

# COMMUNICATIONS 101:

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THE GUIDE TO BEING A SUCCESSFUL COMM VP

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HANEDEV REGIONAL COMMUNICATIONS VP

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## DEAR COMM VP,

FIRST OF ALL, CONGRATULATIONS!!! I AM BEYOND EXCITED TO INFORM YOU THAT YOU HAVE BEEN SELECTED TO BE A PART OF ONE OF THE COOLEST, MOST PRESTIGIOUS, AND ALL-AROUND MOST AMAZING AREAS OF USY, WHICH IS OBVIOUSLY COMMUNICATIONS!! WE ARE THE GLUE THAT KEEPS USY TOGETHER, AND THE FOUNDATION ON WHICH THE REST OF THE REGION RELIES ON. EACH AND EVERY ONE OF YOU IS AN EXTREMELY IMPORTANT ASSET TO OUR TEAM, AS WELL AS TO THE TEAMS OF YOUR INDIVIDUAL CHAPTERS, AND I HOPE THAT WE CAN WORK TOGETHER TO MAKE THIS YEAR GREAT. I AM REALLY LOOKING FORWARD TO GETTING TO KNOW ALL OF YOU, AND JUST TO START THINGS OFF ON A GOOD NOTE, HERE'S SOME INFORMATION ABOUT ME! MY NAME IS GABRIEL MARK GROSSMAN, AND I WAS BORN ON OCTOBER 8<sup>TH</sup>, 1993 IN MIAMI, FLORIDA. ALONG WITH USY, I HAVE A PASSION FOR COOKING, AND I CONSIDER MYSELF A VERY CREATIVE PERSON. ALSO, PERFECT GRAMMAR IS VERY IMPORTANT TO ME, SO PROOF-READING IS MY BEST FRIEND, AND IT WILL BECOME YOURS, TOO. I HAVE BEEN ON MY CHAPTER BOARD FOR TWO YEARS, AND I FEEL THAT HAS PREPARED ME TO BE ABLE TO LEAD ALL OF YOU DOWN THE PATH TO SUCCESS. I CAN'T WAIT TO SEE WHAT OUTSTANDING THINGS THIS YEAR HAS IN STORE FOR US, AND I KNOW THAT WITH ALL OF YOU, COMMUNICATIONS IN HANEGEV WILL BE THE STRONGEST THEY HAVE EVER BEEN. I HOPE TO HEAR FROM ALL OF YOU SOON!

B'AHAVA,

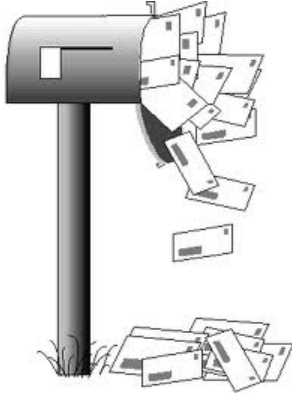
GABE GROSSMAN

PS- I WANT TO MAKE SURE THAT YOU ALL KNOW THAT I AM ALWAYS AVAILABLE TO HELP YOU WITH WHATEVER YOU NEED. PLEASE FEEL FREE TO CALL, TEXT, OR EMAIL ME IF YOU EVER NEED ANYTHING. I WANT TO HELP!!! AND AS MY SISTER ALWAYS SAYS, I COULD STAND TO MAKE A FEW MORE FRIENDS. CALL ME SOMETIME.

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# THE PERFECT CHAPTER FLYER



## THINGS TO REMEMBER

- Title of Event
  - Location
  - Date
- BEGINNING and ENDING TIME
  - Cost
  - Deadline
- Transportation
- Food INVOLVED (PROVIDED or BRING YOUR OWN)
  - NECESSARY SUPPLIES
- RSVP NAMES/PHONE NUMBERS

## Formatting DO'S and DON'TS

- **MAKE THE TEXT LARGE AND CLEAR**
- Δον τ υσε περψ οβσχυρε φοντο ορ βοδιεδ τεξτ
  - Do not put SMALL text over a gray background
- **Make sure the SHaded graphics WILL reproduce CLEARly**
  - **Make sure ALL NECESSary info IS ON THE FLYer**
  - **ALWayS Keep the infoRMATION SHORt and SWEEt!**

## Mailing/E-mailing the Flyer

Have you ever received your FLYERS late and MISSED out on an event you really WANTED to go to? THIS SHOULD NOT happen, and you can help prevent it! MAIL AND E-MAIL your CHAPTER'S FLYERS 2-3 WEEKS IN ADVANCE so there is ENOUGH time For your MEMBERS to talk to their FRIENDS and parents about going to the program!



