

As Director of Engagement and Marketing at Reform synagogue, needed to address multiple challenges of congregational newsletter:

**Myriad Font  
Treatments**

**Heavy Text Use**

**Difficult  
Mobile UX**

**No  
Messaging  
Hierarchy**

**Traffic Driven to “Off-  
Navigation” Pages on  
Site**



SUBURBAN TEMPLE-KOL AMI

Come, let us walk in the light of the Eternal

## TEMPLE TIMES

Thursday, October 31, 2019 | 2 Chesvan 5780

### TORAH TALK

#### LANGUAGE THAT DIVIDES

It's raining as I  
likely one of the  
himself, his famil  
God.

A separate tale ap  
of Babel. This narra  
Valley, and decided

"And they said, 'Con  
make a name for our  
came down to look a  
one people with one  
nothing that they may  
down and confound th  
another's speech.' Thu  
whole earth; and they s

OUR TENT: Classes begin this Su

### IMPORTANT REGISTRATION INFORMATION

[Click Here for a List of Classes](#)

[Click Here to Register](#)

Register today!

come grow  
with me!



Come Grow Wit  
Friday, Nov

Had a tou  
From ser

- F
- 

Head over the [official site](#) to see the full list of  
inductees for this year!

The evening  
invite your friends who  
to the office at 216.991.0700



a special concert event on  
Saturday, January 18, 2020 | 7 pm



Suburban Temple-Kol Ami is excited to  
announce that tickets are now on sale  
for the return of Jewish musicians  
Sheldon Low and Hadar Orshallmy  
from indie pop-folk duo  
We Are The Northern Lights.

Tickets are \$18 and available to  
members and the community.

TICKETS AVAILABLE VIA OUR  
WEBSITE: [suburbantemple.org/manyvoices](http://suburbantemple.org/manyvoices)

### SUBURBAN SPOTLIGHT

Temple members **Gordon Friedman**, **Michelle Paris**  
and **Carter Strang** have been inducted into the  
Cleveland-Marshall College of Law Hall of Fame.

The C|J|LAW Hall of Fame was established in 2017  
to honor the outstanding contributions to the success  
and prestige of our law school by  
distinguished alumni, faculty, staff, friends and  
community leaders.

Pandemic created imperative to  
rethink newsletter as part of larger  
content strategy and brand refresh.

Creating the  
Tile System  
empowers  
mobile  
scanning and  
helps staff  
produce daily  
publication.



The graphic is a vertical rectangle with a background of Hebrew text. At the top, the words "temple times." are written in a large, black, serif font. Below this, a teal horizontal bar contains the text "MONDAY: JANUARY 11, 2021" in white, sans-serif, all-caps font. Underneath the teal bar is a black horizontal bar with the text "THIS WEEK" in white, sans-serif, all-caps font. The main body of the graphic is divided into three horizontal sections, each with a different background color and content. The first section has a blue background and features a white icon of an open book with three stars above it. To the right of the icon, the text "STORIES WITH RABBI SHANA" is written in white, sans-serif, all-caps font, followed by "Fridays | 5 PM" in a smaller white font. The second section has a dark blue background and features a small image of a Shabbat table with a wine glass, a plate of food, and a lit candle. To the right of the image, the text "SHABBAT SERVICES... ONLINE!" is written in white, sans-serif, all-caps font, followed by "Fridays | 6 PM" in a smaller white font. The third section has an orange background and features a small image of an open book with a pair of glasses resting on it. To the right of the image, the text "TORAH STUDY... ONLINE!" is written in white, sans-serif, all-caps font, followed by "Please contact the Rabbi in advance to join the group." in a smaller white font, and "Saturdays | 9:15 AM" in a smaller white font.

temple times.

MONDAY: JANUARY 11, 2021

THIS WEEK

 **STORIES WITH RABBI SHANA**  
Fridays | 5 PM

 **SHABBAT SERVICES... ONLINE!**  
Fridays | 6 PM

 **TORAH STUDY... ONLINE!**  
Please contact the Rabbi in advance to join the group.  
Saturdays | 9:15 AM



Writing daily  
relevant content  
beyond “just”  
announcements  
promoting  
stickiness.

temple times.

WEDNESDAY: December 16, 2020



Why Eating Chinese Food on Christmas  
Is a Sacred Tradition for American Jews  
click through to read on **Tablet**

Who says traditions can't be updated? Join us on **Friday, December 25th** for **Shabbat & Chinese Food**. Enjoy your favorite dishes during or immediately after services.

Giving higher  
priority events  
higher priority  
cuts through  
noise while  
dedicated  
pages  
support UX.

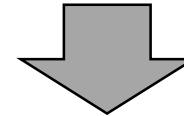
WEDNESDAY: January 6, 2021

Have you registered for **gatherings** or **CHAVERIM**?

There's still time to join in the fun!

Simply click the tiles below to redirect to their  
corresponding pages.

You can sign up for one or both!



Movement from  
weekly newsletter to  
every weekday publication  
drove clicks by 28%



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