



Marketing Toolkit

ROSH HASHANAH • YOM KIPPUR • SUKKOT

CELEBRATING THE JEWISH HIGH HOLIDAYS

A Guide to Improve Mental Health in the New Year



Jewish High Holiday Marketing Toolkit

About Us

The Blue Dove Foundation is transforming the way the Jewish Community responds to mental health and substance abuse. Our mission is to educate, equip and ignite the Jewish Community with tools to understand, support and overcome the challenges presented by mental health and substance abuse.

Our High Holiday Campaign

The Blue Dove Foundation has created resources to help bring mental health awareness to the Jewish High Holidays. While we can not all physically be together to celebrate this year, we hope that by sharing these resources and helping to #QuietTheSilence, our community will come back together stronger than ever. Use these resources as a guide to help spread awareness and improve the mental wellness of the Jewish Community as we look forward to a sweet new year.

Questions: For any questions reach out to Gabby Spatt at gabby@thebluedovefoundation.org.



Share Our Resources

View & Download our Resources

All of our resources can also be viewed on our website's High Holiday page:
thebluedovefoundation.org/high-holy-days

- [Rosh Hashanah Self-Care Celebration](#)
- [Mental Health Tashlich](#)
- [Sukkot Schleimut with Wholeness and Peacefulness](#)
- [High Holiday Guide for Jewish Professionals](#)
- [Mi Sheberach Prayers](#)
- [Mental health Shofar Blasts](#)

Where to Share?

- High Holiday Resources (website, High Holiday guide)
- Social Media Platforms (organization and personal)
- Newsletter/ Bulletins
- Flyers at Events
- List of Upcoming Events
- Board and Committee Meetings
- Organization Website



High Holiday Images

Images

Feel free to use the following image on all of your social media platforms, website, and newsletters to promote and share our high holiday mental health resources. Click to [Click to Download Image.](#)



We have also resized the image as an alternative option to use on your website and newsletters. [Click to Download Image.](#)

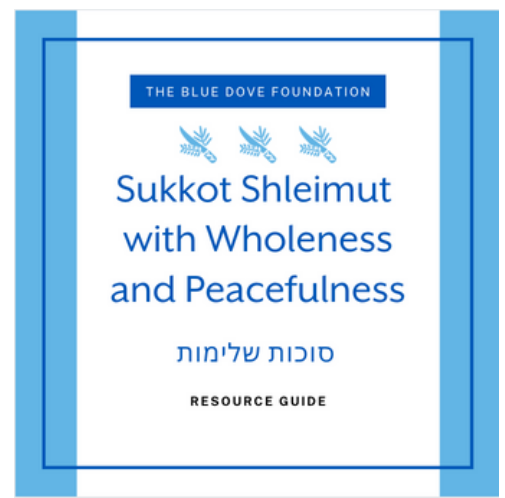


Resource Images

Resource Cover Images

You may also share our resource cover images.

[Click to Download Images.](#)



Suggested Post Ideas

Suggested Post Ideas

- We are proud to share resources created by @thebluedovefoundation to help spread awareness and improve the mental health of the Jewish community in the upcoming year. View resources at thebluedovefoundation.org/high-holy-days #QuietingTheSilence #JewishHighHolidays #MentalHealthAwareness
- The Jewish High Holidays are often spent reflecting upon the past year and thinking of ways one can improve in the New Year. We are happy to share resources created by @thebluedovefoundation that provide insight on how to improve mental health in the New Year. View resources at thebluedovefoundation.org/high-holy-days #QuietingTheSilence #JewishHighHolidays #MentalHealthAwareness
- In the United States, almost half of adults (46.4%) will experience a mental illness during their lifetime. Use the Jewish High Holidays as a time to reflect upon and improve your own mental health, and the mental wellness of the Jewish community as we look forward to a sweet New Year. View resources created by @thebluedovefoundation at thebluedovefoundation.org/high-holy-days #QuietingTheSilence #JewishHighHolidays #MentalHealth #Community



Suggested Post Ideas Cont.

