

YOU'RE AN SAVP

2017-2018



CHANGE BEGINS WITH YOU.

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HEY, YOU!

This time, two years ago, I was sitting right where you are now. I was excited, a little nervous, ready to save the world-- and all of those feelings were summed up by one title:

SOCIAL ACTION VICE PRESIDENT.

Whether you're new to being an SAVP, or it feels like you've been one your whole life, this position has a special magic. Every person in this room has the unique and beautiful job of bringing a little more justice to our community, and that power is such a gift.

Throughout your term, people might tell you you're being idealistic. It happens when you're so ready to change the world! They'll call your hope naive, your ideas far-fetched, or your passion overwhelming. You might not know it yet, but they're so wrong. Together, we're going to learn and develop the skills to create real change, and it's going to blow their minds.

This weekend, we're going to learn a lot together. Everything we talk about will be helpful, and it's so important to remember, (now, and throughout your term,) that you already have the tools you need to be an SAVP:

**YOU HAVE HOPE.
YOU HAVE KINDNESS.
YOU HAVE PASSION.**

I see it in all of you If you don't see it in yourselves yet, then that's what I'm here to help you do.

We're going to make waves together, and I can't wait to see what they look like.

With so much love,
Zoe

TALK TO ME ANYTIME!

As we go through this year, I want to hear all of your questions, concerns, hopes, and dreams. Call me, text me, or send me a pigeon, and I promise I'll answer.

NAME Zoe

GRADE 11th

TYG TaSTY

HOME TOWN Lake Worth

FAVORITE TV SHOW The West Wing, or Gilmore Girls

FAVORITE SPORT Cross Country

FAVORITE KITCHEN UTENSIL A blender-- I like to shake things up.

FUN FACT I can type 160 words per minute with 100% accuracy.

CELL PHONE 561-358-2690

INSTAGRAM zoeterner

EMAIL zoedterner@gmail.com or str-savp@nfty.org (after June 1)

FACEBOOK Zoe Turner

LEARN THE LINGO

NFTY North American Federation of Temple Youth. The URJ's youth branch!

STR The Southern Tropical Region, from Tallahassee to the Keys

TYG Temple Youth Group

PVP Programming Vice President

SAVP Social Action Vice President / Super Amazing Vice President

RCVP Religious and Cultural Vice President

CVP Communications Vice President

MVP Membership Vice President

KALLAH A regional event where we all come together for 2-5 days of Shabbat, programming, social action, and probably crying at the end

LLTI Liz Leadership Training Institute, where we are right now

RAC The Religious Action Center is the URJ's political advocacy arm in DC

URJ The Union of Reform Judaism is the larger organization all reform temples are a part of

SIYUUM A closing circle we all join in every night of an event

CJ CAAAAMP JEEEEENNNNY

STRsky Our white bengal tiger, NFTY-STR's mascot

WHAT DOES IT MEAN TO BE AN SAVP?

First and foremost, it means you are a board member.

You're probably working with anywhere from three to nine other people, including an adult advisor, and each one of them is relying on you to be a part of a team. All of your hardships will be felt together, but so will all of your successes, and it will make them that much sweeter. Listen to your board members, support their dreams, and don't be afraid to ask them for help-- they're your biggest fans.

You're also a part of a network!

No one's going to understand you more in the next year than the other people in this room. We'll offer advice when you want it, and be just a supporting shoulder when you need to rant.

You're the person who develops and executes social action initiatives for your TYG.

Throughout the year, it will be your job to recognize what issues matter to your youth group, and how you're going to take action on them. Will your TYG have a month-long racial justice initiative? A Camp Jenny spaghetti dinner? Your TYG is excited and ready to make a difference-- it's your job to harness and direct that passion into tangible change.

You're the person who connects your TYG to social action on a North American and regional level.

You are the connection between your TYG and Camp Jenny; let them know about it, and encourage them to fundraise, or even apply! You can also encourage them to bring home what you've learned and experienced at regional events, and continue to take action on issues STR has explored. You can also let them know about action initiatives on a North American level, which the North American SAVP, will decide on.

**You're an individual with your own passions and dreams.
Using them will make you the best SAVP you can be.**

MY NAME IS _____ AND I'M READY TO CHANGE THIS WORLD.

