



# Yom HaShoah Remembrance Service Communications Toolkit

Save the Date, Call for Artifacts and Memorial Names



# Howard County 2026 Yom HaShoah Communications Toolkit Overview



## Purpose:

- This Toolkit provides marketing materials and guidance to promote this year’s Yom HaShoah Service and drive awareness with your members and communities
  - Enclosed materials support “Save the Date + Call for Holocaust Artifacts and Memorial Names”
  - NOTE: Additional materials will be provided closer to the event date, with details including registration, featured speakers, and other program components
- Timing: **NOW!** Please use immediately, to help spread the word

## Howard County 2026 Yom HaShoah (Holocaust Remembrance) Service – key details:

- When: Monday, April 13, 2026, at 7pm
  - Pre-Program Artifact Gallery begins at 6pm
- Where: Oakland Mills Interfaith Center, Columbia
- Theme: Teach the Shoah: Tell the Stories of the Holocaust to Keep the Memories Alive
- How: Registration required (no cost to attend)
  - Visit <https://jewishhoco.org/yomhashoah> for details

# Howard County 2026 Yom HaShoah Communications Toolkit Instructions



## Marketing Materials:

- Yom HaShoah Save the Date Graphic (PDF and JPG formats)
- Language to promote “Call for Artifacts and Memorial Names”
  - Use in email blasts, newsletters, online calendar placements, and social media to raise awareness and engagement
- Chart below provides “how-to” actions and guidance

Marketing Tactic	Actions Requested	Timing
<b>Email blasts and Newsletters</b>	<ul style="list-style-type: none"> <li>• Feature Yom HaShoah “Save the Date, Call for Artifacts and Memorial Names” in your email blasts and newsletters to members</li> <li>• See sample language on following page</li> <li>• Include “Save the Date” Graphic</li> </ul>	Immediately
<b>Online Calendar Placement</b>	<ul style="list-style-type: none"> <li>• Add the Yom HaShoah Service to your online calendars and on your website</li> <li>• Use “Save the Date” graphic and include the event date, time, and link for more details:  <a href="https://jewishhoco.org/yomhashoah">https://jewishhoco.org/yomhashoah</a> </li> </ul>	Immediately
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Promote Yom HaShoah on your social media channels</li> <li>• Use “Save the Date” graphic</li> </ul>	Immediately

# Howard County 2026 Yom HaShoah Email Blast/Newsletter Sample Language and Graphic

## Recommendation for Email Blasts – Save the Date, Call for Artifacts & Memorial Names

### **Yom HaShoah 2026: Save the Date, Call for Artifacts & Memorial Names!**

Howard County's annual Yom HaShoah Remembrance Service will take place Monday, April 13, 2026, at 7 p.m., at Oakland Mills Interfaith Center. This year's theme, "Teach the Shoah," will feature trained local storytellers of all ages presenting personal testimonies from the Holocaust. Registration details will be provided soon. Additionally, the Howard County Holocaust Remembrance committee is seeking the following from area residents:

- Holocaust artifacts and memorabilia such as photographs, documents, clothing, and other mementos, to be displayed at the in-person service and on the Yom HaShoah website virtual gallery
- Names of family members or loved ones murdered during the Holocaust or who survived, but who have since passed away, to include in the Book of Remembrance displayed at the Yom HaShoah service
- To submit Holocaust artifacts or memorial names, please email [remembrance@jewishhoco.org](mailto:remembrance@jewishhoco.org)



**Save the Date Graphic**  
**(Provided as attachment, PDF and JPG formats)**



**THANK YOU FOR SUPPORTING  
HOWARD COUNTY'S 2026  
YOM HASHOAH REMEMBRANCE SERVICE**

## **QUESTIONS?**

Please contact Kirk Wisemayer, CEO  
Jewish Federation of Howard County

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