HEY!! That's an **AWESOME** Flyer!



Make Sure your Flyers **CATCH THE ATTENTION** OF **WHOEVER** IS reading them. Keep the info clear and concise, but don't be afraid to add some **PERSONALITY** to the **MIX!!**

**NEVER DO THIS!**



IF people don't want to read your Flyers, **SOMETHING IS WRONG!**





# *Minutes*

During board meetings, the most important job of the COMM VP is taking the minutes. **No, this does not mean constantly checking the clock.** In order to take the minutes you must write down close to everything that is said (abbreviations are obviously ok) in order to ensure that nothing is forgotten and everything is recorded. Once meetings are over, make sure a copy of the minutes is distributed to each board member so they can remember things too!!

## *Minutes Do's:*

- Make sure you have a reliable pen or pencil!!
- Keep your minutes short and sweet. Everyone has to be able to refer to them later on, and that's obviously easier to do without having to flip through pages and pages of notes.
- Details can be added to your notes after the meeting has ended, so make sure you write down the main idea of everything that is said while it is going on.

## *Minutes Don'ts:*

- Forget to include the date and opening and ending times. You want to be able to refer back to the meetings easily, and dateless minutes make this hard.
- Don't waste time writing down too much detail.
- Doodling is ok, but **too much of anything isn't very good.**

## *Always Remember:*

It's a good idea to buy a notebook at the start of your term which you use for all of your minute taking. It is unbelievably helpful to have everything in one place, not only because it keeps everything organized, but it also gives you something you can pass on to a future COMM VP to serve as an example, without having to hand over your computer.



# THE INFAMOUS PHONE CALL

AS A COMM VP, YOUR PHONE CALLS HAVE THE ABILITY TO MAKE YOU OR BREAK YOU. IT IS IMPORTANT THAT YOU PAY CLOSE ATTENTION TO THE FOLLOWING GUIDELINES BECAUSE YOUR MEMBERS ON THE RECEIVING END OF THE PHONE CALL NEED TO KNOW THAT YOU ARE TAKING THE TIME TO CALL THEM BECAUSE YOU **WANT** TO, NOT BECAUSE YOU **HAVE** TO. THE PHONE CALL SHOULD BE USED WHENEVER POSSIBLE BECAUSE HEARING SOMEONE'S VOICE IS MUCH MORE POWERFUL THAN READING AN E-MAIL OR TEXT MESSAGE.

## **PHONE CALL DO'S:**

- CALL AT LEAST A WEEK BEFORE THE EVENT.
- BE ENTHUSIASTIC AND NICE
- KNOW WHY YOU ARE CALLING (NOTES CAN BE USED)
- INTRODUCE YOURSELF AND EXPLAIN WHY YOU ARE CALLING
- BE PERSISTENT AND KNOW THAT PEOPLE WILL MOST LIKELY NOT RETURN PHONE CALLS
- BE ABLE TO PROVIDE SOLUTIONS TO PROBLEMS (CARPOOLING, FOOD, ETC.)
- MAKE SURE THE INFO IS CLEAR AND CONCISE SO YOU DO NOT BORE THE PERSON
- MENTION THE FLYER YOU SENT, SO IT SERVES AS A VISUAL REMINDER
- MENTION OTHER UPCOMING EVENTS THAT THEY CAN ATTEND SO THEY DON'T FEEL BAD IF THEY CAN'T ATTEND THE ONE YOU ARE CALLING ABOUT



## **PHONE CALL DON'TS:**

- A LITTLE BIT OF SMALL TALK CAN MAKE A PHONE CALL SIGNIFICANTLY LESS AWKWARD. BE PERSONABLE DURING YOUR CALL, AND YOU MIGHT BE SURPRISED AT HOW MANY MORE PEOPLE COME BECAUSE THEY FEEL SPECIAL!
- INTIMIDATION IS NOT THE WAY TO GET MEMBERS TO COME TO PROGRAMS!
- BE ARTICULATE!!! MAKE SURE YOU ANNUNCIATE EVERY SYLLABLE, AND TRY AS HARD AS YOU CAN NOT TO MUMBLE.

THE PHONE CALL IS ONE OF THE EASIEST SOLUTIONS TO THE MEMBERSHIP CRISIS THAT **USY** IS CURRENTLY EXPERIENCING. IMPLEMENT A **PHONE TREE** IN YOUR CHAPTERS, AND SEE IF YOU CAN GET CURRENT MEMBERS TO CALL THEIR JEWISH FRIENDS, AND YOUR **MEMBERSHIP NUMBERS** WILL BE B[CK UP IN NO TIME! EVERYONE LOVES [ NICE PHONE C[LL EVERY ONCE IN [ WHILE!!



