TASK A · COMMUNICATIONS

Campus Ready: partner reply and communications plan

Yaaqov Lamb

Written as a scenario brief with two tasks: Task A, communications, and Task B, logistics. This is Task A: a reply to a prospective partner who emailed while Amy was away, and a communications plan for the Shabbaton.

Makom, an initiative of the Jewish Agency, runs Campus Ready, a curriculum that prepares Jewish high-school students to grapple with antizionism on campus. The pieces below use the program's own terms: sessions, role-play simulations, action plans and "no elephants in the room."

1. Three emails around one partner inquiry

A prospective partner, Sarah, has asked about bringing the Campus Ready workshop to her organization. The program director, Amy, is away until Wednesday. The inquiry takes three messages: an immediate reply to Sarah, a handoff so Amy can pick up without asking anything twice, and a short nudge if Sarah goes quiet.

Email 1. Reply to Sarah, sent the same day

To	Sarah
Subject	**Campus Ready for your organization: a few questions and next steps**

Dear Sarah,

Thank you for reaching out, and for your interest in bringing Campus Ready to your organization.

Our program director, Amy, is away until Wednesday, but I wanted to get back to you right away. If you can answer the four questions below, I will send a sample itinerary and program overview today, and Amy will follow up with you on Wednesday.

1. Roughly how many participants do you expect, and what ages or experience?
2. Do you have specific dates or time constraints?
3. Which challenges do you hope the workshop will address?
4. Are you considering an in-person or a virtual workshop?

In brief:
• Campus Ready is a Makom curriculum that prepares Jewish students to grapple with antizionism on campus, through interactive sessions and role-play simulations built on real campus scenarios.
• A half-day workshop typically runs 4–5 hours. We choose from the curriculum's 14 modular sessions to fit your group's age, experience and goals.
• It is not an Israel-advocacy training. There are no scripted talking points, and we aim for candid conversation with no elephants in the room. Students leave with action plans of their own.
• Parents can join a parallel workshop, so families share the same vocabulary.

Wishing you all the best and a Chanukah Sameach,
Yaaqov

Why it is built this way. *The ask and the next step come before the description, so Sarah can answer in a few lines. "Not an advocacy training" is stated before any call, and the email says who will follow up and when.*

Email 2. Handoff to Amy, sent at the same time

To	Amy
Subject	**Sarah's Campus Ready inquiry: where it stands, and what she is waiting for**

Hi Amy,

Sarah wrote while you were away to ask about bringing Campus Ready to her organization. I replied the same day.

What I told her: the workshop is a tailored half-day (4–5 hours) drawn from the 14 sessions, it is not an advocacy training, parents can join a parallel workshop, and you will follow up on Wednesday.
What I asked her: group size, dates or time limits, the challenges she wants to address, and in-person or virtual. I offered to send the sample itinerary and overview once she answers.
What I have not promised: a price, a date or a facilitator.

Open: she has not answered the questions yet. If she has not by Wednesday morning, I will send a short nudge and copy you.

Thank you,
Yaaqov

Why it is built this way. *It separates what was said from what is still open, and it names what was not promised, so Amy can start the call without rereading the thread.*

Email 3. Nudge to Sarah, if she has not replied by Wednesday morning

To	Sarah (Amy in copy)
Subject	**Campus Ready: Amy is back and happy to talk**

Hi Sarah,

Amy is back today and would be glad to speak with you about Campus Ready.

If answering all four questions feels like a lot, just reply with a rough group size and the month you have in mind. That is enough for us to send a sample itinerary and suggest a format. Or tell us a good time this week and Amy will call you.

Warm regards,
Yaaqov

Why it is built this way. *It is short, makes no one feel chased, lowers the cost of answering to two details, and offers a call as the easy alternative.*

2. Setting the tone on a sensitive topic

Campus Ready asks participants to talk candidly about antizionism, which is uncomfortable for many people. The same program is described differently to each audience, according to what that audience is worried about. The lines below use the program's own terms.