WHICH WORLD IS WORTH CHANGING TO YOU?

----- x

WHAT ARE YOU GOING TO DO TO GET THERE AS AN SAVP?

----- x

-
-
-

WHAT ARE YOU GOING TO DO TO GET THERE AS AN INDIVIDUAL?

----- x

- -
 -
-

LEAD WITH WHY

The best leadership lesson I've ever learned is a simple one:

People don't buy what you do, they buy why you do it.

As an SAVP, you're not selling anything, but the same holds true. People don't immediately care about an organization because of what it is, but because someone (you!) has a compelling and personal reason why they should.

What's your why? Why are you an SAVP? It's okay to have more than one answer, or be developing it, but don't forget about it. It's the most powerful tool in your toolbox.

When you start programs and advertising with your why, people will listen, and it's working together that makes tangible change.

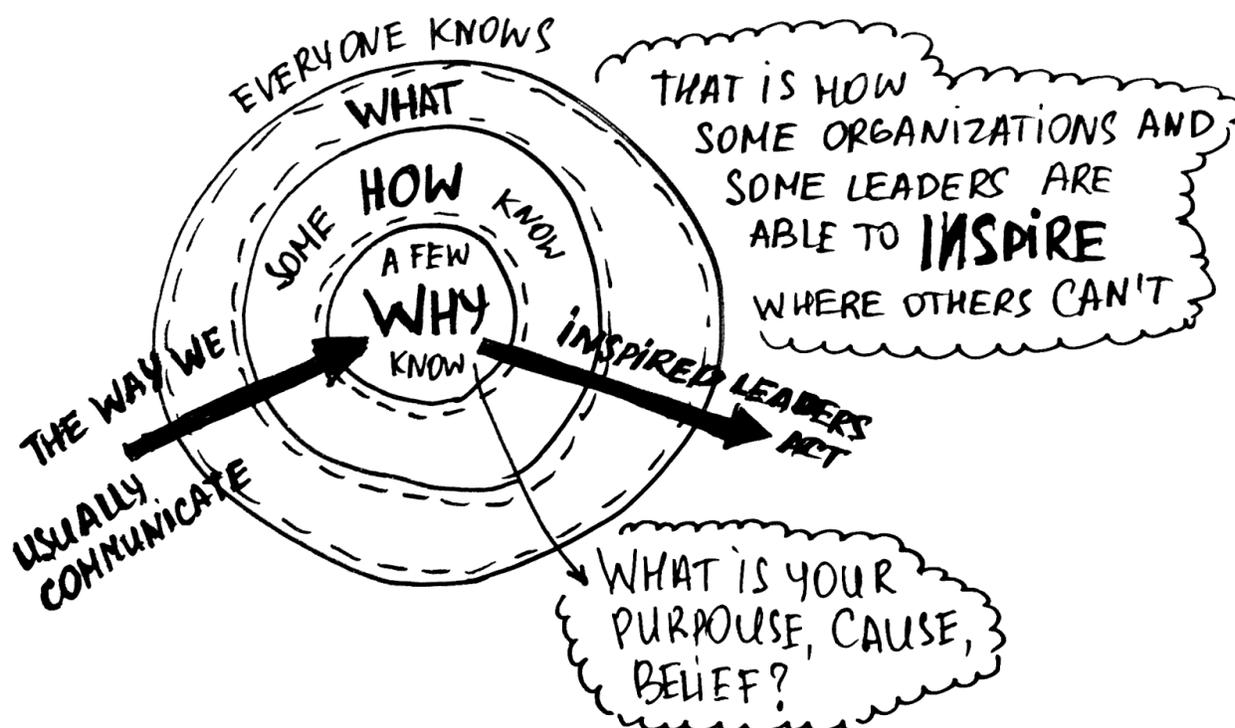


Image from Simon Sinek

SOCIAL ACTION IS ABOUT CONNECTIONS

Social action just doesn't happen without real human connections. We're all here because, at least on some level, we care about the well-being of our fellow humans, and that's the very first step to making real change.

Like we talked about with your why, the most powerful change happens when you have a strong community behind you. You'll hopefully find this within your TYG, your temple, your local area, and especially with this network.

