



Conspire2Inspire Social Media Guide

What and Why?

Conspire2Inspire is young professionals coming together in support of Chai Lifeline. From April 10th until May 29th, the Conspire2Inspire committee, composed of some of the most sophisticated, dynamic, and philanthropic Young Professionals in Toronto, will engage in a social media and marketing campaign to raise awareness for this incredible organization. This campaign will cumulate on May 29th at the ultra-trendy The Burroughes Building where 400 like-minded Young Professionals will celebrate the night away at an event not to be missed! All guests will receive open bar, food, light refreshments, and will be walking away with a beautiful gift bag.

The schedule is subject to change depending on current events and sponsors that come on board. Each post is to somewhat reflect day/time of the year (ex: Jewish holidays).

Feel free to send any and all suggestions to Andrea Iseman via email at andrea.iseман@gmail.com.

Facebook hashtag: #conspire2inspire

Website: <https://www.chailifelinecanada.org/conspire.php>

Conspire2Inspire 2014 Social Media Guide:

Week 1: April 7-13: what is Chai Lifeline? What is the party?

April 9: Facebook event goes live – invite all your friends

April 11: introduce first sponsor to get interest moving. Introduce point of contact to be Michael Grossman for further sponsorship opportunities

Week 2: April 14-20: how does Chai Lifeline help kids?

April 14: “Chag Sameach everyone! Did you know Chai Lifeline provides tutoring for children, have two extraordinary summer camp programs, and offer whatever is needed? Be a mensch and help spread the word about Chai Lifeline and the great work they do to help kids.”

*active link to: <https://www.chailifelinecanada.org/>

April 15: introduce a new sponsor

April 18: “We hope everyone is enjoying their Passover! We're getting excited for this year's event, which is sure to be the party of the season at the Burroughes Building! Enjoy open bar, hors d'oeuvres, a sweet party bag, and the chance to really make a difference in your community. Party with us on May 29!”

*link to: <https://www.chailifelinecanada.org/conspire.php>

*photo: Burroughes Building



April 20: introduce another new sponsor – with each new sponsor interest builds as legitimacy for the event increases.

Week 3: April 21-27: how does Chai Lifeline help parents/families?

April 23: “Passover is finished but the feeling of togetherness remains. We enjoyed spending time with our families but unfortunately not everyone is that fortunate. Support Chai Lifeline on May 29 and learn more about how they bring families together and bring smiles to children’s faces. Hurry, the early bird special ends soon.”

*link to: <http://www.chailifelinecanada.org/>

*photo from Chai Lifeline archives

April 24: introduce a new sponsor

Week 4: April 28-May 4: Chai Lifeline by the numbers – final push for early bird tickets

April 28: “Hi all! ONE WEEK LEFT FOR EARLY BIRD PRICING!!! You know you are going – why pay more?”

April 29: introduce a new sponsor

April 30: “As we are counting down the days until the early bird special pricing ends, we can’t help but think of some other important numbers. Did you know that Chai Lifeline sent 20 children to Disney World, and 22 sick children to Camp Simcha/Camp Simcha Special last summer to give them a chance to be a child again? Spread the love and be one of the many who attend Conspire 2 Inspire on May 29th.”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 1: “Sending a big thank you to Shalom Life for featuring Conspire2Inspire in this recent article. Don't forget early bird pricing ends on Monday!”

active link to article: <http://www.shalomlife.com/news/23167/chai-lifeline-announces-new-young-professionals-initiative/>

*ENCOURAGE FELLOW COMMITTEE MEMBERS TO SHARE ARTICLE ON THEIR PERSONAL FACEBOOK PAGES

May 4: “It's the beginning of May, the start of spring (we hope) and less than a month away until the big event!!!! We are offering early bird pricing until tomorrow, so don't miss out on your chance to come to the biggest party of the year, all the while supporting a great cause - Chai Lifeline Canada!”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

Week 5: May 5-11 – programs Chai Lifeline has to support the community

May 5: “Today is the last and final day to take advantage of early bird pricing. With the event only a few weeks away, tickets are selling fast. Prices go up \$10 at midnight. Get them before they're gone and come party with us and learn more

about Chai Lifeline Canada on May 29!

