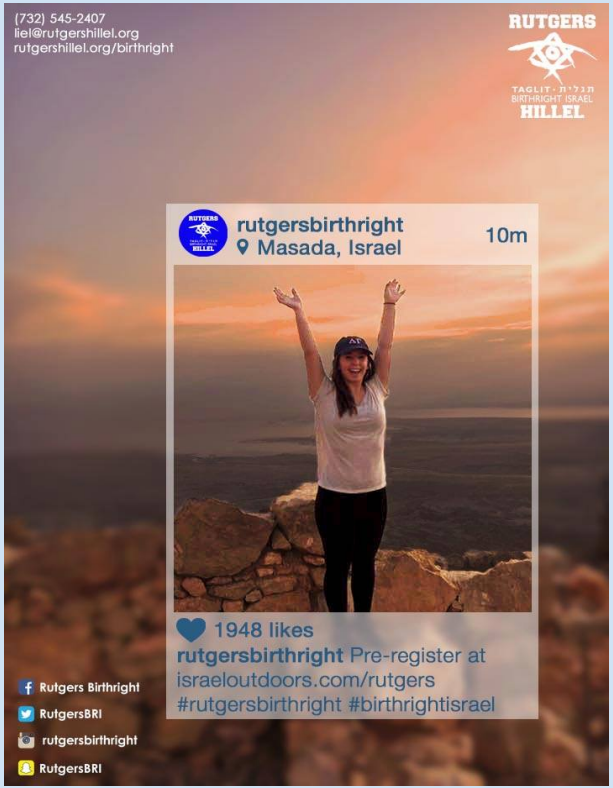
Amherst College

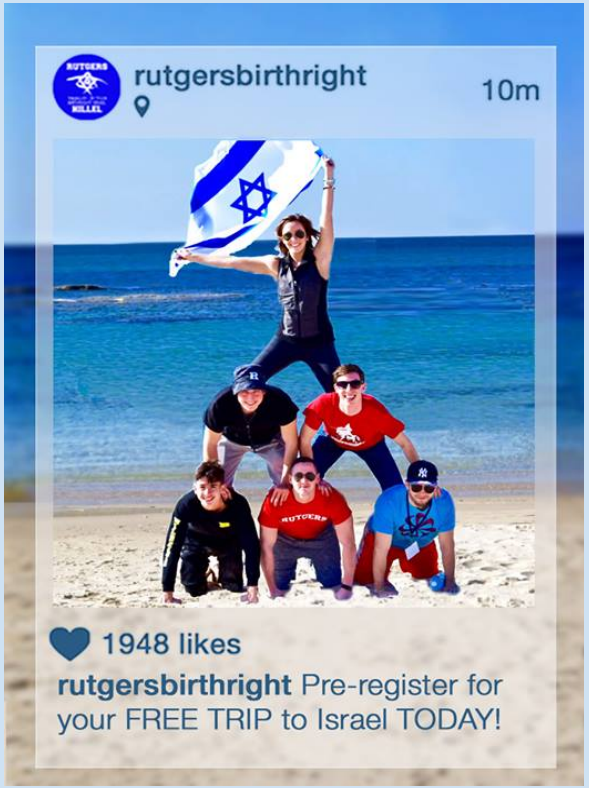
Part 2

What content is best to post throughout the semester? How do you keep your online audience engaged? How do you accrue the most views?

Notice language, swag, logos, and themes. What is/isn't appealing about the post? What are the selling points for the Birthright experience?

Recruitment





Recruitment

Recruitment

Pre Trip

RutgersBirthright
Published by Hootsuite [?]
Page Liked · April 27 · Edited ·

Meet Summer 2016 participant Aaron Bivas and his cousin (winter 2016 alumna) Michelle Bivas ! "I am so excited to get to know everyone on the trip in the best place ever!" #rutgersbirthright #birthrightisrael — with Michelle Bivas and Aaron Bivas.

Tag Photo | Add Location | Edit

Like Comment Share

5

Write a comment...

Improve Your News Feed
We'd like to hear your feedback! Please answer a few questions about your News Feed.

