



Membership Network 2019-2020



Name: _____

Position: _____

TYG: _____

Vol 2.

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Mazel Tov!

Dear Membership Network,

Congratulations on your recent success and welcome to the MVP Network! I am so proud of you and know you will accomplish so much during your term. To me, membership is the most important position because without membership, there would be no members. You drive your members and sell them on the amazingness of NFTY and your TYG events.

You might be a little nervous, not knowing what to do, what to say, or how to act. This is all ok. By the time you finish going through this packet you will be super at your membership role. You will know the ins and outs of mixers, promoting events, and making the perfect membership plan to take back to your TYG to have a successful year.

The most important thing for you to know is that I am here. I want to see you do well. I want to see you and your TYG grow and thrive in the best possible way. Do not hesitate to call, text, DM, or snapchat me any questions, comments, or concerns you have regarding membership. You are going to be amazing. I believe in you!!



Let's get it started,
Ryan Tolces

Terminology!

I am aware many of you know these terms, but this is a refresher for returning members, and a learning page for new members to NFTY-STR.

NFTY: The Reform Jewish Youth Movement

STR: Southern Tropical Region

PVP: Programming Vice President

SAVP: Social Action Vice President

RCVP: Religious and Cultural Vice President

CVP: Communications Vice President

MVP: Membership Vice President

TYG: Temple Youth Group

JYG: Junior Youth Group

REGBO: Regional Board

NAB: North American Board

PP: Participant

Wait, Who are You?

What are 3 facts about you?

Why have you chosen Membership?

List a few Membership goals you have this year:

List a few goals you have in relation to being on a board:

We need goals so we have something to aim for and look forward to for the coming year.

Now, think of what you can do to accomplish the goals you have just listed. What do you have to do to achieve those goals? Who do they involve? Do you have to do anything that takes time to reach these goals?

Many goals of your board involve the members, and it will be one of your responsibilities to think of the TYG's goals, not just your own goals.

What even is Membership?

Being involved in Membership is super fun and you are able to meet so many new people. You will be asked to promote different events for different sizes and people. There are different types of roles and different types of people you would have to promote to.

Members	During the beginning of the year, get members hooked and engaged early. Keep contact with them and let them feel welcomed.
Regional Events	Everybody loves Kallot. STRt with members that really love NFTY and will definitely go. Then spend the majority of your time trying to turn the Maybe and NO members into a YES!
JYG (Junior Youth Group)	These events are for the Middle Schoolers. We want them to feel what the NFTY-STR experience is and get them excited for high school NFTY. Hatikvah Kallah is their time to meet people all over the region

How can you use the different types of promotion above and use them most effectively in your TYG to get the most members?

-tain

(obTAIN, reTAIN, and mainTAIN)

These three words have so much more than 4 letters in common. These words are what you will use to assess and problem solve how to push and get members to your events.

	Obtain	Retain	Maintain
Literal Definition	Get, acquire, or secure.	Continue to have.	Provide with necessities for life or existence.
Membership Definition	Get your base of members. A nice group of people that came to your first event.	Get in touch after events so the PP knows you want to see them come up to your next event.	Continue talking to members and keep them engaged so they will come to future events.
When	At the beginning of your school year	Right after an event following up	Throughout the year

Rate your TYG

Obtention

1 2 3 4 5

Retention

1 2 3 4 5

How can you find a balance between the two by maintaining?

Use your Board!

Talking to your board regularly about ideas and events is key. It is extremely important to know your board. It is important to know how each of them can help you be the best MVP.

<p>Advisor</p>	<ul style="list-style-type: none"> - Talk to your advisor and share goals you two what to see done throughout the year. - Get emails and phone numbers to reach out to people about events. - Your advisor also knows temple policies, and regulations. When you have ideas for a mixer or program, ask them if it can even be done at temple, or else you need to think on a different way. - I will be communicating with you and your advisor to talk about any situations, problems, and successes in your TYG.
<p>President</p>	<ul style="list-style-type: none"> - Your President is your buddy. - Communicate your goals and how you wish to get them done. - Let your President know if there are any issues.
<p>Board Members</p>	<ul style="list-style-type: none"> - Everyone on your board wants to see the TYG grow. - They all want you to be amazing and they will help you achieve that goal. - If you need help with anything, do not be afraid to ask them for it.
<p>Grade Reps</p>	<ul style="list-style-type: none"> - It is totally ok if you do not have grade reps. If you do., you can use grade reps to help you spread the word about events. - Start a group chat and come up with fun and creative ways to promote events.
<p>@theyantolces</p>	<ul style="list-style-type: none"> - I WILL help any of you whenever I can. Tell me your ideas or ask for feedback, I love being MVP and I want to help you be an awesome one. - I gave you my email, social media, and phone number. Please use them, I want to help all of you.
<p>Membership Network</p>	<ul style="list-style-type: none"> - We will share ideas, have talks about how you are doing in your TYG, and your TYG as a whole, membership-wise. - Talk to your subregions for another level of peers who would love to hear your ideas. - You can talk to anybody you want in our network, not just me!

