

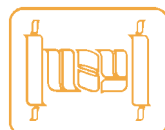
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Y

Let's Get Personal...  
Getting Back To The Basics

UNITED SYNAGOGUE YOUTH



THE  
UNITED  
SYNAGOGUE OF  
CONSERVATIVE  
JUDAISM

נו"דו' תשס"ג

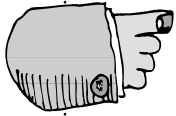
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# introduction

When it comes to membership, sometimes it seems that all anyone cares about are "THE NUMBERS" rather than the quality of membership programming and membership recruitment. While quality should not go unnoticed, numbers do tell us one very important thing: HOW MANY PEOPLE WE ARE REACHING OUT TO.

Current statistics show that only 20% of all USY-aged youth, whose families are affiliated with a Conservative synagogue, are members of USY. This statistic demands immediate attention because this means that 80% of our target group is not being reached.

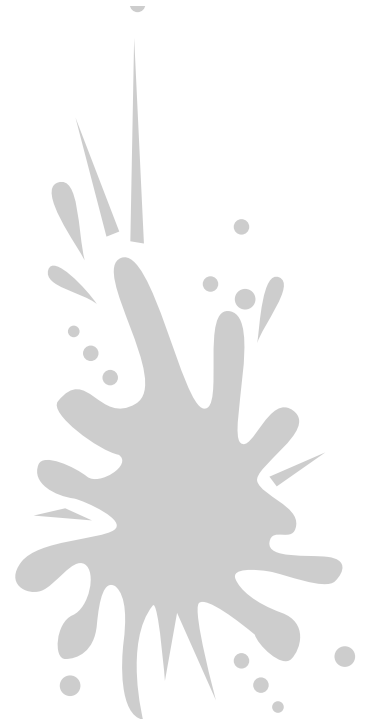


**Total membership now: 15,000 = 20%**  
**We could have: 75,000 = 100%**

If we want to reach 100% of our potential membership, USY MUST CHANGE its approach of HOW we get members. Specifically, YOU must personally connect with potential members and realize the importance of truly getting to know them.

The second part of this new approach is changing the focus of recruitment towards the chapter, rather than the sole responsibility of the Membership Vice-President.

- \* Why do you want more members?
- \* What can you do to get someone to join USY?



# membership vocabulary

- Recruiter:** Either an executive board, general board, or active member who is involved in recruiting new members for the organization.
- Recruitment:** The process by which we recruit new members into our organization.
- Potential member:** A person who is not an official member of USY but is on your mailing list.
- New member:** Someone who has recently joined USY but is not yet active.
- Active member:** A USY member who actively attends events but has not yet taken a leadership role.

# why everyone should join

Does your chapter already have a large membership? Does your chapter create strong programs? Has your chapter won Chapter of the Year a few years in a row now? Is your chapter well rounded?

If you answered yes to any of the above you might ask yourself: So why do we want more members? Why do we care about getting new members?

If you think about how many awesome friends and programs you already have, imagine multiplying them by five! That's what you get when you get more members!

**More MEMBERS =  
MORE FRIENDS + BETTER PROGRAMMING =  
MORE FUN!**

For most USYers, USY experiences were a fundamental part of their high school careers and a memorable part of their lives. So why would we want anyone to miss out on these positive experiences???

Just imagine what could happen with more members . . .

- \* more and better ideas for programming
- \* more involvement
- \* improved leadership
- \* increased enthusiasm
- \* more friends! You never know – this potential member could be your next boyfriend, girlfriend, or best friend! You don't know because they have never been reached out to!!!
- \* more reach!
- \* more fun!

# Fun!

# great reasons to join USY

“

“I joined USY because it was a great way to see my friends who don't live close by”.

***“USY has added so much to my life since I joined. I was shy and hesitant and now I am a true leader within my chapter and region”.***

“After I attended my first USY event I knew I wanted to become more active. Everyone was friendly and welcoming and we had a great time”.

