

## **Timeline**

Setting up Open Jewish Homes requires good preparation. We recommend taking six months for this. The timeline below gives an overview of the steps to be taken and when they have to be taken.

### **November-December-January-February**

#### **Set-up of work group & network**

Someone takes the initiative to organise Open Jewish Homes in his or her domicile. Since there is a lot involved in that organisation, it is essential to get more people actively engaged at an early stage (November-December), and to form a work group. Every initiator is free of course to decide who are eligible for this, but when you select the members of the work group we recommend that you consider a good match between their qualities and the work to be performed. It helps to have someone in the work group with organisational skills, as well as someone who writes well and easily, someone who knows his or her way around (digital) archives and on websites that are relevant to finding the addresses of Jewish houses and stories, someone with a large network, etc.

The work group will be looking for stories and addresses that are often found by speaking with as many people as possible. Some location holders will themselves seek contact with the work group as soon as they know that there is a work group for Open Jewish Homes active in their place of residence.

#### **Fundraising**

The financing of this should also be considered as early as possible. Make a list of potential subsidising bodies, sponsors and contributors. Preferably at local level (also see the document Fundraising tips). Divide the tasks within the work group: who takes care of public relations, fundraising, research, etc. and who takes control of which house(s). Please remember to inform the Jewish Cultural Quarter that Open Jewish Homes is being organised in your place of residence!

#### **Programme**

The programme shall be developed over the months. This is a dynamic process in which last-minute additions are possible, but keep in mind the deadline as regards the printing of flyers for the programme (please see below under Communication materials)! Every commemoration requires at least one location holder, one speaker and, as a minimum, one volunteer. The work group shall assist the location holder, if necessary, in finding a volunteer. During the last week before the deadline for printing the programmes, the work group will establish the times of the gatherings per location in consultation with the location holders and the speakers. Be aware of a good division of locations and times, so that visitors are able to attend various gatherings.

### **March**

#### **Communication materials**

The Jewish Cultural Quarter is charged with the design of the flyers, guest cards and broker boards, so that these shall be similar (and recognisable) in all participating places of residence. These 'dummy' communication materials can be downloaded from the website, after which they may be adjusted by means of photo design or in-design (for instance the insertion of the programme in the flyer). In the event that this adjustment causes problems, please contact the Jewish Historical Museum through [openjoodsehuizen@jck.nl](mailto:openjoodsehuizen@jck.nl). The work groups shall take care of printing or printouts of the communication materials on their own account. Be aware in planning the adjustment and printing the flyers that the flyers have to be distributed in April!

### Fact sheets

It is recommended to maintain fact sheets about the houses, stories, storytellers and location holders. Record on these sheets the names and addresses of all persons involved as well. A fact sheet is not only useful to maintain an overview, but may also come in handy in the event the media are asking for stories.

### Jewish Historical Museum - collection

For some commemorations it might be desirable to request materials from the collection of the Jewish Historical Museum, such as photographs, documents or video fragments. Make an inventory of the needs for this and submit any request in time.

### Press

At the end of March, the work group shall start approaching the local press with a press release. It is best to send this in a targeted manner. In the event that you don't know the name of the most appropriate reporter for this purpose, first contact the newspaper, magazine, radio station or programme, etc. to find out to whom the press release should be sent. Remember to make a follow-up call (mid-April) to ask whether the message has been received and if more information is required. The Jewish Historical Museum maintains contact with the national press. This museum also manages a Twitter account: participants may tweet in their personal capacity with #openjoodsehuizen.

### April-May

#### Participants meeting

Every work group will organise in April a participants meeting so that all location holders, volunteers and storytellers participating in the place of residence concerned can meet each other and can share information.

#### Communication materials

April: the flyers are being distributed.

Beginning of May: the broker boards are being attached to the façades of the participating locations.

### Press

The work group maintains contact with local press. The work group receives from the Jewish Cultural Quarter the national press release that may be used as they see fit in their contacts with the local press.

### Security

During the commemorations in your house/building, the location holders shall be responsible for security and safety. Prior to the event, the work group will inform the local police authorities and the neighbourhood directors. Strongly urge every participant to call 112 in case of emergency!