

Steven D. Reece

From: Steven D. Reece <sdreece@matzevah.org>
Sent: Thursday, January 29, 2015 06:50
To: Rachel McRae
Cc: Slawek Laskowski; KevinLittle; Cynthia Jones; John Mark Folker; Bruce and Jane Mussey; Emily Plunk; Przemek Panasuik; Robin Park; Wes Plunk; Jacek Jerschina; Lindsay Cade; Daniel Compton; Monika Radkiewicz (Yahoo); JoAnn Siegienski; Elaine Brown; matt dickstein
Subject: Re: New TMF Website Has Launched

Thank you, Rachel for leading us through this process. When I shared our new website with Rabbi Berg yesterday, he asked if we hired someone to do it. I told, "No. We did it with skilled volunteers."

Rachel, you have led us to create an inspiring and compelling statement of who we are and what we do. Thank you for giving us your editing and marketing skills; they greatly appreciated and valuable.

Thank you John Mark for using your technical expertise to plan and develop the infrastructure for our site. You kept us on track and from "blowing up" the website as we worked on it.

Thank you Robin and Lindsay for developing and producing the volunteer application and reference forms. This addition to the site (and our work) bring a level of seriousness and sincerity to our work.

I would like to also thank my daughter, Rebekah, who used her emerging film/video skills to edit and produce the videos for the site.

The few comments that I have received from the Jewish community for the beta version were that it is visually inspiring and clearly describes our work.

We now have a means to share who we are more clearly and passionately. Please make use of the site as you share the story of what G-d is doing through us as we act justly, love compassionately and walk humbly.

Steven

On Jan 28, 2015 7:40 PM, "Rachel McRae" <rachelmcrae@yahoo.com> wrote:

Today is a significant day in the life of TMF... our new website is live! Check it out..

<http://www.matzevah.org/>

We're grateful to all who have helped with this process from doing the technical stuff all the way to catching spelling errors. And a big shout out to Wes for staying up past his bed time to get it launched! It was truly a team effort!

Now, we need your help! We are going to be announcing our new site through a few channels in the coming days (TMF Facebook, with FODZ, etc.) but we need you to help spread the word, too. Here are some ideas:

1. Email the link to your family and close friends. They will know of your involvement with TMF and will be interested in seeing the new information. Plus, many of you are in the pictures and videos so you know they'll want to see those!
2. Post it on your Facebook page. Include a personal word about your involvement with TMF and include a link to the website. You can also tag the TMF Facebook page in your post as well. I did this twice earlier in the week and we gained 9 new followers just from my group of friends.
3. Be prepared to share the website as you have conversations with acquaintances and even strangers. Many of us have stories of how we find ourselves talking about Poland with random people we come in contact with. Those are divine appointments! We have a website that goes in depth into what we do now... share it with them so they can learn more.
4. Any other fun way you think of to get the word out!

We'll work to keep the website current as new work begins and new partnerships are formed.

Let's pray that God will use this information to expand our reach all around the world!

Thank you!
Rachel McRae