

MADI Ally

Communications Toolkit

Thank you for becoming a Matan Ally through MADI (Matan Alliance for Disability Inclusion). By joining MADI, your organization is part of a growing movement working to create Jewish communities where people with disabilities and their families can fully participate, contribute, and belong.



This toolkit is designed to help your organization communicate your commitment to disability inclusion in a thoughtful, authentic, and practical way - internally and externally.

Inside this toolkit you will find:

- ✓ Key messaging and talking points
- ✓ Social media templates
- ✓ Communication guidance
- ✓ Newsletter and donor language
- ✓ Visual asset recommendations
- ✓ Ongoing communication ideas

1 About MADI

MADI (Matan Alliance for Disability Inclusion) is a national framework to help Jewish organizations strengthen disability inclusion through practical tools, learning opportunities, resources, and community engagement.

As a Matan Ally, your organization is taking meaningful steps toward building a more accessible and inclusive Jewish community.



Matan

2 Key Messaging

-  **Inclusion is ongoing work.**
-  **Accessibility and belonging benefit the entire community.**
-  **Disability inclusion is a shared responsibility.**
-  **MADI provides practical tools and resources to support meaningful progress.**
-  **Your organization is committed to learning, growing, and taking action.**

“As a Matan Ally, our organization is committed to strengthening disability inclusion and creating Jewish spaces where people with disabilities and their families can fully participate and belong.”

3 Language & Tone Guidance

We Encourage

- Authenticity
- Humility
- Growth-oriented language
- Specific examples when possible
- “We are continuing to learn...”
- “We are committed to...”

We Recommend Avoiding

- Language that suggests the work is “finished”
- Inspiration or pity-based messaging
- Generic statements like “Everyone is welcome” without actionable commitments

Instead of...

“We serve everyone equally”

“Special Needs”

“We welcome all”

Consider....

“We are working to create a more accessible and inclusive community”

“Disabilities” or “people with disabilities”

“We are committed to meaningful accessibility and belonging”



Instagram Caption

We are proud to join MADI (Matan Alliance for Disability Inclusion) as a Matan Ally.

Through MADI, we are strengthening our commitment to disability inclusion and helping create Jewish spaces where people with disabilities and their families can fully belong.

**#DisabilityInclusion #JewishCommunity #Belonging #Accessibility
#MADI #AllInAllTogether**



Facebook Caption

We are excited to share that we have joined MADI (Matan Alliance for Disability Inclusion) as a Matan Ally.

This partnership reflects our ongoing commitment to creating a Jewish community where people with disabilities and their families can participate meaningfully and feel a true sense of belonging.

Through MADI, we have access to tools, learning opportunities, and resources that will help us continue this important work. We are proud to be part of a growing movement helping Jewish organizations move inclusion from intention to action.

**#DisabilityInclusion #JewishCommunity #Belonging #Accessibility
#MADI #AllInAllTogether**



LinkedIn Caption

We are proud to become a Matan Ally through MADI (Matan Alliance for Disability Inclusion). MADI is a national framework helping Jewish organizations strengthen disability inclusion through practical tools, learning opportunities, and organizational commitment.

[Share a bit about how your organization already demonstrates inclusion as a core value.]

We look forward to continuing to build a more accessible and inclusive community where people with disabilities and their families can fully participate and belong.

Suggested Staff Email Language

We are excited to share that our organization has joined MADI (the Matan Alliance for Disability Inclusion) at the Ally level.

Matan helps Jewish organizations build more accessible and inclusive communities through practical tools, training, consultation, and educational resources focused on disability inclusion and belonging.

As part of our participation in MADI, we now have access to a members-only portal filled with practical resources, including:

- An online learning course that all staff members are encouraged to complete
- Templates and planning tools
- Inclusion guides and best practices
- Recorded webinars and videos
- Additional resources to help strengthen accessibility and belonging within our community

You can access the MADI Ally portal here:

<https://mataninc.org/welcome-to-madi/>

Password: **!Ally@1836**

We encourage all staff members to explore the portal and take advantage of the resources and learning opportunities.

This work reflects our commitment to creating Jewish spaces where people with disabilities and their families can participate meaningfully and feel a true sense of belonging.

Inclusion is ongoing work, and we look forward to continuing to learn and grow together through MADI.

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Board Communication

Suggested Board Update

We are pleased to share that our organization has officially joined MADl (Matan Alliance for Disability Inclusion) at the Ally level.

Matan helps Jewish organizations build more accessible and inclusive communities through practical tools, training, consultation, and educational resources focused on disability inclusion and belonging.

As part of our participation, we now have access to a members-only portal that includes:

- An online learning course for staff, clergy, educators, and board members
- Inclusion guides and planning templates
- Videos and recorded webinars
- Practical tools and resources to support accessibility and belonging

Joining MADl reflects our commitment to making disability inclusion a visible and meaningful part of our organization's future and aligns closely with our mission and values.

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Constituent & Community Messaging

Sample Newsletter Blurb

We are proud to announce that our organization has joined MADl (the Matan Alliance for Disability Inclusion) at the Ally level.

Matan helps Jewish organizations build more accessible and inclusive communities through practical tools, training, consultation, and educational resources focused on disability inclusion and belonging.

MADl helps Jewish organizations strengthen disability inclusion through practical tools, learning opportunities, and community support.

We look forward to continuing to build a more accessible and inclusive community where people with disabilities and their families can fully participate and belong.

7 Donor Communication

Suggested Donor Language

We are proud to share that our organization has joined MADI (Matan Alliance for Disability Inclusion) at the Ally level.

Matan helps Jewish organizations build more accessible and inclusive communities through practical tools, training, consultation, and educational resources focused on disability inclusion and belonging.

As part of this partnership, our organization now has access to a wide range of resources that will help strengthen accessibility and belonging within our community, including an online learning portal, practical guides and templates, recorded trainings, and additional educational tools.

This partnership reflects our ongoing commitment to building a Jewish community where people with disabilities and their families can fully participate and belong.

We are grateful for the support that makes this work possible and look forward to continuing to grow and learn through MADI.

8 Visual Asset Recommendations

- Use the MADI Ally Badge on your website, email signature, social media or printed materials.
- Share visuals on social media to highlight your participation in MADI. Tag Matan when posting.
- Include MADI branding in newsletters, presentations and event materials.



Download the MADI Ally Badge: <https://mataninc.org/madi/matan-ally/>

9 Ongoing Communication Ideas

-  **Highlighting accessibility practices at events**
-  **Participating in Jewish Disability Awareness & Inclusion Month (February)**
-  **Recognizing Disability Pride Month (July)**
-  **Sharing inclusive holiday or educational resources**
-  **Including accessibility information in event communications**
-  **Highlighting progress and continued learning**