

**The Role of the Membership/Publicity Vice President**  
*HOW TO EFFECTIVELY ACTIVATE AND INCREASE MEMBERSHIP*

**Where to find potential members:**

- Confirmation and 8<sup>th</sup> grade class lists
- Temple membership list
- Jewish friends of current members
- Put notices in temple bulletin and make announcements at Friday night dinners - the more places a parent can see youth group recruitment material, the more they can encourage their children to go. (once the kids get here, they're hooked!)

**NOTE - some people aren't interested so don't push them into joining**

**Communication with potential members**

Send out flyers which should

- be innovative and eye-pleasing and should stand out from the rest of the mail
- use brightly colored paper, drawings, clip-art
- include all necessary information such as
  - times
  - dates
  - location
  - cost
  - who to respond to and a deadline (usually 7-10 days before actual event)
- keep the overall flyer brief and to the point
- be mailed 2-3 weeks in advance of event
- sometimes go out in the mail or in religious school more than once (2<sup>nd</sup> notice can be a postcard)
- show final copy to Youth Advisor to proofread BEFORE copies are made and mailed!

**WHAT DOESN'T WORK when making flyers**

Don't just type out info, BE CREATIVE

Don't make the flyer more than one page

Don't go crazy with designs, it will be too confusing

Don't go over budget

Don't send it out 4 days before an event - people need advanced notice

**NOTE - people love to get fun mail so be sure to make fun flyers**

## Phone Calls

- Remember to call all potential members, they may feel more comfortable coming if they know someone ahead of time (try to assign calls to people who know the potential member so there is an automatic connection)
- those that seem the least likely to come tend to end up being the most dedicated members
- Personal phone calls show that you care if they come or not and almost always result in higher participation
- Establish a phone system from one of the following three options
  - PHONE TREES - one person calls two people who each call two people, etc...
  - PHONE CIRCLES - divide group into circles, one person starts the calls until it the call gets back to the originator
  - PHONE COMMITTEES - a chair organizes a committee and gives each person a list of people to call
- Have a master list of members and callers
- Delegate calls to board members
- Give callers advanced notice so that they can call both way in advance of the event as well as a few days before the event
- Be sure all callers have all the information they need
- Be enthusiastic but straightforward
- Remember - everyone doesn't necessarily know what a TYG or NFTY region is, so be sure to ask if you need explain it to them
- use freshman and non-board members later in the year to help make calls when they become active
- REMIND PEOPLE TO BE RESPONSIBLE! If one person doesn't make their calls, you lose potential members/event participants
- KEEP PHONE SYSTEM CONSISTANT!!!

**NOTE - talking on the phone is fun - don't treat it like a chore!**

## Membership Programming

- Plan an enticing non-threatening program to hook potential members
- Explain what a TYG and NFTY region are and how they relate.
- Explain what shul-in, conclaves, institutes, and kallot is
- Everyone, especially the board, should show their enthusiasm about the event and the new members. Remember that you're the role models and if you're psyched, they will be too!
  - Beware of cliques - they are a definite turn off
  - Be especially outgoing and get people into the swing of things
  - Make it fun so people will want to come back
  - Plan way ahead
  - Make sure everything is set and ready to go
  - Make sure everyone involved in the planning is well informed
- If the program isn't going well...

- Have a back-up plan (movie in the youth lounge, games, mixers, etc)
- End the program when enthusiasm is starting to die down
- Remember that not all programs go well so just make sure to follow a not-so-hot event with a really great one!
- Try cheap or free events to cut down on costs
- Tailor programs to fit your group - you know what people like, so give it to them, but don't sacrifice social action or ritual because people aren't so psyched about them
- Food is always fun

### **Activating Membership**

- Follow-up program with continued communication and programming throughout the year
- Motivate people to come back by acting like the TYG is best thing to be involved in
- The board should always be enthusiastic despite how they may really feel - they are role models and enthusiasm is contagious
- Talk about the TYG outside of events and other Temple stuff - build relationships with the new people, make them want to come back