

Setting Realistic Goals for Your TYG

I. Quantitative

A. Membership

It is important to have numerical membership goals to give you incentive to create fantastic events, effective publicity, and phenomenal programs. It is important, however, not to be unrealistic. Consider the size of your congregation. Look at your Potential Members List. Keep in mind that for some people, NFTY just isn't their "thing," and will not become involved no matter how fabulous your TYG is. Now, using all of this information set a membership goal for this year, next year, and the following year. Hopefully as your TYG becomes successful, its membership will grow. For the first three years your TYG exists, you should notice a significant membership increase each year.

B. Event Attendance

Event Attendance is closely associated with membership. For every event that your TYG has, set an attendance goal. Consider the nature of the event (i.e., Holocaust testimony, Havdalah service, bowling, etc.), as well as whether or not other TYGs are invited, and the timing of the event (i.e., Saturday night, Thursday afternoon, etc.).

II. Qualitative

A. Programs

Set high standards for the quality of your TYGs programs. Each program should be well thought-out and executed.

B. The "Warm Fuzzy" Factor

Not only does your TYG want members, your TYG wants HAPPY members. Your TYG should have its highest event attendance come from dues-paying members. You want to minimize the "attrition factor"—i.e., those NFTYites who pay their dues and then become progressively less involved. In fact, you want just the opposite. Paying dues should be a gateway to higher levels of involvement.

C. Connection to NFTY

One very important goal for your TYG is to have your members feel connected to the Reform Youth movement beyond just your TYG. Your TYG members should feel connected to your NFTY region, as well as to the North American NFTY organization.

One way to accomplish this is to encourage members of your TYG to attend regional events regularly, Kutz Camp and to attend NFTY Convention. At events like these, members of your TYG will meet NFTYites from other geographic locations and will have the opportunity to feel a part of a larger movement.