***“The USY chapter at my synagogue was always helping out with Religious School activities. I saw them all the time and couldn't wait until I was old enough to join. They always seemed to have so much fun!”***

“USY has a wide variety of programming ranging from Social to Religious, I really enjoy the variation”.

***“I met so many people from USY that I probably wouldn't have met otherwise. Now they are some of my closest friends in the world”.***

“I always knew that when I reached high school I would join USY. I always saw the USYers of my synagogue leaving for events and they always looked so happy and excited”.

***“USY has really helped me feel comfortable with my Judaism”.***

“I really took advantage of the leadership opportunity USY had to offer, I was on board my first two years of USY and then I became President of my chapter. I was really proud of my accomplishments”.

”

רוח  
***ruach***

# marketing/selling USY

USY offers something for everyone! Whether a potential member is interested in Social Action, Israel programs, or designing websites, USY has something to offer each of its unique members.

USY has a wide variety of programming, which suits the needs of a diverse group of youth. When recruiting new members, be sure to familiarize yourself with all that USY has to offer.

If a potential member is not involved in any school activities, USY can be a great outlet for them to take on a leadership role, make friends, and learn about their Jewish heritage.

Think about all you have gained from your experiences as an involved USY member and leader. Relay this information to the potential member—you are the best person to discuss USY's various opportunities.

## **WHAT CAN YOU GAIN FROM YOUR USY EXPERIENCE?**

Friends

Judaic knowledge

Hands on experience with technology/websites

Leadership skills – chapter, regional, and international levels

Team building skills

Writing skills/Newsletter formatting/Publication production

## **WHAT DOES USY OFFER?**

Amazing programs on both the chapter and regional level

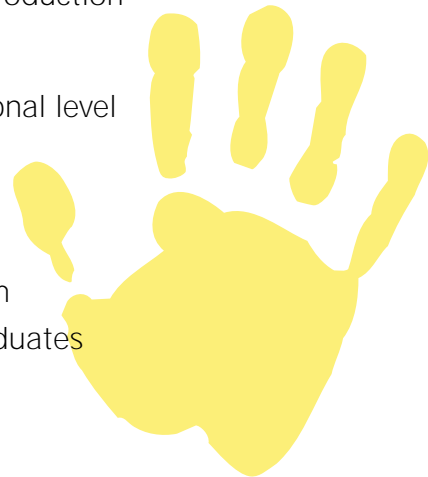
Israel trips

Conventions (Regional, International)

USY on Wheels

Social Action Tikun Olam—USY tzedakah program

Nativ—year program in Israel for high school graduates



# promote your chapter image and pride

## **What is the image you want to portray?**

- \* What you can gain (see page 6- selling USY)
- \* All kinds of programming (social, religious, Israel, Nativ)
- \* There's something in USY for everyone!

## **GIVE:**

- \* Membership Benefits: something members can get that non-members don't receive
- \* Membership Incentives, for example - the 1st program that a new member attends is free
- \* Awards to successful recruiters
- \* Pats on the back for anyone who helps you
- \* Thank you notes and gifts to anyone who helps you – a little effort can go a long way!

## **TIPS FOR PUBLICITY:**

New brochure

Catchy slogans – get ideas from commercials! i.e. "Mastercard... priceless"

Slide show

Press releases (Temple Talk)

Scrapbook full of pictures

End of the year awards ceremony – chapter and regional convention

T-Shirts/Scrubs/Hooded Sweatshirts

Website

CD-ROM





# questions to ask before you start recruitment

- ✱ **When should we actively recruit members?**

365 days a year! There are times in the year where it is more crucial to recruit, but recruitment should still be an active process constantly occurring in every chapter.

Membership drives are effective but most of the year needs to be utilized as well!

