



The Reform Jewish  
Youth Movement

DO	DON'T
-Explain NFTY in terms everyone can understand. If they aren't part of NFTY, they won't understand some of the Hebrew terms we use	-Don't use language like "Kallah" to someone who has never been to an event before
-Tap people on the shoulder personally	-Send out mass communication without some kind of action response or ask of them
-Let someone know how much you're looking forward to seeing them at X event	-Recruit someone and then be done interacting with them. You're cultivating relationships!
-Connect with current NFTY members and partner with them when speaking to a TYG about coming to NFTY	-Don't discount someone because they've said no before; everyone is potentially a new recruit
-Talk with the people you recruited during the event and make sure that they are having fun	-Be too aggressive. If someone says no continue forming the relationship and reach out again for the next event
-Follow up with them after the event and try to form a relationship with this person	-Message them at insane hours, we don't want to seem to crazy
-Personally reach out to them before future events to see if they are signed up	-Portray NFTY in a skewed way. We want people to know what they are getting into
-Share your own personal packing list with them before the event, so they feel better about attending.	
-Reach out to them a couple days before the event and see if they have any last minute questions	
-Offer to sit next to them on the bus, or send them your travel information if you are flying. Transportation before the event can be very scary.	