



Expanding Your Membership

NER FJMC Leadership Training 2016

January 10, 2016

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Topics

- Your Membership Goals
- Understanding Your Membership
- Branding within your Temple
- Programming Drives Membership + Vice Versa
- Quid Pro Quo
- Expanding Membership One at a Time
- Wrap-up

What are your Goals?

What are your goals as a club?

- Organization for Jewish Men to Connect with other Jewish Men?
- Service to the Temple Community?

What are your goals for the year?

- More Religious School fathers?
- More of a specific type of programming (i.e., social action, environment)?
- Number of members



Plan during the summer for the upcoming year.

Focus – Understanding Your Membership

Membership Segmenting:

- by Age
- by Children's Ages (i.e., Pre-School Parents, Religious School Parents)
- by Programming Interests
- by Reason for joining Men's Club
- by Active Members vs. Courtesy Members



What is the focus this year (Example)?

- Religious School Fathers
- What do we offer them?
- What kinds of programs do they like?
- What are the best times for them? (Sunday morning?)
- Recruit current Religious School fathers to invite new ones to programs



Plan during the summer for the upcoming year.

Branding within your Temple

I want to be a part of that Organization!



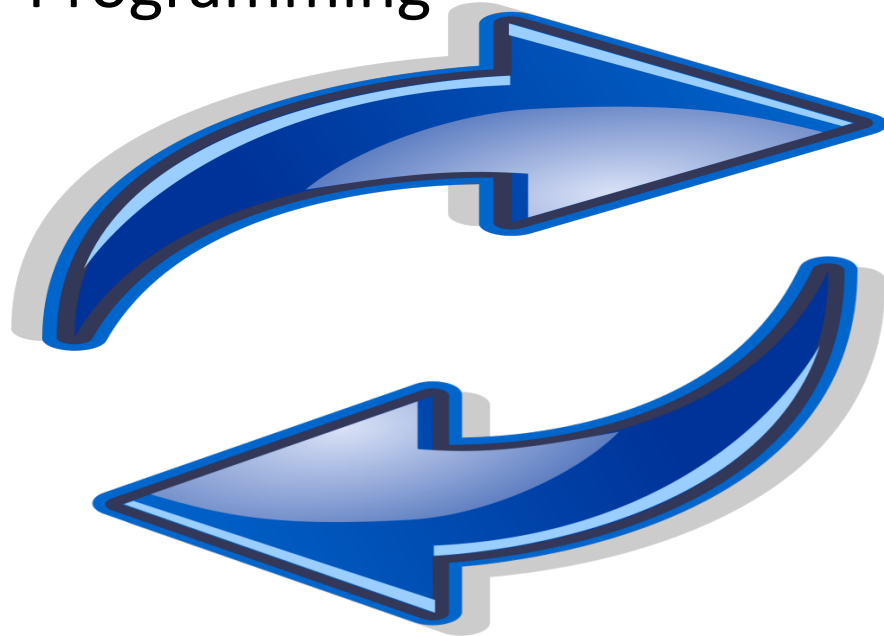
Branding ideas:

- Shirts
- Kippot
- Name Tags
- 'Sponsored by the Men's Club'