# The Newsletter

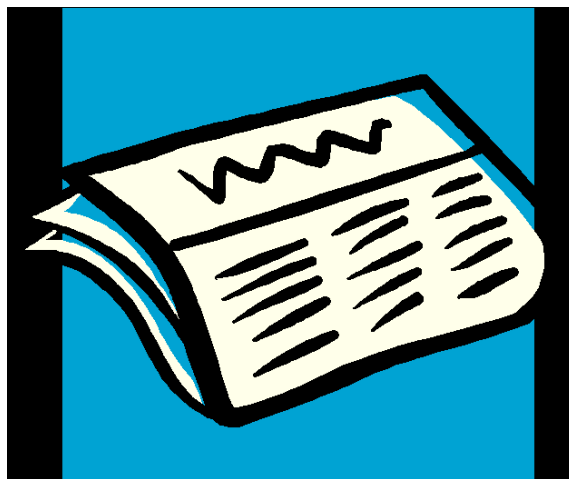
The Newsletter is a lot of work, but it can be a *very useful tool* in keeping members and non-members informed and excited. It also provides a way for non-board members to be *involved* in the chapter and serves as a happy reminder of USIA in the mail and/or at events. It is also a way to make sure the entirety of your synagogue congregation is fully aware of the **SUCCESS** of your USIA chapter!

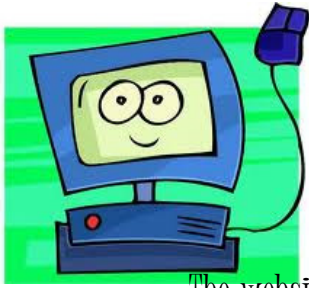
## What to include in your newsletter:

- Columns from each board member, as well as the youth director
- A calendar with upcoming events, candle lighting times, holidays, and birthdays of all members
- Flyers for upcoming events
- Program and convention reports and photos to encourage participation
- A fun section with jokes, random facts, and other goofy additions
- Hebrew phrase of the month
- Israel updates
- D'var Torah

## What NOT to include in your newsletter:

- Don't go crazy with font changes. You want the newsletter to flow so it is read easily.
- Spread pictures sparingly throughout the letter. Try not to junk it up with random clipart pictures, either.
- Don't be TOO strict when editing articles. Good grammar is important, but don't completely change the work of the original author. After all, they did volunteer to write that article.





# The Website

The website is popping up all over the place, and all of the most successful chapters have one. If your chapter does not, you should definitely consider creating one. It provides a wealth of knowledge with the click of a mouse, and nothing can produce the same results. Maintaining a website is quite a bit of work, but I promise, its 100 percent worth it.

## The following should be included in your website:

- A homepage with the name of your chapter in big letters
- A description of your chapter and how amazing OSY is
- Photographs
- A sidebar or a navigation bar showing links to all sections
- Links to the regional and international sites
- News about what is going on in you chapter
- A calendar with upcoming events and holidays
- Your chapter boards contact information, and maybe even board bios
- A downloadable membership form

## Website Do's:

- If you don't know how to do a website, you might want to consider appointing an online services chair for your chapter
- Use lots of photos and colors to add spice
- Update as often as possible, **it won't be effective if it is two years old**
- Make it informative and easy to navigate and advertise your website
- **Proofread before you post!!!!!!**

## Website Don'ts:

- Don't make the colors too bright
- Don't make it too cluttered with information
- Never leave mistakes.



# The Listserv

The listserv is a way to email everyone in your chapter at the same time by only putting in one email address. It's really helpful in sending emails and reminders out.

## Listserv Do's:

- Advertise it so that lots of people sign up
- Add people if they don't sign up
- Email it often with upcoming events and reminders
- Make sure that your emails are clear and to the point

## Listserv Don'ts:

- Rely on the listserv as the only method of getting word out

## Practical Measures:

The most popular and basic kind of listserv is the Yahoo Group, which can be created at [groups.yahoo.com](http://groups.yahoo.com), and which allows you to invite and/or add people to the listserv. It also gives you a Group listserv and creates polls and post pictures. You will then be able to email your whole chapter by emailing [mychaptername@yahoogroup.com](mailto:mychaptername@yahoogroup.com). You can have a USCJ listserv (this is the kind of listserv that the international and regional listservs are) by going to [www.uscj.org/email\\_list\\_request\\_f575.html](http://www.uscj.org/email_list_request_f575.html). USCJ's information services committee has to approve your list first, and will contact you shortly after.