Who are you allies in social justice? What partners do you need to reach out to for your experience to be as successful as possible?

What kinds of connections do you need to forge with them? What connections exist already?

5 As OF SOCIAL ACTION

AWARENESS refers to any program that informs and educates its participants about a certain issue, topic, or theme. Remember that you're not teaching participants what to think, but giving them all of the information and skills **to form their own opinion**. As SAVP, it's part of your job to foster the kind of community where everyone feels welcome to both voice and challenge their opinions.

ASSESSMENT is the process of taking a step back and evaluating what your community needs most. You have so much power to make tangible change on a local level, **so it's important to look at where this power would be best directed**. What's an issue that you feel the impact of in your community? What does your TYG feel the most passionately about?

ACTION is going out into the community and using your body! It's important to remember that **action means the most when it has intentionality behind it**; don't have your participants make blessing bags if they don't know where they're going or doing. Action taken as a TYG should be a starting point for lifelong action as an individual.

ALLIANCE involves **using human connection to create stronger social change**. Whether it's a partnership between your TYG and your temple, you and your board, or you and an organization you're educating your TYG about, alliance is so necessary for every kind of social action. You aren't expected to save the world all on your own, and you'll be so much less successful if you try.

ADVOCACY reflects on the idea that, as an SAVP, you aren't just part of a TYG, but a member of a larger, inter-connected community. While action programs help mitigate the *symptoms* of injustice, **advocacy addresses the root of the problem**. (Neither is better or worse than the other, they just have different goals!) This can be done through connecting to your local and national government officials via phonebanking, letter-writing, and even lobbying on the Hill.

These will ALWAYS have the most impact when used TOGETHER!

IDEA BANK

AWARENESS AND ASSESSMENT:

AWARENESS AND ACTION:

AWARENESS AND ALLIANCE:

AWARENESS AND ADVOCACY:

ASSESSMENT AND ACTION:

ASSESSMENT AND ALLIANCE:

ASSESSMENT AND ADVOCACY:

ACTION AND ALLIANCE:

ACTION AND ADVOCACY:

ALLIANCE AND ADVOCACY:

YOUR NOTES:

It's ok not to write down an idea for each of these, or even any at all. This is a space to write any ideas that stick out to you.

WHERE DO I START?

Now that you have all of your amazing ideas, it's time to turn them into tangible action. Once you get rolling, you'll realize that all it takes is hard work and dedication to watch these incredible ideas become reality, but it can be hard to know where to begin.

The hard answer that I have for you is that there isn't any right way to do it. Every TYG, every board, and every individual is different; some of you come from TYGs with 15 people here, and some of you might be the only one. Both of these-- and everything in between-- represents an equally valid and important model of leadership.

For different situations, TYG leadership styles, and any other unique circumstance, here are some ideas of starting places to watch your ideas become reality:

- Present your idea to your TYG president for feedback, criticism, and just a friendly ear to bounce ideas off of.
 - Present your idea to your TYG advisor or other adult leadership, (clergy, temple president, or any other adult your TYG works with,) to hear what they have to say about feasibility. They often also have lots of experience, and can provide great advice from practice.
 - Reach out to me! We'll have scheduled network calls, and you're also ALWAYS welcome to just contact me. I will always answer a text, email, or call, and we can talk about your ideas at any stage in the process. For every unique situation, we can work together to make your ideas reality.
 - Reach out to an outside organization who you see as a potential partner in your idea. For example, if you want to bring your TYG to a soup kitchen to help serve meals, reach out to the kitchen and see if and when they need the most help.
 - Utilize the action plan included in the next page of this packet! If, for your situation, the best next step is to concretize your ideas, this format will help you put everything in writing so that you feel comfortable presenting it to someone.
-

ACTION PLAN

*Adapted from The Project Courage Planning Form by Robert Feder,
NFTY-STR SAVP 2016-2017*

Temple Youth Group or Individual/s:

Supervising Coordinator:

Individual/s Implementing the Project:

Is the project a **ONE TIME PROGRAM** or **SUSTAINABLE PROGRAM** ?

