Taking Your Club from Good to Great!

New England Region Spring Training
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Overview

- Club Branding-The “Elevator Speech”
- What’s on YOUR mind?
- Break Out Session
- Synthesis
- Recap
Club Branding Themes

- Camaraderie/Fun
- Support Synagogue/Collaborate with other arms
- Involve and connect Jewish men
- Perform Mitzvah projects
- Promote Jewish Life and Israel
- Center for Events
- Education
Bob’s FJMC Elevator Speech

- The Federation of Jewish Men’s Clubs is a partnership of over 250 affiliated clubs with 22,000 members across North America, dedicated to involving Jewish Men in Jewish Life. FJMC transforms ordinary club events to the extraordinary through innovative programs that enhance spirituality, increase learning, develop leadership skills, and foster fellowship. The FJMC empowers its members so that their passionate voices are heard in their communities and in the conservative movement in North America and around the world.
What’s on YOUR Mind?

- NO INTEREST IN FJMC ACTIVITIES
- DECLINING CLUB AND SYNAGOGUE MEMBERSHIP
- CAN’T FIND LEADERS (“I’LL WORK BUT NOT LEAD”) - GETTING GUYS INVOLVED
- PROGRAMMING THAT WORKS - NOT THE SAME OLD THING!
- WORKING WITH OTHER CLUBS (INCLUDING CONSOLIDATIONS)
What’s on YOUR Mind

- No One Comes to Meetings
- Attracting Younger Men
- Communications-snail, electronic, social media
Why FJMC?

- Provides opportunity to meet and become friends with men from other communities- “we’re not alone!”
- Wealth of programming ideas-don’t need to re-invent the wheel
- Vibrant leader in today’s Jewish community, particularly the Masorti/Conservative Movement
- THE Voice of/for Jewish Men
Attracting New Members
(younger members in separate presentation)

- When? Start your membership planning the summer
- When? Always! Work the Kiddush, and all community events where men are involved
- How? Membership letters, Membership dinners,
- Who? EVERYONE
- Who? The Rabbi’s help is essential. Work with Rabbi to urge men to join as part of High Holiday messages
Attracting New Members

- Why? It is ESSENTIAL that every club have the answer to this question. What is YOUR elevator speech? Why should they join your club?

- Innovative and attractive programming (know your demographic-FJMC CAN HELP!!!)

- Club Directory could include a professional directory as a resource. Also could include job postings
Programming that Works!

- Don’t Re-invent the wheel-use FJMC Resources
- Torch Awards from Previous Conventions
- Work with Other Clubs-Have program leader from another club “consult”. Have speaker from another club appear at your program
- Capitalize on your members’ skills and experiences. Local project managers, sports people, recent military, politicians, etc..
Programming as Portal of Entry

- Involvement in a program will bring him back for more

- Challenge uninvolved guys to develop programming - give them room and a budget (FJMC CAN HELP!)
Some Specific Ideas

- Break the Sunday breakfast mold. Have a bike ride. Have school allow kids to ride with their dads and inject some Jewish content
- Coffee House on school mornings
- Hearing Men’s Voices
- Sports-Golf, softball, bike clubs
- Scotch
Programs as Portal of Entry

- Match a man’s interest with program involvement
- Education
- Religious-Men’s Clubs Shabbat, etc.
- Cultural
- Fundraising
- Social/Entertainment
- Community Service/Mitzvah Projects
More Portals of Entry

- Mitzvah Projects
- Israel
- Fun!
- Hobbies-Model Train show a big hit in one club
- Mom’s Day Out-see “younger guy” presentation
Working Together with Other Clubs

- Geography important
- Provide complementary skills
- Provides often missing critical mass
- Be sure to have JOINT committee-co-chairs from each club
- Clear financial plan and marketing
- Develop well-defined responsibilities and job descriptions
Effective Communications

- Snail Mail
- Electronic Mailings—be sure to have separate men’s club mailings so not to be lost in numerous shul announcements
- Synagogue Bulletin
- Social Media—website, Facebook page, LinkedIn, etc.
- Post events in online calendar
- Use local press for publicity
Running a Great Meeting

- Send out focused agenda in advance
- Dvar Torah - Rabbi or Men’s Club Guy
- Don’t let discussion get out of control
- Keep meeting reasonable length
- Have meaning beyond reports! Try a short hearing men’s voices experience as part of the meeting
Measures of Success

- MEMBERSHIP NUMBERS
- ARNIE MILLER’S CLUB REPORT CARD
- QUALITY CLUB AWARD
- TORCH AWARDS
Good to Great?

- Remember to Honor and Thank Your Leaders
- MAN OF THE YEAR
- KEEPER OF THE FLAME
- YASHER KOACH CERTIFICATES-FREE!
Good to Great

- Bring a group to the retreat
- Send president/first VP to convention on regular basis
- Work with other clubs—learn from their success—don’t re-invent the wheel
- Have a formal installation of officers
Good to Great?

- Develop Your Club Brand
- Elevator Speech
- Logo
- Caps, Shirts, etc.
- Use FJMC Resources-Your Regional Team, Programming, Publications and Events
- Share Your Story!
Some Resources
FJMC Publications

- **Mentschen** - our online/virtual discussion group. Use Mentschen topics to liven up your meetings. [www.mentschen.org](http://www.mentschen.org)

- **Unraveller** - FJMC weekly Haftarah commentary. Bring to shul and share with congregation. Encourage members to subscribe (free) [http://fjmc-consultants.org/listing.html](http://fjmc-consultants.org/listing.html)

- **CJ Magazine**: Voices of Conservative/Masorti Judaism - mailed quarterly.
Resources

- Rabbi Charles Simon’s Book: “Building a Successful Volunteer Culture”
- HaShofar-E-News from FJMC
Resources

- **Management Tips**

- **Hearing Men's Voices**
  [https://docs.google.com/a/nerfjmc.org/viewer?a=v&pid=sites&srcid=bmVyZmptYy5vcmd8d3d3MXxneDo1MWEzM2JhMDFjODg5Y2Jh&pli=1](https://docs.google.com/a/nerfjmc.org/viewer?a=v&pid=sites&srcid=bmVyZmptYy5vcmd8d3d3MXxneDo1MWEzM2JhMDFjODg5Y2Jh&pli=1)

- **Club President Guide**
  [https://docs.google.com/a/nerfjmc.org/viewer?a=v&pid=sites&srcid=bmVyZmptYy5vcmd8d3d3MXxneDoxYjNmMGE2ZmZkOTMxNA&pli=1](https://docs.google.com/a/nerfjmc.org/viewer?a=v&pid=sites&srcid=bmVyZmptYy5vcmd8d3d3MXxneDoxYjNmMGE2ZmZkOTMxNA&pli=1)
Resources


- Northern NJ Region Handouts-more great resources [http://www.nnjr.org/programming-guide](http://www.nnjr.org/programming-guide)
Resources

- Torch Award for Best Overall Programming by a large club. A gold mine of ideas!
  
Thank You!

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