Give Feedback

Pre Trip

RutgersBirthright
Published by Lee Mamolen [?]
Page Liked · October 23, 2015 ·
Meet Ido, our Israel Fellow here at Rutgers! He will be one of our staff members on our winter Birthright trip! He's looking forward to taking students to Israel and showing them his home! — with Ido Mahatzri Israel Fellow.
Tag Photo
Add Location
Edit
Like
Comment
Share
RutgersBirthright, Raveet Keren, אביה פרינס and 14 others
Write a comment...
People You May Know
See All
Sharon Glustein
1 mutual friend
Add Friend

Pre Trip

Israel-
I'll never
forget you.
RUTGERS
TAGLIT · תגלית
BIRTHRIGHT ISRAEL
HILLEL
Experiences that last a lifetime
RutgersBirthright
Published by Liel Zahavi-Asa [?]
Page Liked · March 4 · Edited ·
Rutgers Birthright registration closes on Monday. Reserve your spot now before it's too late!
rutgershillel.org/birthright — with Sky Bolkin.
Tag Photo
Add Location
Edit
Like
Comment
Share
Sky Bolkin
Write a comment...
People You May Know
See All
Michael Aminov
1 mutual friend
Add Friend

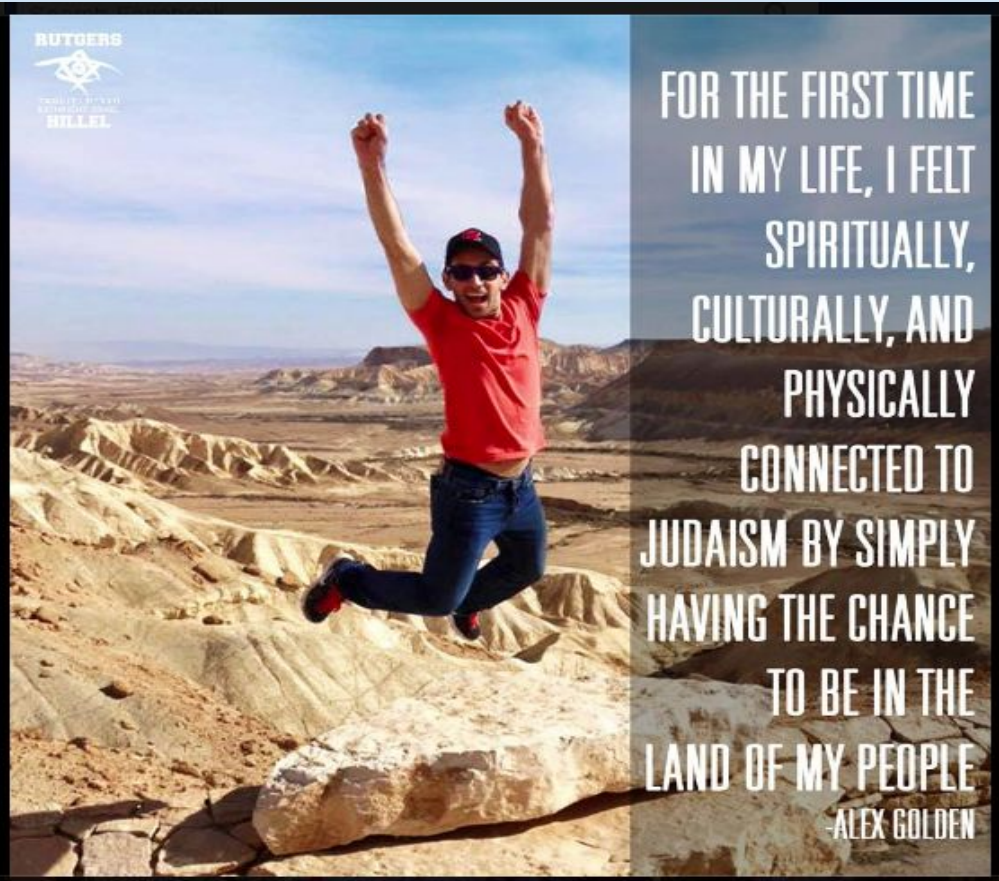
Post trip

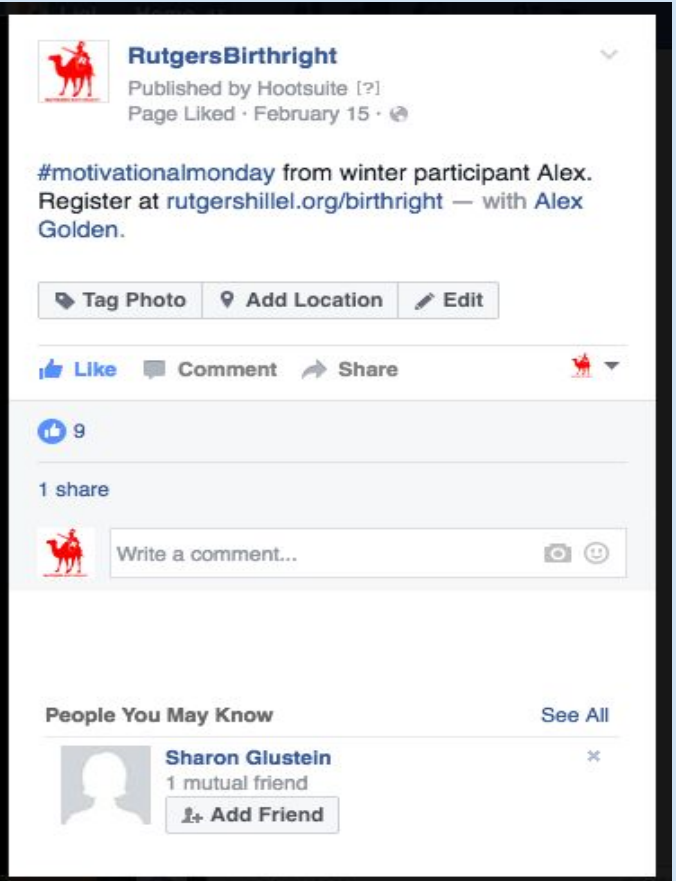
BIRTHRIGHT WAS AN INCREDIBLE EXPERIENCE THAT ALLOWED ME TO EXPERIENCE ISRAEL IN A NEW WAY, CONNECT TO MY JUDAISM, AND, MAYBE MOST IMPORTANTLY, MAKE GREAT FRIENDS WHO ALSO GO TO RUTGERS.
-HALLEL YADIN
RutgersBirthright
Published by Hootsuite [?]
Page Liked · March 7 ·
#motivationalmonday Hallel gives insight to why Rutgers Birthright is so unique #rutgersbirthright #birthrightisrael
Tag Photo
Add Location
Edit
Like
Comment
Share
RutgersBirthright and Rabbi Esther Reed
Write a comment...
People You May Know
See All
Michael Aminov
1 mutual friend
Add Friend