Mix-Mixed-Mixing-Mixers!

Mixers are an amazing time for participants to meet new people, and for friends to learn more about each other. It is important to know not just how to make mixers but the value of them as well.

Making Mixers

1. Ask what event your TYG is having
 - a. Is it an overnight event or just a dinner?
 - b. Are you expecting a large turnout or more of a smaller close-knit group attending?
 - c. Knowing more about the event will help you plan appropriate mixers.

2. Know the Interests of your participants.
 - a. Remember everyone does not like The Office or sports and might not find mixers relating to those topics fun.
 - b. Also remember you will probably not make everybody happy with what you do with Mixers. Think about how you can find that common ground between the different participants.

3. After figuring out what the event is, who will be coming, and how long mixers are, You can now choose which style of mixers would fit your needs and your TYGs needs the most. (Adapted from Deanna Netzer, NFTY-STR MVP 2016-2017)
 - a. Single-Part: These mixers are only just one mixer. You will use this mixer when you are short on time, or have a small attendance at the time. With that in mind, these should be extremely engaging because there is only one mixer.
 - b. Multi-Part: Going one step higher, the multi part mixers have...multiple parts. This means having many single part mixers. These are more often used at larger events and at Regional Events. This mixer style is also the best way to reach every participants interests.
 - c. Mix and Mingle: The final mixer style is mix and mingle. This involves having stations that require different thinking strategies to allow the group to bond and create friendship. This is used at NFTY events or events with an extremely high amount of people, for multiple groups.

Leading Mixers

Leading mixers is as important as creating mixers. You put so much time and effort in making these amazing mixers and now it is time to own it and show it.

1. Get the room quiet so you can begin your introduction. Make sure you are confident and enthusiastic with what you are saying. If you are confident, the participants are less likely question you. If you are enthusiastic, it will rub off onto the participants and they will feel excited for the event/activity.
2. After you begin your activities, if you have group leaders, make sure they are all good and have any supplies necessary. If you are the only group leader, make sure the group is engaged and connected throughout the activity,
3. This may seem silly but you will be "Feeling the room" during mixers.
 - a. This is basically you assessing how mixers is going.
 - b. Are participants engaged or just standing there talking with their friends?
 - c. Do not just look at where mixers is happening, look at the whole room. There could be a participant just sitting against the wall alone not participating. Don't be afraid to go to the participant and talk and ask if they are ok. Start small by just asking his name then build up eventually ending with, "Hey do you want to try joining the group.
 - d. While you have the shy participants, you might have the extremely loud participants which hinder on the success of your mixers. Don't be afraid to give them a little tap on the shoulder and tell them to be a little more courteous of the group. These are your mixers. You want them to go well. So make them go well.
4. Time
 - a. Always be aware of how much time you have for mixers. Plan accordingly.
 - b. If you notice the group is moving really fast, be prepared with back pocket mixers. These are short, no material mixers to fill those small gaps.
 - c. If you are too short on time, find ways to shave time off here and there so the group gets the most out of your mixers.

Sub-Regions!

The What?

Sub-Regions are smaller areas within NFTY-STR. They are mostly divided by counties and cities. Your closet TYG's would be considered in your Sub-Region.

Who is in your Sub-Region?

The Why?

- Sub-Regions allow friends from other TYG's to see each other again, and not just at regional events.
- It also allows somebody that is not yet ready to come to a Regional event but wants to experience a small part of the NFTY-Community.

The How?

- Get in Touch with the board of the other region and toss around the idea of doing something awesome with each other.
- Have ideas prepared so the ball can get rolling as fast as possible.
- If you are stuck here are a few ideas as to what to do:
 - Ice Skating
 - Lock-In
 - Youth Lounge Chill Night
 - Bowling
 - A Sports Event
 - Day at the beach

What activities are there to do near you?

Reachout is a Must!

A very important part of a membership role is reaching out and making sure what needs to go out is being put out. **Anybody can make a phone call or send a text so know you are not alone.**

Aaron Root, NFTY-STR MVP 2012-2013 once said, "There is a 95% chance that you have a Facebook, and a 95% chance that your member has a Facebook. Multiply the two together and you have a 9025.7% chance that you should be communicating over Facebook, texting each other, or even calling"

How can you reach out to members?