- ✱ **Is our chapter functioning properly?  
What does it need to make it better?**

- ✱ **What image should we project to our potential members?**

- ✱ **Are our members, specifically general and executive board members, familiar with the organization, the attributes and experiences the group provides?**

This is crucial because these are people who you want to effectively relate this type of information to potential members! This is one of the most important questions a chapter must ask itself because a USY leader must know about USY and what it offers potential members. Know about the various programs both on the chapter and regional level.

- ✱ **Who are we trying to recruit?  
Do we need members with certain characteristics?**

- ✱ **Where are opportunities to incorporate members into recruitment?**

- ✱ **How can add new positions that will benefit the chapter in terms of recruitment? (bulletin board, a chapter greeter, etc.)**

- ✱ **How do I make my chapter's programming conducive to new members?**

- ✱ **What are our goals?**

# identifying your potential members

**Who are your prospective members?**

**Who do you want to join?**

**Where do we look for them?**

*Synagogue*—this should be one of your easiest groups to reach. You do not need to bring them to you; you should go to them. Involve your USY chapter in the synagogue religious school. Participate in all programs, carnivals, etc.

*Public and Private Schools*

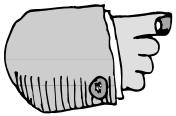
*Jewish Day Schools*

*Hebrew High School*

*Younger siblings of current USYers*

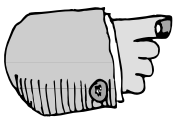
*Camps*

*Bar/Bat Mitzvah Class, Confirmation Class*



**If your chapter starts in 8th grade:**

Most important target group – the future of USY - KADIMA = grades 5-7 so grabbing those 7th graders is crucial because USY begins in 8th grade. To push USY into the 7th graders' heads, target the Bar/Bat Mitzvah Class! Offering the first year of USY membership free as a bar/bat mitzvah "Welcome to USY" gift is a GREAT IDEA! Even if you don't give them a gift, have a USYer GO UP TO THE BIMA (at their Bar Mitzvah) TO WELCOME THEM TO USY.



**If your chapter starts in 9th grade:**

Most important target group – the future of USY - KADIMA = grades 6-8 so grabbing 8th graders early on is crucial because USY begins in 9th grade. . . SO 8th grade push. . . you could even get them excited for USY by hitting up the Bar/Bat Mitzvah Class—Offering them to go free (as a bar/bat mitzvah "Welcome to USY" gift), during 8th grade, to any USY events where 8th graders are invited is still a GREAT IDEA!

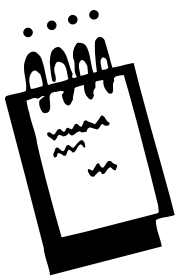
# Who can help me?

## Your Regional Membership VP

As Regional Membership Vice-President, you should also be actively involved in every chapter's recruitment process. You should be in constant touch with chapter Membership VP's providing them with updates on where their chapter stands with their membership numbers, and giving them support. Sometimes the chapter is under a different impression from where the region thinks they stand. Communication avoids confusion.

Your responsibilities include:

- \* At every convention, remind yourself to look around the room - who is sitting alone? Go over and introduce yourself!
- \* Before every convention, split up the list of everyone who will be attending. Each Regional Officer must talk to the people on their list by the end of convention. They should ask questions like "How's convention?" or "Are you having a good time?" An alternative is to have each Regional Officer write a personal Shabbat-o-gram to everyone on their list before Shabbat.
- \* Have your entire Regional Board staff/attend Kadima AND Day School Shabbatonim
- \* Send periodic mailings to all chapter membership VPs
- \* Communicate with chapter membership vice presidents on a regular basis. Determine whether this is a weekly or bi-weekly procedure.



# help...continued

## The Regional General Board

The Regional General Board members are there to help you. Please involve them in your membership recruitment process regardless of their designated position.

