

MADRICHIM FELLOWSHIP

Promotional Toolkit



**MADRICHIM
FELLOWSHIP**

UNION FOR REFORM JUDAISM
ASSOCIATION OF REFORM JEWISH EDUCATORS

About the Madrachim Fellowship

WHAT IS THE MADRICHIM FELLOWSHIP?

The Madrichim Fellowship is our newest fellowship opportunity for rising 8th and 9th graders. Designed teacher assistants or teaching assistants to be more effective supporters and advocates in the classroom and create a more inclusive world outside of it. Fellows will become familiar with the tools needed to build inclusive environments, and the leadership skills to apply these tools. The fellowship will culminate in a teen designed project that reflects their individual interests and is valuable in your community setting. The Madrichim Fellowship is facilitated and planned in partnership with the Association of Reform Jewish Educators (ARJE).

WHO SHOULD BE IN THE MADRICHIM FELLOWSHIP?

We are looking for talented, enthusiastic early teens in 8-9 grade who are serving as madrichim in URJ congregations or ARJE member communities and interested in learning more about inclusion and belonging. These teens are interested in gaining the skills to be advocates and community builders. Teens who are ready to grow, learn, and take on a little bit of leadership make excellent fellows.

WHAT WILL TEENS DO IN THE MADRICHIM FELLOWSHIP?

Participants will explore issues around inclusion, advocacy, and community building in their monthly zoom sessions. They will engage with ARJE members and education champions around North America. Guided by a mentor, they will plan a project to make positive change in their community setting.

WHAT IS THE TIME COMMITMENT?

The Madrichim Fellowship will meet once monthly on Sunday late afternoons/evenings from October through March, for six 60-75 minute sessions. There may be small tasks that fellows will be expected to complete between sessions, as well as a final inclusion or advocacy project on a timeline picked by each fellow.

WHEN DO APPLICATIONS FOR THE MADRICHIM FELLOWSHIP CLOSE?

Applications for the fellowship open in August and will close on Sunday, September 30. We also encourage you to nominate any teens who you think would be a good fit. The nomination and interest form can be found on [NFTJ.org/Nominate](https://nftj.org/Nominate).

WHO CAN I CONTACT IF I HAVE MORE QUESTIONS?

Rachel Margolis, RJE, rmargolis@urj.org



WAYS TO PROMOTE

Help us spread the word using the graphics and promotional blurbs on the next page. Please adapt these resources for your audiences as you see appropriate.

- Nominate teens you think would be interested in this program.
- Share directly with a teen in your madrichim program via email or text. Be sure to message their guardians as well! Plan to include information about the Fellowship in your upcoming newsletters.
- Post on social media with our prepared graphics and copy.
- Spread the word to other youth-serving professionals in your network.

HELPFUL REMINDERS

- Reach out directly to teens and their guardians who you think would be interested in or a good fit for the Madrichim Fellowship.
- Promote the fellowship on a variety of platforms, including social media, email, text, and in person.
- Encourage peer-to-peer engagement among the teens you engage with to help spread the word so they can participate with their friends.
- When posting on social media, make sure there's a way to access the application link, i.e. using a linktree in the bio of your Instagram profile.
- Consider those in your network who are teen-adjacent and share fellowship information with them as well (i.e. front desk staff, parents of teens, clergy, camp staff, etc.).
- You know your teens/community best! Our toolkit is intended to make promotion as easy as possible, but we trust your discretion with the language that feels most authentic and appropriate for your community.

Please reach out to Rachel Margolis, RJE, rmargolis@urj.org, with any questions.



Promotion to Teens



EMAIL OUTREACH

Subject: Apply for the Madrichim Fellowship

Exciting news! The Association of Reform Jewish Educators and the URJ are launching the first cohort of the Madrichim Fellowship, and you'd be a perfect fit!

[JOIN THE MADRICHIM FELLOWSHIP](#)

What's in it for you:

- Explore your passions and learn to make a positive impact.
- Acquire valuable leadership skills to build inclusive communities.
- Complete a project in your community.
- Earn community service hours.
- Enhance your skills to be a camp counselor, babysitter, and tutor.
- Participate in six sessions online on Sundays, 7:30-8:45pm ET (4:30-5:45pm PT): October 19, November 16, December 7, January 25, February 22, April 26.

Application details:

- Due by September 30
- Takes just 20 minutes to fill out
- Apply at nfty.org/madrichim

Have questions? Let me know!

Thanks!

[Your name]

TEXT MESSAGING OUTREACH

Hey [name]! The ARJE and URJ are about to start the inaugural cohort of the Madrichim Fellowship and you would make a great fellow! As a fellow, you'll explore how to best support students in your classroom, and advocate for inclusive environments! You get to learn, decide how you want to make an impact, and be the leader that makes it happen. You can check it out and apply here: nfty.org/madrichim



SOCIAL MEDIA GRAPHICS



Suggested text:

Are you a madrich(a/chol) or teen assistant in your synagogue? Want to be more effective in supporting the needs of the students in your class? Want to learn how to better assist children who need extra learning support or accommodations? The Madrichim Fellowship will train a select group of 8-9th graders from across North America in order to become a leader in your community and make a real difference in the of learners who might not feel like they belong or have the tools to be successful.

Head to nfty.org/madrichim to learn more and apply by September 30!

[Download Graphics](#)

PRINT FLYERS



Download these flyers to print and post in your office, classroom, community center, or wherever teens gather at your organization. Place in a high-traffic area.

[Download Flyers](#)



Promotion to Adults



Subject: Nominate 8th & 9th grade madrichim for the Madrichim Fellowship

Dear Friends [or personalize with their names],

Applications are open for the Madrichim Fellowship, and we need your help finding the next group of incredible fellows! Designed to train teen teacher's assistants to be more effective supporters and advocates in the classroom and create a more inclusive world outside of it. Over six months, fellows will become familiar with the tools needed to build inclusive environments, and the leadership skills to apply these tools. The fellowship will culminate in a teen designed project that reflects their individual interests and is valuable in your community setting.

Please fill out the nomination form to recommend teens who care about Jewish social justice work, want to make a difference in their communities, and who you think would be a great fit for this program.

Fellows will:

- Build skills and learn tools for advocacy, inclusion, and leadership
- Design and implement an impactful project centered around inclusion in their communities.
- Gain valuable skills and experience for madrichim, 1:1 tutoring, and college applications.
- Connect with ARJE educators and a peer group from North America
- Participate in six online sessions on Sundays, 7:30-8:45pm ET (4:30-5:45pm PT):
October 19, November 16, December 7, January 25, February 22, April 26

Learn more: nfty.org/madrichim

Please spread the word to the teens in your life, colleagues who work directly with teens, parents of teens, and other leaders in the Jewish community.

Best,
[Your Name]



SOCIAL MEDIA GRAPHICS

Suggested text:

Do you know an 8th or 9th grader who serves as a madrich(ah/chol) and is passionate about inclusion? Nominate them for the Madrichim Fellowship! Over six months, fellows will delve into six one-hour online sessions, refining their leadership and advocacy skills, culminating in implementing impactful projects in their community.



[Download Graphics](#)

