**Shorashim Marketing Plan**

**Overall Goal**

**To validate the Jewish status of as many old Olim as possible.**

**Strategy**

In light of the situation as explained to us, we decided that it would be inappropriate to commit to just one message. The multitude of target audiences and their diverse mentalities do not allow us to address them all in the same way. In addition, part of the audience’s reluctance to participate in proving Jewish status makes it complicated to talk to them. Therefore, the project will mainly consist of fieldwork, supported by segmentation according to target audience. A “pincer movement” will be implemented according to the mentality of each target audience.

1. **Overall Message -** Without an appropriate overall message that will serve the people on the ground and other agents, we are bound to miss our goal and even cause harm, especially due to the sensitivity of the issue.
2. **Digital/Web/Collaborative Activity** - Since we are speaking to a very wide audience of young individuals under the age of 50, the “enveloping” effect of the web, which will motivate people to validate their Jewish status, is critical.
3. **Viral Film**
4. **Sectoral Communications** - Naturally, we must address part of the audience through Russian language and culture.
5. **Public Relations** - We will focus exclusively on the Israeli media, not for the purposes of a marketing image or credit, but as a tool meant to broaden awareness.
6. Focused **Explanatory Materials** in Hebrew and Russian.

**Target Audiences**

* Teens (near army age)
* Young adults/students/marriage age
* Veterans
* USSR immigrant organizations
* Their communities and representatives across the country
* Public organizations who deal with this population
* Sports organizations
* Social organizations
* Grandmothers (olot from the former Russian Commonwealth, usually living in the families’ households)

**Main Message**

* **We propose conducting three focus groups concerning the more complex target groups - teens and students - in order to improve our ability to create a message that will resonate them,** seeing as these groups are currently “uncooperative” on the issue.
* Teenagers (near army age) - we will address teenagers interested in enlisting and/or who made aliyah through organized programs, broaden awareness of Tzohar’s solution - an “easier” solution that allows them to put the issue “behind them” (improving the message via the focus groups is recommended).
* Young adults/students/marriage age - facilitating marriage procedures.
* Veterans - This will mainly consist of fieldwork in order to specifically reach the relevant groups.
* Grandmothers - “We have a gift you can give your children and grandchildren”.
* USSR immigrant organizations (focused message according to age)
* Their communities and representatives across the country (fieldwork)
* Public organizations dealing with this population (according to age group - the appropriate target audience)
* Sports organizations (divided by age/target audience)
* Social organizations (as above)

**Fieldwork**

**The project’s main activity will be fieldwork. In parallel to and in combination with the fieldwork, PR/campaigning/branding the activity and reaching the target audiences, will provide additional support towards the success of the project.**

1. **Databases** - the use of several existing databases for the target audience.

After conducting an analysis and filtering according to the priorities of each target audience, potential clients will be contacted by phone.

Members of the target audience will be contacted by phone in order to connect and to arrange meetings with them.

1. **Organizations**

**Organizations** – We will work directly with a number of organizations in order to expose them to the project and inspire them to cooperate with us.

The Process

* 1. Analysis of the target audience in each organization
  2. Creating organized lists of the most significant ones
  3. Scheduling meetings with Shorashim representatives in the organization’s various branches (depending on the number of registrants) or Shorashim branches
  4. An organization of World War Two veterans who fought the Nazis (with over 12,000 Russian-speaking members and 52 branches across the country)
  5. The Israeli Federation for Russian Speakers (with over 12,000 Russian speaking members in 52 branches across the country)
  6. Organizations for immigrants of Russia, Ukraine, Belarus, Kavkaz, Bucharest and more (tens of thousands of immigrants from the former Soviet Union)
  7. Star of David - 3,000 children of former Soviet parents who are now *tzabarim* (Israelis), but most of who do not have a validated Jewish status, since the parents were already married when they came to Israel.
  8. Sports organizations
  9. Olim organizations

1. **Communities** - Working directly with representatives of the relevant communities and sectors in dozens of domains.
2. **Government Organizations** - Reaching and attempting to create partnerships between a number of governmental organizations and the Shorashim center, for the purpose of creating a direct link between Shorashim and the target audience.
3. Assistance and collaboration with movements which are active in the former Soviet Union, such as Limmud, Hillel, the Joint and others, for the purpose of locating roots and origins (these organizations and the people who operate them are well connected among hundreds of thousands of Jews across the former Soviet Union).

3. **Timetables** - dependent on the goals.

4. **Aids:**

4.1 Tzohar’s representatives, who will come to receive people and requests on-site

4.2 Transportation as needed

4.3 CRM

4.4 Access to registry data and statistical data

**Public Relations-Digital-Collaborations**

1. Work will be focused on raising awareness of the solution offered by the rabbis of Tzohar, while utilizing its strengths: an inclusive solution, high ability to access information.
2. Seeking out interesting success stories to be advanced in the media as a motivation for others to apply for assistance.
3. We will work with the Russian media in Israel and the former Soviet Union, including **marketing** activity based on our messages to the target audiences.
4. Network leaders (Semyon, Yevgeny Zorovinski, and Lea Lev) will help spread the message more efficiently, each one according to the appropriate target audience, with a special emphasis on the young population - the most difficult to crack.
5. A “Did your parents make aliyah in the 90s?! You might be eligible for a Jewish passport” campaign (a take on the trend of Israelis seeking after a European passport).
6. Writing a skit for social media/whatsapp “It sounds funnier in Russian”.
7. Collaboration with Channel 20, the Heritage Channel or a similar leading media agent, towards the shared goal of raising the number of validated Jews.
8. Developing a docuseries for Channel 8, Yes or another channel, or as a TV series in partnership with a media agent. The docuseries will follow combatant soldiers and business leaders who run into problems due to their unvalidated Jewish status and how the movement has accompanied and helped them.

**Costs**

1. 250,000₪ annual payment to the PR of Gal Communications.
2. 138,000₪ marketing expenditures for the different media, including digital marketing.