Growing our movement: tools for engagement

October 29 & 30, 2019
Agenda

• Welcome & Introductions
• Section Highlights
  • Cleveland Section
  • Long Beach Section
  • Sarasota-Manatee Section
• Toolkit Highlights
• Group Discussion
• Wrap-up
Cleveland Section

Engagement Tips:

• Follow up immediately after first encounter
• Make a personal ask with a **specific date and time** for a next meeting
• Allow new members to try different committee without pressuring them to make a long-term commitment
• Develop opportunities to stay engaged and grow
Power Hour

Meaningful hands-on service projects that take an hour

- A way for new members to dip their feet into NCJW without a long-term commitment or expectation
- A chance for seasoned members to develop relationships in an informal setting with newer members
- Examples: stuffing pillows for breast cancer survivors, creating toiletry bags for homeless young adults, creating felt blankets for sexual assault survivors
Long Beach Section

Engagement Tips

• Get to know new members to learn about their interests

• Match opportunities for involvement with the person's interests to customize the ask

• Send new members a survey of interests to help you match them accordingly

• Designate 1-2 leaders for each advocacy issue to be responsible for outreach & engagement
Pastry & Politics

Each event highlights a significant issue of concern in the community and explores different perspectives

• Educate attendees about an issue and how they can get involved to make a difference
• Attract new members based on the issues they're interested in
• Host event ~4 times a year
• Find the time that works best for your audience
Sarasota-Manatee Section

Engagement Tips

• Utilize new member events as an entry point

• Follow up with a specific ask that invites new members to join a new member project

• Use new member projects to provide members with a sense of ownership and responsibility in shaping the section.
Make your events welcoming

- Have volunteer greeters personally welcome each attendee
- Use name tags to identify who is a new or potential member and who is a longtime member
- Encourage all leaders and longtime members to introduce themselves and get to know newer members
- Mix up seating half-way through an event to meet more people
Toolkit highlight!

Types of touchpoints

- Email personal welcome
- Call new members
- Distribute welcome packets
- Collect surveys of interest

Check out samples and templates of each in the toolkit.

Send us additional templates so we can include them.
Using your programs to engage new members

• Have a sign-up table at every event
• Promote your events with partners, community calendars, and social media to attract new members
• Hold events at diverse locations and times to be convenient for your target audience
Group Discussion
Next Steps

• If you are an ED, Section President, SPA, or Membership Contact, you should have received your first weekly list of names from the national database on Monday.

• Send Samantha your membership and engagement templates and tools. (sweil@ncjw.org)

• Take time to read through the Outreach and Engagement Toolkit

• Webinar 3: Growing Our Movement: Tools for Retention
  • Tuesday, November 19 at 7:30pm ET
  • Wednesday, November 20 at 1:30pm ET

• Any questions? Contact Samantha at sweil@ncjw.org
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