1. Telephone - Your TYG may have a phone list of past and current members that have come to events. Utilize this list and delegate a certain number of members per board member and have each board member call the member.
 - a. Have a little script before you start calling so you are not going in blind.
 - b. Do not be afraid to leave a message. Leaving a message is better than hanging up.
 - i. But do NOT leave a second message. You do not want to be looked at as desperate.
 - c. Have a spreadsheet and write down if they are a "Yes" "Maybe" or "No"
 - i. List the reason why if they gave you a maybe or no.
 - ii. Call them back some time later and double check if they changed their mind, but remember do not be "pushy" or scare them
2. Social Media - It's highschool, pretty much everybody will have at least one of these apps,
 - a. Facebook Groups are amazing for TYG's to share information to the member and their parents.
 - b. Have flyers posted on your instagram and your TYG's instagram.
 - i. Use fun hashtags so everyone can see pictures from events.
 - c. Use text remind apps and have all the members join so you can share quick information about events.
3. Word of Mouth - It does not hurt to go old-school and just talk to people about signing up. This I believe is the most effective method because you get an immediate answer and it makes the member feel included and wanted.
 - a. Talk whenever you see someone. Use an elevator speech and get them excited.
 - b. Follow up with them and always make them feel a part of the group.

#MCVP DUO!

Your partner in crime/dynamic duo/sidekick for your year on board will be the CVP of your TYG. You will be working together non-stop on connecting with the members of your TYG both in person and online.

There are many similarities so it is important to know what is a membership responsibility and what is a communication responsibility so there is no confusion.

Membership Responsibilities:

Communication Responsibilities:

Dual Responsibilities::

Together, you and your CVP will communicate and connect with members amazingly! #MCVPerfect

The Fishbowl Effect

As part of being a board member you are now in the fishbowl. Let's talk about it!

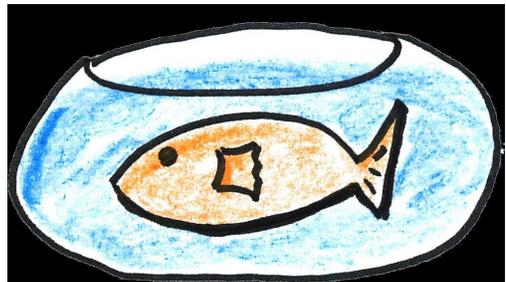
Why is it called a fishbowl?

Great Question! Let's have a quick little science lesson. When you look at a fishbowl, notice that the light refracts and slows down when it gets to the water. This causes whatever is in the fishbowl to look different and have a different perspective.

Just like the fish in the fishbowl, people will be watching you and want to be and act like you. It is your responsibility to be aware of your facial expressions and how to act in NFTY and out of NFTY, including social media.

Here's an Example:

It's the beginning of the school year and Xavier is going to his first TYG event. Xavier has heard all about you and how you are on board and thinks you are the coolest person in the world. While the activity is happening, you stand up and help a friend in the back with an important topic. While you are being a good friend and helping them, Xavier sees something different. Xavier sees a board member that he looks up to talking while a program is happening. Because Xavier wants to be like you, he starts to talk during programs which catches the eye of your advisor. When your advisor asks Xavier why he is talking, he says he was copying you. Uh Oh, here comes the advisor that is going to talk to you about not being engaged and participating causing distractions.



Here's why it is important:

Yes you were only helping someone with an important question, but we are all leaders and need to respect each other and pay more attention to our surroundings. Don't think about the Fishbowl, just be yourself and know what you do!

Recruitment Bruh

TYG Recruitment

- It is definitely easier to get people to come to a TYG event than a NFTY event simply because of the fact that they are local. But, there will still be some people that will need a little more encouragement to come.
- Go up to people at school, Temple, or any place where you see someone that might be interested in NFTY.
- Find things you have in common with each other so there is more of a personal connection with the potential participant (PPP).
- Know whether the PPP, Potential Participant is an extrovert or introvert:
 - Extroverts want to be out there. They want to go do all the crazy activities, talk to as many people as possible, and be as active as they can.
 - Introverts would rather prefer smaller, low energy events such as a TYG lounge night where it is more quiet.
- This next thing will work for anybody:
 - **FREE FOOD!** People love food and would bring all their friends if they like the food, Ask a survey at the beginning of the year and figure out what everyone likes.