## The Regional Listserv:

The HaNegev Regional Listserv is one of the main ways that Regional Board members send out information and reminders. To join, go to [www.hanegevusy.org](http://www.hanegevusy.org) and click on the "Join the HaNegev Listserv page". Fill in the information that is asked for, and although you may not have to, when it says "Choose a listserv" go under "Regional Listservs" to "HaNegev". Once you are a member, you can post by sending emails to [hanegev-usy@uscj.org](mailto:hanegev-usy@uscj.org).

# Board Communications

USY Board meetings can produce a lot of amazing programming and projects, or they can be a big waste of time. The following are some tips to improve (and hopefully speed up) your USY board meetings:

- Schedule well in advance.
- Prepare and distribute an agenda in advance.
- Begin with a D'var Torah relevant to the board and/or the meeting's agenda.
- Everyone should have a turn to speak and order should be maintained at all times.

## Problem Solving

We all know how critically important it is for USY Boards to work together and share responsibility, and we all know how easily problems arise and programs suffer. If your board is having trouble communicating, try Dena Zigun's *Five Simple Steps For Better Board Communications*:

- **Talk to Your Board**  
Regular communication between board members is essential to making a chapter work. Meet on a regular basis, stay in touch through e-mails, and don't be afraid to call other officers up to chat.
- **Write it Down**  
A letter can be an effective way to help organize and express your feelings and gives others something to refer back to.
- **Be Persistent**  
Persistency lets people know you are serious and not willing to see a project die to lethargy. Don't let people forget but take care not to be annoying, either.
- **Be Respectful**  
Speak in a calm voice, and always show courtesy. Being understanding of others makes them more likely to listen to you.
- **Treat others the way you want to be treated**  
Everybody wants to be treated decently and respectfully. It will be much easier to get along if everyone gives the same courtesy they expect from others.



## Time to get Creative!!

The position of Communications VP can be used in many ways. Along with the traditional USY purposes, your position can be used as a tool to branch out to your synagogue, as well as your community, in order to increase awareness and of course, membership, throughout the year.

- **Advertise in your synagogue newsletter**
- **Advertise in your local Jewish newspaper**
- **Set up a bulletin board in your synagogue with upcoming USY and Kadima events**
- **Put out pamphlets and flyers in your shul and/or at your local JCC**
- **Have the Rabbi, synagogue president, or USYer make USY announcements from the bimah on Shabbat**
- **Give speeches on the bimah about USY events, such as International Convention, or a social action project you are doing to inform your shul and encourage their participation**
- **Send out a monthly calendar of events to everyone in your chapter**

## OK, NOW IT'S UP TO YOU!!

ALRIGHT COMM VP'S, I FEEL THAT I HAVE GIVEN YOU THE NECESSARY INFORMATION TO BRING YOUR CHAPTERS TO THE TOP AS YOU STRENGTHEN THE BONDS WITHIN THE REGION. I WANT YOU GUYS TO KNOW THAT I AM ALWAYS HERE TO HELP, AND THAT YOU CAN ALWAYS CALL ME WHENEVER YOU HAVE A QUESTION. ONCE YOU ANSWER THESE QUESTIONS AND GET BACK TO ME, OUR YEAR WILL HAVE OFFICIALLY STARTED, AND WE'LL BE WELL ON OUR WAY TO HAVING THE BEST YEAR OF OUR LIVES. COMMUNICATIONS IS NOT ONLY, IN MY OPINION, THE MOST IMPORTANT AREA OF USY, BUT IT IS ALSO THE MOST FUN, AND THIS YEAR WILL BE A PARTY THAT YOU WILL NEVER FORGET!! YOU GUYS ARE THE BEST!

NAME?

EMAIL ADDRESS AND PHONE NUMBER?

WHERE ARE YOU FROM (LOCATION AND CHAPTER, PLEASE)?

IS THIS YOUR FIRST LEADERSHIP ROLE IN USY? IF YES, WHY COMM?

WHAT DO YOU DO TO PROMOTE PROGRAMS?

DOES YOUR CHAPTER HAVE A FACEBOOK PAGE? IF YES, HOW OFTEN DO YOU USE IT?

DOES YOUR CHAPTER HAVE A WEBSITE? IF YES, DO YOU KNOW HOW TO USE IT?

ANYTHING ELSE YOU WOULD LIKE TO TELL ME ABOUT YOURSELF AND OR YOUR CHAPTER!

PLEASE EMAIL THESE ANSWERED QUESTIONS TO:

[gabe.grossman93@gmail.com](mailto:gabe.grossman93@gmail.com)

THANKS AGAIN, AND I CAN'T WAIT TO START COMMUNICATING! ☺