Programming Drives Membership + Vice Versa

Programming



Membership

Types of Programming

Social

Religious

Recruitment

Fund Raising

Men's Topics

Men's Health

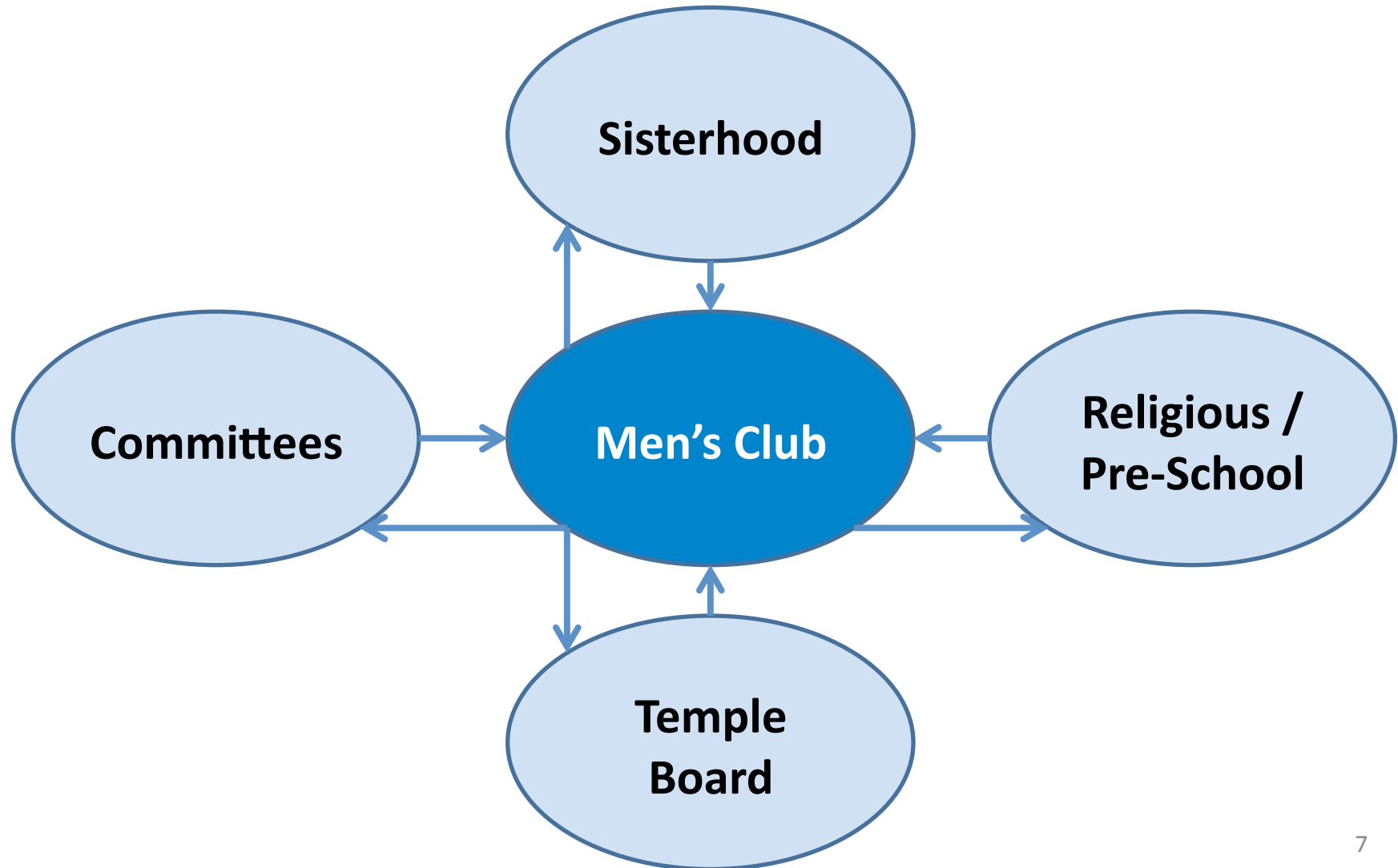
For Temple

Veteran's

For Community

Environment

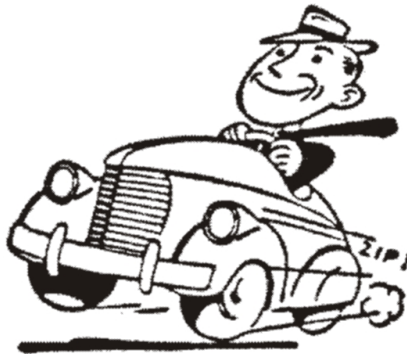
Quid Pro Quo



Expanding Membership One at a Time



Introduce Yourself



Drive them to the Program



Ask them to join



Buddy System



Call new members of
the Temple

Wrap-Up

- Notice what wasn't mention...
- 38 – 103
- Questions?