NFTY Recruitment

- NFTY events are longer which gives Participants more time to meet new people and make new friends all over Florida.
- If somebody says they do not have the money...**SCHOLARSHIP**
- Ask your advisor for a list of members in your TYG and organize as you wish,
 - Reach out to members starting with the most active members. It is more likely they will come to events and want to be a part of NFTY.
 - Then, reach out to the maybe people and tell them the amazing reasons why they should go. You are basically a salesperson...Sell NFTY
- **ANYBODY CAN COME TO EVENTS. NOT JUST TYG MEMBERS!**
 - If someone not in a TYG seems interested, give them the STR instagram and our website and let them know about upcoming events.
- It is sad, but true that NFTY is not for everyone, So if somebody constantly says no, it might not be meant to be.

NFTY 678

6

New middle schoolers need something to do in their free time. And middle school parents would love to see their child active and busy with extra activities!

1. Utilize the JYG liaison or grade rep on your board to reach out to either the student or their parents and let them know about NFTY.
2. Ask for a list of 6th graders from your Advisor or write a little blurb and ask for it to be emailed to the parents.
3. On Sunday's, walk into their classrooms and give an elevator speech, a quick 30 second to a minute speech about an upcoming event in the future,
4. They might be a little shy at first so start small with a TYG event, then build up to asking them to come to Hatikvah Kallah.

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7th graders have found their friend group in school and in temple and could possibly not go anywhere without them.

1. Utilize your JYG or grade rep on your board to reach out to the student or their parents and let them know about NFTY.
2. If there is trouble registering someone because "My Friend won't go" try talking to their friend and saying "If you go, they will go" this small step can help ensure two more people to come to your events.
3. Go to the middle school class at temple and give them an elevator speech about upcoming events.
4. Try having people that went to the events last year to have them talk to people that have not gone and try to have them sign up. **ANYBODY CAN BE AN MVP.**

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8th will need a little more convincing, but this is the perfect time to get someone to come to NFTY.

1. Utilize your JYG or grade rep on your board to reach out to the student or their parents and let them know about NFTY.
2. Use recruitment tactics from the previous page to have them come to events.
3. Many TYG's are successful in having 8th graders come to their events for the second half of the year. Getting them ready for high school
4. Along with Hatikvah Kallah, 8th graders can go to Spring Kallah. Another opportunity to meet new people and get them prepared for High School.

Scholarship

(Everyone could use it)

Do you know somebody who wants to go to NFTY events? YES NO

Do you know somebody that does go to NFTY events but has trouble paying? YES NO

If you answered yes or no to these question, Scholarship is always an answer. When registration opens, PP's will have a chance to get scholarship Money to help pay for their expenses. **THIS IS A GREAT OPPORTUNITY. NFTY DOES NOT WANT PEOPLE NOT TO COME TO EVENTS BECAUSE THEY CANNOT PAY FOR IT!!!**

Here are the steps to get scholarship:

1. Click the Apply for Scholarship button on the registration page.
2. Fill out the Application. Here is the link for you to refer to if a friend asks! <https://southerntropical.nfty.org/scholarship-application/>

That's it! Super easy, quick, and fast to make a person experience this opportunity.



Now me!

Name: Ryan Joseph Tolces

School: Spanish River High School

Temple Youth Group (TYG): BOFTY

Position: NFTY-STR Membership Vice President

Favorite Food: Goey Chocolate Chip Cookie

Favorite TV Show: The Office

Favorite Game: Candy Crush

Hobbies: Eat, Sleep, and look at dank memes!

Instagram: @theyantolces

Snapchat: ryantolces

Twitter: @theyantolces

Email: str-mvp@nfty.org

Phone Number: 561-405-5399

To Summarize

This page is to summarize this whole book. Turn to this page if you are ever stuck and don't know what to do. So, before you go and Membership your TYG, here are a few key points that will help you be as successful as possible.

- Everyone wants you to do well - Your board, network, and myself all want to see you try your best and see membership grow. Along with numbers increasing, we all want to see friendship and connections increase.
- Anybody can talk/text - You do NOT have to be the only one to text and call people letting them know about events. Use your resources and do not be afraid to delegate some tasks.
- Persistence - Remember, saying "I will sign up" is different than "I did sign up" keep going up to people letting them know about events until you see they are signed up, or there is an actual reason why they cannot go. Just do not go over the top, we do not want to scare them which would want them to come less!
- We love friends - Mix and Mingle with the crowd. Meeting new people and having that connection with participants is why they want to come back. Show them what your TYG and NFTY is all about.
- Everyone is different - When you go up to someone, have an open mind and know that people have different interests. If you notice your interests are not like a participant you tried talking to, find someone who can relate to the participant and have them talk to them.



Notes...

More Notes...