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- (name of organization) is happy to share the Guide to Improve Mental Health in the New Year created by @thebluedovefoundation. We hope you can use the Jewish High Holidays to start a conversation on mental health. View resources at thebluedovefoundation.org/high-holy-days
#QuietingTheSilence #JewishHighHolidays #MentalHealth #Community

Hashtag Suggestions

#QuietingTheSilence #MentalHealth #Community #Faith #Religion
#MentalHealthAwareness #Wellness #JewishHighHolidays #RoshHashanah
#Sukkot #YomKippur



Specific Resource Post Ideas

Specific Resource Post Ideas

- Mental Health Tashlich guides individuals through building mental health resilience and develop skills that strengthen our well-being in tandem with Jewish Traditions. View resources at thebluedovefoundation.org/high-holy-days.
#MentalHealthAwareness #JewishHighHolidays #QuietingTheSilence
- Sukkot Shleimut guides individuals through a grounding Sukkot mindfulness activity geared towards wholeness and peace ending with shaking their personal lulav and etrog they create. View resources at thebluedovefoundation.org/high-holy-days
#MentalHealthAwareness #JewishHighHolidays
#QuietingTheSilence #Sukkot
- Mi sheberach prayers are traditionally recited for someone recovering from an illness or accident to wish them a full recovery. We have created our own version of the traditional Jewish prayers for healing for those in recovery and those struggling with mental health. View resources at thebluedovefoundation.org/high-holy-days
#MentalHealthAwareness #JewishHighHolidays #QuietingTheSilence
#JewishPrayersForHealing



Specific Resource Post Ideas Cont.

Specific Resource Post Ideas

Mental Health High Holiday Shofar Blasts explains how the ritual of shofar blasts can be used to break the silence in talking about mental health and addiction. The ritual can be used to help strengthen individuals's mental well-being, recovery, and resilience. View resources at thebluedovefoundation.org/high-holy-days. #MentalHealthAwareness #JewishHighHolidays #QuietTheSilence #Shofar #JewishRituals

- A Rosh Hashanah Self-Care Celebration Guide focuses on the Jewish middah (value) of simcha, or joy, and the different ways we can increase our mental well-being by taking care of our bodies, minds, hearts and spirits. You can view this resource on the following link: thebluedovefoundation.org/high-holy-days #MentalHealthAwareness #JewishHighHolidays #QuietTheSilence #RoshHashanah #Simcha

Our High Holiday Guide for Jewish Professionals provides clergy and lay leaders tools to bring the mental health conversation onto the bima through suggested High Holiday texts, special mental health mi sheberachs, and mental health shofar blasts. View resources at thebluedovefoundation.org/high-holy-days. #MentalHealthAwareness #JewishHighHolidays #QuietTheSilence



Sample Newsletter

Sample Newsletter Text 1

There is no doubt the High Holidays 5781 will look drastically different this year. While we are not celebrating together physically, we hope by sharing these resources, we can help bring the global Jewish community together in spirit if not in person.

A conversation on mental health can bring forth powerful connections with the potential to save someone's life. To help start people talking, We are happy to share resources created by the Blue Dove Foundation for individuals to reflect upon and improve their own mental health as well as to contribute to the mental wellness of the Jewish Community as we look forward to a sweet new year. View resources at: thebluedovefoundation.org/high-holy-days

- A Rosh Hashanah Self-Care Celebration focuses on the Jewish middah (value) of Simcha, or joy, and the different ways we can increase our mental well-being by taking care of our bodies, minds, hearts and spirits.
- Mental Health Tashlich emphasizes building mental health resilience and developing skills that strengthen our well-being in tandem with Jewish traditions.
- Sukkot Shleimut with Wholeness and Peacefulness takes the reader through a grounding Sukkot mindfulness activity geared toward wholeness and peace, ending with shaking a personal lulav and etrog.
- High Holiday Guide for Jewish Professionals provides clergy and lay leaders tools to bring the mental health conversation onto the bima through suggested High Holiday texts, special mental health mi sheberachs and mental health shofar blasts.



Sample Newsletter

Sample Newsletter Text 2

The following resources created by the Blue Dove Foundation aim to incorporate important conversations on mental health during the Jewish High Holidays. The resources combine educational aspects of the holidays, special prayers, and activities. View resources at thebluedovefoundation.org/high-holy-days

- A Rosh Hashanah Self-Care Celebration focuses on the Jewish middah (value) of Simcha, or joy, and the different ways we can increase our mental well-being by taking care of our bodies, minds, hearts and spirits.
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