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 6: “It is with the greatest appreciation that we thank Here and There for their extremely generous sponsorship at the “Event” level, our second most premium sponsorship level. Here and There has been very good to our event and Chai Lifeline Canada. Yasher Koach. Check them out for all your delivery needs and join us for a great party on May 29! Tickets are selling fast!”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 6: “We realize that some of you may have had some issues purchasing tickets. We apologize for the inconvenience and to accommodate, have lowered the price back to the early bird rate of \$55, until tomorrow. Happy purchasing. Can't wait to see everyone there on May 29!!!!”

May 7: “Early bird ticket sales are in and tickets are selling like hotcakes!!!! Better buy yours now or you will miss the party of the year. Open bar, food and a gift bag - enough said! Don't say you weren't warned!”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 11: “As we celebrate Mother's Day with our loved ones we're reminded of all the mother's Chai Lifeline helps. Did you know that in 2013 alone, 62 mothers felt loved and supported because they were able to attend the various monthly support groups? Learn more, support this great cause and come out on May 29. Tickets are selling fast!”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

*photo: mother and child



Week 6: May 12-18 – volunteerism

May 12: introduce sponsor

May 13: “When a child is born or diagnosed with a serious illness, the family and community, are affected. Come together with us and Chai Lifeline Canada on May 29 and help turn sadness to joy. Many people depend on this great organization and we're happy to partner with them for this amazing event!”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

*photo: children having fun



May 14: introduce a sponsor

May 15: “Volunteers are the heart and soul of Chai Lifeline. The hours they devote can change the experience of illness for a family. Give your time, make a donation and spread the word. Come out on May 29 and learn more about this great organization.”

*active link to: <http://www.chailifelinecanada.org/volunteer.php>

*photo: volunteer with child



May 16: introduce a sponsor

May 18: “Chai Lifeline extensive network of free programs help parents and children cope with the crises and long-term impact of illness. One amazing program includes the Joseph & Elsie Listhaus ChaiLink Program which is a unique video-teleconferencing technology that links hospitalized or home-bound

children with their school, friends and academic life to which they long to return. Be part of the movement on May 29.”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

*photo collage



May 19-25 – event countdown

May 19: “We are T-10 days until Conspire2Inspire. Sponsors for this wonderful event so far include: LIST OF SPONSOR NAMES”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

*photo: gallery of sponsors

May 22: “Only one more week to buy your tickets for Conspire2Inspire on May 29. This year’s event is being held at the Burroughes Building and aims to bring awareness to a wonderful charity – Chai Lifeline, which extends a helping hand, a listening ear, a shoulder to cry on and a loving heart to children and their families dealing with serious illness.”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 26-29 – event reminder

May 26: “We’ve teamed up with Hailo, the Toronto Taxi and Black Car app, to offer you a free ride credit. To get the free credit, download the Hailo app free from the App store or Google Play and register. When you’re done, open the Hailo app and tap ‘Account’ (top left corner) and then ‘Hailo Credits’ and you’ll see where to enter our special promo code.

For new users, use code: Conspire2
For existing users, use code: Inspire2

If you have any questions, please email Toronto.support@hailocab.com or visit hailocab.com/Toronto/blog for more information.”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

*photo: Hailo logo



May 27: “Tickets are almost sold out for this great event to bring awareness to Chai Lifeline. All guests receive open bar, food, light refreshments, and will be walking away with a beautiful gift bag.”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 28: “We’re hard at work putting the finishing touches on tomorrow’s event and can’t wait to see everyone dressed and ready to party. We only have a few tickets remaining.”

*active link to: <https://www.chailifelinecanada.org/conspire.php>

May 29: “Today’s the day! Conspire2Inspire is finally here and we can’t wait to see everyone tonight. Get ready to party and have a good time, and learn more about an amazing charity that helps people right in our own community – Chai Lifeline.”



Jewish Urban Meeting Place News Release

1992 Yonge Street
Toronto, Ontario
M4S 1Z7
(416) 428-5678

SHABBATON 2012: LOVE, DATING AND RELATIONSHIPS

Goals and Objectives

The weekend's shabbaton will focus on something young people struggle with most – relationships and dating. Our generation faces tremendous obstacles and issues in understanding how to date and how to build successful relationships. By bringing together experts in the field, young professionals will learn and explore love, dating and relationships.