Every region is different, but general board members should always be there to help. For example:

### Day School Outreach

- \* **Talk** up USY to your friends at school
- \* **Post** USY information on your school's bulletin boards
- \* **Send** letters to parents about USY (see appendix B)

### Regional Director

- \* Can put you in contact with the people who can best support your needs.
- \* Can give you advice on issues regarding membership (or anything else.)
- \* Contact the regional director only if your chapter youth director or advisor asks you to.



# before you go out & get 'em!

## Role of the Chapter Membership VP

Is recruitment solely the responsibility of the chapter Membership VP? NO!  
IT IS A CHAPTER EFFORT!

YOU, as chapter Membership Vice-President, are the most important leader when it comes to the recruitment process. Your most important duty is to administer recruitment responsibilities to the chapter executive board and general board. You must utilize, train, and constantly work with these chapter leaders to ensure an effective recruitment.

Other responsibilities include:

- \* Organizing your potential members lists (see page 11- prospective members)
- \* Making sure your board members are meeting potential members. Give them ideas on where to meet, and follow up on THEM to make sure that they make phone calls and meet their target members
- \* After your board members meet a potential member, find out (from your board members) the interests of each of your potential members. If you know that this potential member would get along really well with a different active USYer, set them up to meet!!!
- \* Have 2 USYers double up on a potential member – the target member will like meeting USYers who have different interests!
- \* Keep accurate membership records (see page 17- dues and records...)
- \* Help to plan programming geared toward your new membership
- \* Ensure that ALL chapter programs have a recruitment component
- \* Keep in touch with your Regional Membership VP
- \* FOLLOW THE CALENDAR (appendix A) for a month-by-month guideline to a successful recruitment year!

# use your board members and active members to help you!!!

Communication is the key! It is essential to a successful recruitment. Make sure to communicate regularly with the executive board and general board members of your chapter.

MAGIC NUMBER (number goes here!) MEMBERS

A magic number is your chapter's membership goal to be reached by \_\_\_\_\_.

Please give us a hand and let your friends experience USY!

Each USY executive board should have a goal setting session before the USY year begins.

## GOAL SETTING:

**Define** clear goals for your expected increase of membership

**Decide** how you will specifically incorporate membership into other chapter activities. . . website, bulletin board, scrapbook, chapter newspaper

**Decide**, based on what your chapter needs, the kind of potential members you NEED (i.e. someone to maintain your website/bulletin board/historian/newspaper editor)



# your recruitment guide to success!

## RECRUITMENT OVERVIEW:

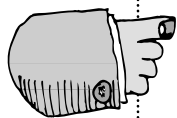
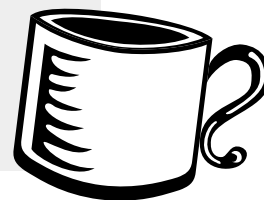
### Let's Get Personal . . . Getting Back to the Basics

This new approach is a very informal approach. It is all about simple conversations— just talking to someone one-on-one, or with a small group of people, and maybe not even talking about USY until the end of the conversation! It's all about YOU and HIM/HER getting to know each other!

What you can do to reach out to a target member:

1. CALL HIM/HER, inviting the target member to an event
2. CALL HIM/HER, inviting the target member to MEET YOU IN PERSON
3. ASK HIM/HER IN PERSON to meet you for coffee (or ice cream or water ice!) an hour before an event

THE GOAL OF MEETING THE POTENTIAL MEMBER IS FOR YOU TO GET TO KNOW ONE ANOTHER!!!



### Tips

- \* Ask your youth director or advisor if they would subsidize any costs you incur (i.e. for ice cream), so that you can "treat" the potential member.
- \* Refer to the mini-booklet for quick responses if the potential member gives an excuse not to meet you or mentions misconceptions about USY during the meeting.
- \* If you know that someone else in your chapter knows a potential member on your list, then have that person come along with you! 2 USYers with different interests works REALLY well.
- \* If you are apprehensive about a one on one meeting with a potential member get together with a group instead. Ask your USY advisor or youth director to join you to help jumpstart the conversation.