Audience	Likely worry	What we say
Partner organization	"Is this advocacy or a political program?"	Campus Ready is not an Israel-advocacy training. It uses no scripted talking points and aligns with no political ideology. Students build action plans of their own.
Participants	"Will I be put on the spot?"	We set group norms first. Candid talk is welcome, with no elephants in the room, and you choose how much to share.
Parents and the wider community	"Why raise this with my teenager now?"	Because students will meet these arguments on campus, and we would rather they meet them prepared, with the words and confidence to respond. Parents have a parallel workshop, so everyone shares the same vocabulary.

3. Messages to participants and staff

Communications for a Campus Ready Shabbaton for 40 participants, from Friday to Saturday.

When	Who hears what, and how
12 weeks before	Participants: the registration form opens by email. Staff and facilitators: confirmation of roles and dates.
8 weeks before	Participants: Save the Date and registration confirmation by email, with a request for dietary, accessibility, allergy and emergency details (message A below).
4 weeks before	Participants: the full packet (schedule, packing list, arrival information, contacts) and a WhatsApp group (message B). Staff: emergency protocols.
1 week before	Participants: a final reminder with arrival time and what to bring. Staff: a briefing call, with allergy and medical details shared only with those who need them.
Day before and day of	Participants: check-in, name tags and materials. Group chat: one update at each transition point.
1 week after	Participants and facilitators: a thank-you with a short feedback form (message C). Partner: a summary and an invitation to the next event.

Message A. Save the Date, 8 weeks before

To	Registered participants
Subject	**Save the date: the Campus Ready Shabbaton**

Hi everyone,

We're very excited to invite you to the Campus Ready Shabbaton!

Please save the date: Friday to Saturday, [date]. Mark your calendar and hold the whole weekend for us.

It's a weekend of interactive sessions and role-play simulations based on real campus scenarios, with honest conversation, good food, and no elephants in the room.

Please confirm your spot using the registration form in this email, and let us know about any dietary, accessibility or allergy needs so we can take good care of you. We'll send the full schedule and packing list in four weeks.

Can't wait to see you,
The Campus Ready team

Message B. Welcome to the group chat, 4 weeks before

To	WhatsApp group
Subject	**Welcome to the Campus Ready group**

Welcome to the Campus Ready group! This is where we'll share logistics and quick updates before and during the weekend: schedule changes, arrival details and any questions.

A few ground rules: be kind and respectful, keep this chat for logistics, and save the deeper conversations for the sessions, where we'll set group norms together. If there's something you'd rather raise privately, just message Yaaqov directly. 🙂

Message C. Thank-you and feedback, 1 week after

To	Participants and facilitators
Subject	**Thank you for Campus Ready**

Hi everyone,

Thank you for such a thoughtful weekend! We really appreciate the effort you put into hard conversations.

Could you take three minutes to fill in our short feedback form? Tell us what was most useful, what we should change, and whether you'd recommend the weekend to a friend. We read every answer.

With thanks,
The Campus Ready team

4. If something goes wrong

The plan includes emergency protocols for staff, but a protocol also needs messages. Three situations, who is told first, and a holding line to use until the facts are clear.

Situation	Told first	Holding line
A medical or safety incident	The on-site medical contact and the emergency contact on file, then the director	We are aware of the situation and are giving it our full attention. The person's family has been contacted. We will share more when we have confirmed facts.
A participant objects to something said in a session	The facilitator and the director, privately with the participant	Thank you for telling us. We want every participant to feel respected in the room, and we are looking into your concern.
A vendor or transport failure	The staff lead, then participants through the group chat	There is a change to the schedule. Here is what is happening, and here is the new plan.

5. How I would report on it

After the weekend, a short summary goes to the partner and to Amy. The brief gave no results, so these are the measures I would use, not figures.

- **Participation:** how many registered, how many came, and how many stayed for the whole weekend.
- **Confidence:** how confident participants say they feel in a difficult conversation, asked at registration and again on the feedback form. Confidence is one of the program's stated goals.
- **Experience:** the other answers on the feedback form, including how many would recommend the weekend.
- **Follow-up:** how many participants or partners asked for another workshop or a conversation about one.
- **What we would change:** the two or three things participants most often asked us to change, and whether we did.