The shabbaton will feature a number of lectures and breakout sessions by experts, Rabbis and Rebbetzins who can provide valuable information and Jewish wisdom to give participants the tools to date, find love and get married.

At JUMP, we view the troubles with dating as an epidemic, plaguing young Jewish professionals across North America. With no rules and no direction, singles are not getting married until they are much older, or getting married young without much direction and ultimately getting divorced. Statistics show that in Canada, 40% of married couples will get divorced before their 30th wedding anniversary, with the average lasting only 14.5 years. In the US, the numbers are even higher – with up to 50% ending in divorce.

We view the ultimate goal of this shabbaton as getting all community organizations across Canada and the US together to foster a sense of community in order to tackle this problem head on.

Target Demographic

The shabbaton will be targeted to approximately 200, 24 to 34-year-olds – single, unaffiliated, non-religious. There will be an intense screening process and application that will ask key questions to gauge a better idea of what people are looking for to ensure they can get the most out of the experience.

Program of Shabbaton

The weekend will comprise of a big lecture, keynote address by famous speakers, breakout sessions focusing on some of the topics below, a networking event, authentic Shabbat experience (dinner, lunch, havdallah) and other social activities. The cost of the program will include all meals, accommodations, all activities and programs.



Topics featured will include:

- Love in the 21st century – how to date with social media, how to create an online dating profile
- Rules of attraction and dating
- Red flags to look for
- Importance of commitment
- Understanding you before putting yourself out there
- Faith and belief in god
- Why marry Jewish?



LIGHT IT UP!

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Happy Hannukah

Hang out.

Be Inspired.

JUMP in...

\$10 Coupon: Bring this card into JUMP to redeem at any JUMP event or program - our way of saying Happy Holidays!

ABOUT

JUMP is the epicenter for young Jewish professionals. We are a non-for-profit organization that connects young Toronto Jews to their heritage through experience and knowledge. As a social network and hub, JUMP offers **volunteer, education, social and travel opportunities** for everyone aged 22-34. **To find out more, visit us online at www.jumponline.ca.**

WHO

Thousands of young Jewish professionals have been busy at the Jewish Urban Meeting Place:

- Hours of learning: **1600**
- **Shabbat dinners served: 4320**
- **Participants on JUMP trips: 507**

HOW TO HELP

Your contribution allows us to continue to lay the foundation for a stronger, more unified Jewish community. With your help, we will continue to provide space for young Jews to inspire change in their community.

To donate, email
support@jumponline.ca
or visit the website.

FIND US

2 blocks north of Davisville Subway.
1992 Yonge Street - Suite 103
Toronto, Ontario, M4S 1Z7

tel. 647-428-5678
fax. 647.428.5677
www.jumponline.ca



Over 300 Holocaust survivors are registered for the **4th Annual Senior Prom: An Intergenerational Celebration of Life** for Holocaust survivors joined by their families and young adults. Prom will take place on **June 18, 2013** at the **Sephardic Kehila Centre**.

Survivors will enjoy a full course meal by Zuchter Berk, live entertainment by KlezKonnection, the Yiddish Swingtet and feature performance by Anthony Russell.

For tickets, sponsorship opportunities and any other inquiries, call the Senior Prom Hotline at 647-997-7664.

*tickets for young professionals is limited.

Thank you to our generous sponsors and community part-



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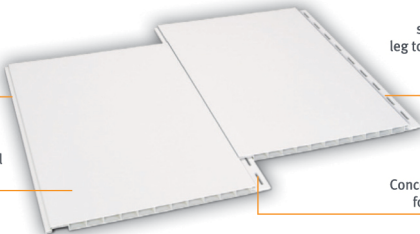
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New Israel tourism campaign will feature this new logo.

Andrea Iseman
Correspondent

Israel has recently launched new branding and a cutting-edge interactive experience in hopes of boosting tourism.

At the Israel Government Tourist Office (IGTO), Ami Allon and Jerry Adler spoke about this new undertaking and what they hope to achieve.

"We have been waiting for this for a long time," said Allon, consul for tourism and

director for Canada. "Israel is much more than what you hear on the news or what we sell."

The new campaign involves a change to the logo with colours and font styles that are more reflective of the country and language. The ultimate goal is to have visitors to Israel view the country as a whole, rather than a mishmash of different logos, messages and branding.