Total Project Budget:

Proposed source for additional funds if needed:

Project Description (1-2 paragraphs):

Date	Task	Description: What, how, why etc.	People Responsible

Using a larger version of this, you can organize all of your ideas in one chart and create a tangible to-do list for yourself.

ACTION PLAN CONTINUED

1. What specific need does your project address in the local community?
 2. What specific Jewish Values are guiding your choice of project? Explain.
 3. Goals (goals are your big ideas of what you want to achieve during your program) :
 4. Objectives (objectives are things you can prove and are testable and concrete; objectives must be achieved in order to reach the goals) :
-

CAMP JENNY

Camp Jenny is one of the most rewarding parts of being an SAVP, and a member of NFTY-STR.

Every Memorial Day Weekend, NFTY-STR and NFTY-SAR host Camp Jenny at URJ Camp Coleman in Cleveland, Georgia. Camp Jenny is an entirely free summer camp experience for students from F.L. Stanton, which is an elementary school in inner-city Atlanta. The whole experience is staffed by, fundraised for, and powered by teens.

Campers have to earn their way to CJ by following the acronym CAMP:

Come to school
Attendance
Make an effort
Parent participation

Just like campers have to earn their spot at Camp Jenny, so too do the NFTYite staff members. NFTYites can be Staff in Training, Counselors, Specialists, Senior Counselors, or Unit Heads at CJ, and have to prove that they deserve a spot through an application process. Applications are due in early January, and I so encourage anyone who feels called to apply.

If you don't feel like serving on staff at CJ is your thing, or want to make the Jenny magic last year round, here are some other ways you can help out:

1. **Hold a fundraiser!** CJ doesn't happen unless we raise \$75,000-- the necessary funds to send every single camper without their families paying a penny.
 2. **Run programs on racial and economic justice.** Camp Jenny is the most unfathomably amazing weekend, but it is just one weekend. The rest of the year-- and for the rest of their lives-- our campers will still face problems that just Memorial Day Weekend can't fix. By taking action on these issues, we can help ensure that CJ has an even larger impact.
 3. **Help schools like FL Stanton in your area.** There are so many other schools that need help, and lots of them are right in our backyards. Identify them, and find out how your TYG can make an impact!
-

WHAT LIGHTS THE FIRE IN YOUR BELLY?

What keeps you up at night? What burns you up inside? What takes your breath away? What gives you faith in your fellow human beings?

That feeling is where social action is born.

Social action is easy for some people to toss to the wayside. As SAVP, it's your job to make sure that it's always a priority for your TYG--our commitment to justice is central to the success of your youth group, and of NFTY as a whole.

SO WHAT LIGHTS THE FIRE IN YOUR BELLY?

-
-
-
-
-
-

These are the things that keep you awake at night, and help propel your passion for justice. Like we said, this is your most powerful tool as an SA; people will engage with you when you speak from a place of true passion. Throughout this all, still remember that the things that light the fire in your belly won't always be the things that other people care about, and THAT'S OKAY. Remember that one of your jobs as an SAVP is to tap into the things that your TYG cares about, and use their passions just as much as your own. If a member of your TYG feels really strongly about environmental justice, you have the incredible ability to empower that member to take a stance and make a change.

It's also so important to challenge your TYG! If it feels like they all have the same opinions on a social issue, get them out of their comfort zones and show them the other side.

FUNDRAISING

Like we've talked about, Camp Jenny DOES NOT happen every year unless NFTYites and our partners fundraise. So too do soup kitchens close, free tutoring centers shut their doors, and political advocacy groups turn out the lights without the necessary funds.

Still, fundraising is a tricky business. As teens, we might not always have our own money to give, and, as families, we all have different levels of ability.

Throughout your fundraising efforts, NEVER should ANYONE feel that they are unwanted, or unable to participate. Not only is fundraising a way to help the community, it's a way to engage your peers in another form of social justice, and everyone should be able to be a part of that experience.

As SAVP, you may be the point person on fundraising efforts, or your TYG might have a Fundraising Vice President (FVP) who you partner with.

In this capacity, you help to set the tone of an inclusive fundraiser.

- If you're asking teens to raise funds, (or bring items,) think about how much you're asking for. Is this amount something that all teens will be able to participate in? Is asking them to bring this going to exclude teens who can't? This doesn't mean that you can't ask teens to participate themselves, just that you should be aware and empathetic of everyone's unique situation.

