Jewish Federation of Greater Atlanta

Atlanta Jewish Marketing Network: Purpose, membership and FAQs

Mission

> The Atlanta Jewish Marketing Network (AJMN) exists to bring together people who do marketing and communications for a Jewish nonprofit organization serving the Atlanta Jewish community. The Network provides opportunities for collaboration, professional development, resource sharing, and relationship building, with the shared goal of strengthening those organizations through excellence in marketing and communications.

Membership

Who is eligible to become a member?

Membership is open to anyone who works on marketing or communications for a Jewish nonprofit organization serving the Atlanta Jewish community. You do not need marketing in your title, and volunteers are welcome.

This includes:

- Full-time and part-time employees
- Volunteers
- Executive directors and others who handle marketing as part of a broader role
- Atlanta staff of national organizations
- Contractors or consultants who function as the organization's marketing staff

There is no cap on the number of members from one organization. Staff of Jewish media outlets, including the Atlanta Jewish Times, are also welcome.

Who is not eligible?

Freelancers, consultants, and agencies who occasionally provide marketing services to a Jewish nonprofit organization serving the Atlanta Jewish community but do not function as its marketing staff are not eligible for membership.

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Leadership

The Network is led by active marketing and communications professionals. Leadership is limited to three people at a time. Leaders may serve as long as they work for a Jewish nonprofit organization serving the Atlanta Jewish community and are willing to serve.

The Network has one group manager, who is one of the leaders. Currently, Lydia McBratney is the only leader and the group manager. She chooses additional leaders together with Melissa Rosenbaum, Vice President of Marketing & Communications at Federation. Additional leaders must come from other member organizations.

Leadership responsibilities include:

- Planning meetings
- Setting agendas
- Coordinating speakers
- Communicating with members
- Guiding the Network's strategic direction

Founders and former leaders will always be recognized and appreciated for their contributions, even after transitioning out of leadership.

Who decides what

Network leadership decides membership questions and which guests may attend. The group manager adds members to the WhatsApp chat, gives permission to cover the Network in a story, and decides removals.

To reach the group manager, email Lydia McBratney at lmcbratney@jewishatlanta.org.

Federation's role

The Network is owned by Jewish Federation of Greater Atlanta. Federation does not always host, anyone is welcome to do so.

Meetings and communication

The Network meets about four times a year, in person. There are no virtual meetings, so that members get the full benefit of meeting in person. Between meetings, members stay in touch through a WhatsApp chat. To join, ask the group manager.

All meetings and the WhatsApp chat are off the record for everyone, including members from the Atlanta Jewish Times and other media outlets. Nothing said in either may be quoted or reported. Meetings are not recorded.

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To request an accommodation for a meeting, email the group manager at lmcbratney@jewishatlanta.org.

Attendance

Meetings are intended for current members.

Guests may occasionally be invited when:

- They are prospective members.
- They are presenting or facilitating a training.
- They have expertise relevant to a meeting topic.

Guest attendance is at the discretion of the Network leadership.

To cover the Network itself in a story, you must first get permission from the group manager.

Sharing materials and job postings

Ask permission before sharing another organization's materials or using them at your own organization. Permission is not needed to use ideas. Whether credit is needed is up to the two people involved. Donor lists, donor details, and member organizations' data are never shared.

Job postings are welcome. They should be professional and neutral.

Frequently asked questions

How do I become a member?
If you meet the membership criteria, email the group manager, Lydia McBratney, at lmcbratney@jewishatlanta.org. New members may join at any time.

My organization hired someone new. Can they join?
Yes. Anyone who meets the membership criteria is welcome to join.

I recently changed jobs. Can I remain a member?
If your new role is with a Jewish nonprofit organization serving the Atlanta Jewish community, yes.

If you move to a role outside of one, your membership ends when you leave your eligible role. We always welcome former members to stay connected informally and appreciate their contributions to the Network.

I do contract work for a Jewish organization. Can I join?
If you function as that organization's marketing staff, yes.

If you occasionally consult or freelance for a Jewish nonprofit organization serving the Atlanta Jewish community but do not function as its marketing staff, membership is not available.

Can someone attend just one meeting?
Prospective members may attend with approval from the Network leadership.

Outside speakers and presenters may also attend when invited.

Can vendors attend?
Only when invited to present.

This applies to marketing vendors, agencies, photographers, videographers, printers, consultants, and software providers.

Can retired professionals participate?
Retirement alone does not end membership. If you still volunteer on marketing or communications for a Jewish nonprofit organization serving the Atlanta Jewish community, you are welcome to stay.

If you no longer do any marketing work for one, your membership ends. We appreciate your service and welcome you to stay connected informally.

Who decides membership questions?
Network leadership will review questions on a case-by-case basis using these guidelines, with the goal of applying membership standards consistently and fairly.

Can these guidelines change?
Yes. The Network leadership may update these guidelines as the needs of the Atlanta Jewish community evolve.

Values

The Atlanta Jewish Marketing Network is built on a shared commitment to strengthening Jewish nonprofit organizations serving the Atlanta Jewish community through collaboration and professional excellence. Members are expected to uphold the following values:

Collaboration over competition

We believe our organizations are strongest when we learn from one another. Members are encouraged to share ideas, resources, and best practices that benefit the broader Jewish community.

Professional excellence

We strive to elevate the quality of marketing and communications across Jewish nonprofit organizations serving the Atlanta Jewish community by fostering continuous learning, innovation, and creativity.

Respect and inclusivity

We cultivate a welcoming environment where all members are treated with professionalism and respect. Diverse perspectives and experiences strengthen our work and our community.

Confidentiality and trust

Members may occasionally discuss internal challenges, strategies, or works in progress. These conversations should remain confidential unless the speaker says they can be shared. Trust is essential to the Network's success.

Community first

While each member represents their own organization, we recognize that we are collectively working to strengthen Jewish life in Atlanta. We seek opportunities to support one another and advance the shared interests of the Jewish community.

Active participation

The Network thrives through engagement. Members are encouraged to attend meetings regularly, contribute ideas, share expertise, and support the success of fellow professionals.

Service-oriented leadership

Network leaders are responsible for fostering collaboration, ensuring meetings are valuable and inclusive, and stewarding the Network in a way that reflects its mission and values.

Removal from the Network

A member who blatantly breaks one of the following will be removed from the WhatsApp chat and from future meeting invitations:

- Respect: being respectful of others
- Confidentiality: keeping meetings and the chat off the record
- Data sharing: never sharing donor lists, donor details, or member organizations' data

The group manager makes this decision. Missing meetings is not a reason for removal as they are optional but encouraged.