# easy steps to successful recruiting

## **Organizing your membership lists/database:**

Be sure to keep accurate records of membership numbers at all times.

Write each potential members name on an index card and keep it on file. These cards will be helpful in setting up meetings with your actives and potential members.

## **Setting up the meetings:**

Actives and potential members should be carefully matched with one another.

When setting up the meetings, make sure that at least one active and one potential member know each other. They do not need to be close friends but it will produce a more comfortable environment.

It will be helpful if the remaining individuals had things in common, therefore ensuring topics to discuss.

Find something that you have in common!!! There has to be something!

## **The meeting:**

Ideally the meeting should take place at a location other than the synagogue. It is often intimidating going to an unfamiliar location or a location you are not necessarily comfortable with. Choose a location that is in close proximity of everyone's homes. A coffee shop or ice cream store can make a great meeting place. Food can be a great excuse to go out but please keep it inexpensive and be respectful of USY's Kashrut observances!



Ask your youth advisor or youth director if the meetings can be subsidized. This way you can treat the potential member!



# The conversation/making the pitch

USY should not monopolize the conversation or be the only topic discussed.

Get to know the people you are recruiting. Ask them about extra curricular activities, school, or summer plans. (Refer to Do's and Don't of the conversation).

USY should be mentioned somewhere in the middle of the meeting. Discuss an upcoming chapter or event or talk about a great event that just happened.

Show your excitement for the chapter and for the organization as a whole. You are the best way of conveying all that USY has to offer to its members!

This excitement and enthusiasm is crucial to a great recruitment meeting.

## **Ending the meeting:**

Emphasize how happy you were to be able to get together with the potential member.

Invite them to an upcoming event that your chapter has planned. If they come up with excuses then you should know exactly what to say! (Refer to the mini booklet.)

Offer to meet them before the next event or to give them a ride..

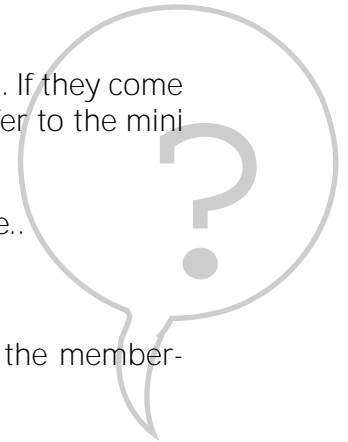
## **Follow-up is the key:**

The active members who went on the meeting should contact the membership vice president afterwards.

A form should be filled out so you have accurate records of the meetings.

Follow up with a phone call to the potential member. This phone call should be made by one of the recruiters. By now you should have a paid or more active member!

The follow-up phone call should occur within three to five days of the meeting.



# the initial pitch... what do I say?

## **The Do's and Don'ts of a Conversation (whether in person or on the phone)**

Use your meeting or phone call as an opportunity to learn as much about your potential members as possible!

Topics to discuss or avoid when you are recruiting:

### **Discuss:**

Your interests

Their interests ("oh USY has that too!")

Positive experiences you have had in USY

School

Upcoming chapter events

What do you do during the summer?

Skills you have gained from your USY involvement

What they can gain from USY (see page 6- "What Does USY Offer?")