You also help to ensure it's a successful fundraiser.

- Think back to leading with your why; don't ask people for money if they don't know where it's going, who it's impacting, and why it matters to your TYG.
 - Think about who will be the target of your fundraiser. Is it members of your temple, teens, organizations, or some other outlet entirely? Identifying who the best target is will help to ensure you get the most possible out of your fundraiser.
 - Set an exciting but attainable goal for your TYG. Having a goal will help everyone feel proud when you find success. And, truly, reach for the stars. But be aware that your TYG might not be able to raise a million dollars in one go, and you want participants to end one fundraiser feeling ready and excited to start the next, not defeated.
-

FUNDRAISING CONTINUED

One way to kickstart your fundraising efforts is by reaching out to different organizations and individuals via email. With any official email you send, it's important to have an advisor review it. You are representing your TYG and your temple as a whole, and everything about being on a board is a partnership.

With that said, here's a super helpful email outline by the 2012-2013 NFTY-STR SAVP, Natalie Barman, and adapted by the 2016-2017 NFTY-STR SAVP Robert Feder. Make it your own, and adapt it to your TYG and fundraising needs!

Date Dear Mr./Ms. _____,

Begin by saying who you are, the position, and what organization you represent. Make sure to spell out the name of your TYG before using the acronym.

State what your TYG is doing (event, etc.) and why (what the cause/organization is). Write the date or dates of the project. If there is an actual event involved, invite the person to it.

Include some details about the project in the next paragraph. Keep it brief, but make sure the reader is able to gain a better sense of what the project is.

State the goal of the fundraising project. Tell the reader that every donation helps and then ask for their support. Make the reader aware of what it is you are asking them to consider donating i.e. money, food, supplies, etc.

Thank the reader in advance. Tell them if they have any questions about the project to feel free to call you. Provide a phone number!

**Sincerely,
(Signature)**

Your Name

TYG Social Action Vice President 2017-2018

LETTER TO YOURSELF

Hi, future me.

It's present me, _____, and I'm at the very beginning of the year. I'm feeling a little _____, but even more _____. I have so many dreams for this year, and I hope by now you've _____. I hope you've experienced _____, and grown through _____. I hope you've become closer with _____, and learned more about _____. More than anything, I hope that you've believed in yourself every step of the way, even when _____. I hope you've held onto your passion for _____, and never let go of your convictions, even in the face of adversity.

When you read this letter in December 2018, I hope it reminds you of _____. I hope you remember that you wanted to _____, and go out and do it! I hope you've grown, and trust yourself more with _____. Remember that Zoe believes in you, and remember that every SAVP from your network does, too. And then remember to believe in yourself just as much as they do.

With love and excitement,

RESOURCES

- **MEEEEEEEEEEE!** I cannot stress enough how much I want to see you succeed. Please, please, please, whether it's during a scheduled network call or at one in the morning, ask me ALL of your questions, big and small.
- **This network.** Each one of us in this room has a commitment to bettering the world, and, when one of us succeeds, we all do.
- **Your TYG board.** These people will be your teammates for the next year. Trust them, listen to them, and be there for them they way they'll be there for you.
- **Your advisor or adult leadership.** What makes this movement so powerful is our partnerships with adults. They trust you, so trust them back! Use them as the incredible resource they are.
- **Our regional advisor, Julie.** Julie is always here for every single one of us. Reach out to her, and you'll be blown away by her experience and wisdom.
- **The URJ website:** www.urj.org
- **The NFTY website:** www.nfty.org
- **The NFTY-STR website:** www.southerntropical.nfty.org
- **The Camp Jenny website:** www.campjenny.org
- **The Religious Action Center website:** www.rac.org
- **Youth Group Social Action resources:**
<https://nfty.org/resources/youth-group-administration/social-action/>
- **NFTY Social Action Program Bank:**
<http://www.nfty.org/resources/programbank/socialaction/>

ONE MORE TIME...
I LOVE YOU.
I'M EXCITED FOR YOU.
I BELIEVE THAT YOU WILL CHANGE THE WORLD.
LET'S DO THIS.

WITH LOVE,
ZOE