Post Trip

RUTGERS
HILLEL
BIRTHRIGHT CHANGED MY LIFE AND I WILL BE FOREVER GRATEFUL FOR THE MEMORIES, FRIENDSHIPS, AND LIFE LONG LESSONS THAT I LEARNED IN ISRAEL. TAKE A CHANCE AND EXPERIENCE SOMETHING COMPLETELY NEW, YOU WON'T REGRET IT.
-DANA
RutgersBirthright
Published by Hootsuite [?]
Page Liked · March 28 ·
#motivationalmonday to give you some motivation to REGISTER! #rutgersbirthright #birthrightisrael http://ow.ly/100u9o — with Dana Heather.
Tag Photo
Add Location
Edit
Like
Comment
Share
RutgersBirthright, Amir Sofer and Dana Heather
1 share
Write a comment...
People You May Know
See All
Sharon Glustein
1 mutual friend
Add Friend

Post Trip


RUTGERS
HILLEL
FOR THE FIRST TIME IN MY LIFE, I FELT SPIRITUALLY, CULTURALLY, AND PHYSICALLY CONNECTED TO JUDAISM BY SIMPLY HAVING THE CHANCE TO BE IN THE LAND OF MY PEOPLE
-ALEX GOLDEN


RutgersBirthright
Published by Hootsuite [?]
Page Liked · February 15 ·
#motivationalmonday from winter participant Alex. Register at rutgershillel.org/birthright — with Alex Golden.
Tag Photo
Add Location
Edit
Like
Comment
Share
9
1 share
Write a comment...
People You May Know
See All
Sharon Glustein
1 mutual friend
Add Friend

Task #2
Complete one of the following promotional tasks:

1. “It’s the night before registration opens, what do you post? What kind of branding would be most successful?”

2. “Registration is closing in a week, how can you create the best online visual to accrue more views?”

3. “It’s a week before the group takes off, what do you post to keep your virtual audience engaged?"

4. “The summer trip is over, registration doesn’t open until September.. how do you maintain a captive audience?”