### **Avoid:**

Dominating the conversation

Talking negatively about people or other organizations

Talking about only USY



# DO / DON T

# the ins and outs of USY recruitment

- IN:** asking a potential member to go for coffee  
**OUT:** relying on the synagogue as the central place for recruitment
- IN:** starting new chapter focus groups for women's topics, basketball team, Israel group  
**OUT:** keeping the same general board positions year after year!  
If interests are changing, then change your positions accordingly!
- IN:** having new members chair committees  
**OUT:** NOT giving out responsibilities
- IN:** being friendly with everyone  
**OUT:** being friendly only with other leaders  
(Oftentimes, leaders are only friends with other leaders. This gives off a very negative, unwelcoming vibe. Remember: leaders are no better than the people they're leading.)
- IN:** making sure there is an upcoming event to talk about  
**OUT:** going unprepared into a meeting with target member
- IN:** innovative, out of the box creative programming  
**OUT:** programs you know people did not come to in the past
- IN:** recruiting members for USY 365 days a year  
**OUT:** having only one membership drive per year
- IN:** going to bar/bat mitzvahs  
**OUT:** ignoring your potential membership
- IN:** asking a potential member to bring a friend  
**OUT:** assuming that the potential member will feel comfortable surrounded by all new faces
- IN:** taking out 5 minutes to call potential members  
**OUT:** letting your list of potential members sit in your binder all year
- IN:** giving a potential/new member responsibility  
**OUT:** overwhelming a potential/new member with TOO much responsibility
- IN:** reach out to EVERY potential member  
**OUT:** thinking X number of members is "enough"



# making your chapter membership friendly

**Here are some easy steps you can take to make your chapter membership friendly:**

1. There should be an assigned greeter for all functions. This person should greet everyone at the door and personally welcome all attendees. If someone attending doesn't know anyone the greeter can introduce him or her to members and make sure he/she feels comfortable.
2. Each chapter should implement a system to assure that a new member has people talking to him/her during an event. An easy way to assure this is by assigning recruitment groups. There should be either two or three people in each of these groups.
  - a. Within this group there should be people with various interests.
  - b. Throughout an evening these two or three people will share the responsibility of making sure this new member/potential member is not alone.
  - c. One person in the group should hang out with new/potential member at the beginning of the program. About ten or fifteen minutes later you, the recruiter, should introduce your potential to the other person in your group. This will give another person the opportunity to meet the person you are recruiting.
  - d. This does not mean that only two people will talk to this person during a given program. The recruiters should feel free to introduce this person to other members at the event. This will give this person the opportunity to connect with a wide variety of individuals.
  - e. During the course of the night the new/potential member should begin to feel comfortable with the members. He/she may stray from the recruiter and make new friends. This situation would be ideal!
  - f. Remember, this system should not be made public to the recruiters. Do not make the potential/new member feel as if he/she were being baby-sat. Nobody should realize that you are passing off this person to other members. It should all seem very natural!

# friendly, continued

**This is how a typical program should go in terms of recruitment:**

7:30- Program begins—Greeter should greet potential member.

Greeter should pass on potential member to recruiter #1.

7:50- Recruiter #1 should give/introduce the potential member to recruiter #2.

8:10- Recruiter #1 should return to talk to the potential member and recruiter #2.

At this point the potential member should be actively participating in whatever the program may be. Let's jump to the end of the night.

9:15-Recruiters #1 and #2 should separately express how happy they were to meet the potential member. Tell this person that you would love for him/her to come to the next event that you are having. Give the info. about this event and do some follow up!

feedback...

# follow up with a call

After the initial meeting, be sure to call the potential member—hopefully you two are better acquainted by now, so IT WILL BE MORE COMFORTABLE the next time you call!

If the potential member became friendly with other chapter members, it might be a good idea to have one of them make an additional phone call to the potential member.

Follow up is the most important aspect of membership recruitment. Follow up phone calls should occur within three to five days of the meeting. Make sure that he/she knows about all upcoming events and reiterate how nice it was to get together with him/her.

Follow up phone calls should also be made after a potential or new member attends an event. Show them that you care!

## Follow-up in terms of DUES AND RECORDS

- ✱ When someone joins USY make sure that they fill out a membership form and pay dues.
- ✱ Keep accurate records and use them as a resource for the following year.
- ✱ Make an index card for each member – keep this in the Youth Director's office. The card should contain:

NAME  
DATE OF MEETING  
SOME INTERESTS  
NAME OF PERSON WHO WILL CONTACT THIS POTENTIAL MEMBER IN THE FUTURE

These cards should only be kept in the possession of the youth advisor.

& follow up