

CHAPTER 9

TO INFINITY AND BEYOND

Kol Israel eravin zeh ba'zeh. All Israel are responsible for one another.
—Babylonian Talmud, Shavuot 39a



■ 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 they 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 for Yom HaShoah, *Havdalah* service, bowling, etc.), as well as whether or not other TYGs are invited, and the timing of the event (Saturday night, Thursday afternoon, etc.).

II. QUALITATIVE

A. Programs

Set high standards for the quality of your TYG 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 go to regional events regularly, spend a summer at the URJ 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.

■ LAST WORD...

- You are now well on your way to starting and running a local Temple Youth Group. We at NFTY wish you the best of luck and have a few things for you to remember:
- This manual gives lots of advice, but **you** are the experts on your local synagogue and local youth.
- Successful youth groups always need members, and members will only come to youth group if what you have to offer is of high quality and highly engaging. Take surveys, talk to people, and really think about what potential members want out of your youth group.
- Make sure that you offer many types of programs: from social action projects to *t'filah*; from Jewish text study to ski trips.
- Get in touch with your local NFTY Region and the URJ Kutz Camp. Attending these types of programs will infuse your members with energy to keep what you've started alive and well.
- Use the NFTY website for resources to share with your other board members (www.nfty.org)!
- Never forget that **you are not alone**. There are MANY resources out there to help you: you, your advisor, your cantor, your educator, your rabbi, your adult volunteers, your youth committee (if you have one), your Regional NFTY Board, your Regional NFTY Advisor, the NFTY Officers and the NFTY Staff... use them to help you make your youth group the best it can be.

B'hatzlacha—Good Luck!

—The NFTY Team