In the past, messaging promoting Israel has been very confusing with inconsistency between ministries and mediums.

"Over the last 65 years Israel has tried to find her character," said Allon. "Israel is not only about the country – it's about the people within the country; not just the places, but the faces."

With the new interactive and uniform campaign, the Israel tourism ministry hopes to encourage more visitors from North America and abroad.

Statistics show that North America is one of the most important in terms of visitors to Israel, since they tend to spend larger amounts of money. On average, North Americans spend about \$160 per day, said Allon, which can do a lot to improve Israel's economy.

"In the past, we have seen a lot of short-term visitors, but over the last two years we have seen a shift," said Allon, adding that "35 per cent of people who visit Israel are repeat visitors who feel like they haven't seen enough."

Tapping into the market of those who find Israel intriguing but just don't know enough about the beautiful country is key. Allon said that Israel has to be prepared for the next generation of visitors, which includes making changes to the way the country is marketed towards new and repeat visitors.

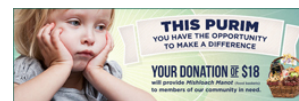
To get potential visitors interested in the country, the ministry just launched an interactive movie that lets visitors to the tourism site customize their own experience and join an interactive journey of a lifetime. With 33 viewing options and 72 touring itineraries, visitors to the site stay on average much longer and gain a better understanding of Israel.

"Ultimately we are trying to build traveller confidence so that they consider Israel for a vacation," said Adler, marketing and public relations director for the IGTO.

In 2013, there were about 70,000 to 80,000 visitor arrivals to Israel from Canada. Adler hopes that in the next five years that number can increase exponentially to 100,000 or more.

To design your own experience, visit www.goisrael.ca.

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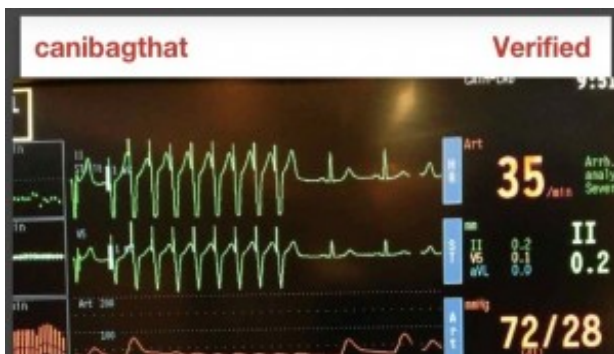
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Andrea Iseman

Correspondent

As social media is evolving, the number of people using it and for what purposes is diversifying. According to a recent report, there are 1.1 billion users of Facebook, 500 million total users of Twitter and 130 million users of Instagram. When you look at who is using these platforms, the database is as diverse as they come.

Enter Dr. Josh Landy, an ICU physician at Scarborough General Hospital. He is one of the co-founders of Movable Science, the company behind a free photo-sharing app for medical professionals called Figure1 – kind of like the Instagram for doctors.

“I saw it happening a lot,” said Dr. Landy. “Doctors were taking images of patients, sending it to their colleagues and sharing it with their study groups.”

Honing in on something, Dr. Landy understood just how unique the medical field was. In some cases, doctors might only see a condition once and never see it again; making it integral they capture, share and discuss with other medical professionals what they see, when they see it.

Over drinks with some friends, he finally came up with the idea for the app. Along with partners Richard Penner and Gregory Levey, a prototype was made within only two months of their initial meeting.

“The idea was always something we wished we could create, but never thought it would actually go forward,” said Dr. Landy.

Well go forward it has. Since being available in the App Store in mid-May, Dr. Landy said

users are downloading and using it in much greater numbers than they anticipated. Unlike other photo-sharing apps, Figure1 puts patient privacy at the forefront – there is an automatic face-blocking feature and a reminder every time a picture is taken to block identifying physical details.

With everyone from physicians to medical students, pharmacists and physician assistants using the app, the sky really is the limit.

“The grand vision I have is for us to curate, produce and offer a free database of medical images – a resource that any healthcare professional can access and contribute to,” he said.

So far the feedback has been very positive, with people liking the concept, consistency and what people are posting.

“I’m proud of myself, that I can contribute to medical education,” Dr. Landy said.

The next version will be out within a month, with an update available soon.

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