



**NATIONAL COUNCIL** *of* **JEWISH WOMEN**

Growing our movement: tools for engagement

October 29 & 30, 2019

# Agenda

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

# Cleveland Section

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## 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

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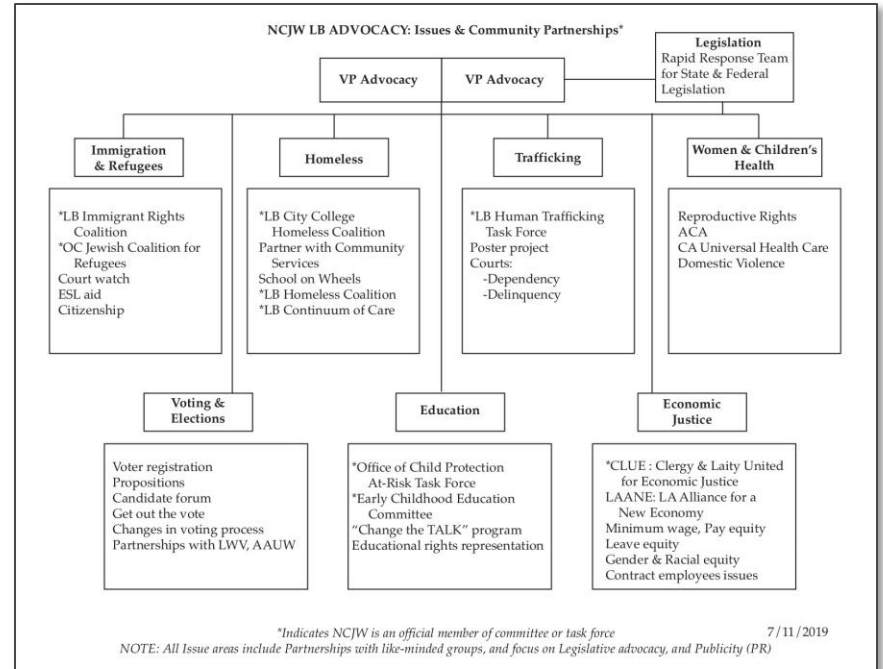
**Meaningful hands-on service projects that take an hour**

- 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

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**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

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## 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.


**NCJW**  
**New and Prospective Member**  
**Coffee Hour**

Meet some of our Board members!  
Hear about our community programs  
and activities!

Join us at the home of  
Debbie Silver Heller  
Date: Wednesday, October 10, 2018  
Time: 10:00AM- 11:30AM  
7308 Barclay Ct.  
University Park Country Club

RSVP Rosalie Leon  
roboat52@gmail.com  
941-356-1801

IMPORTANT: Do NOT follow  
your GPS- Go through the  
Main Gate of University Park  
off University Parkway- the  
other gate on Honore is for  
Residents ONLY!



# Make your events welcoming

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- 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



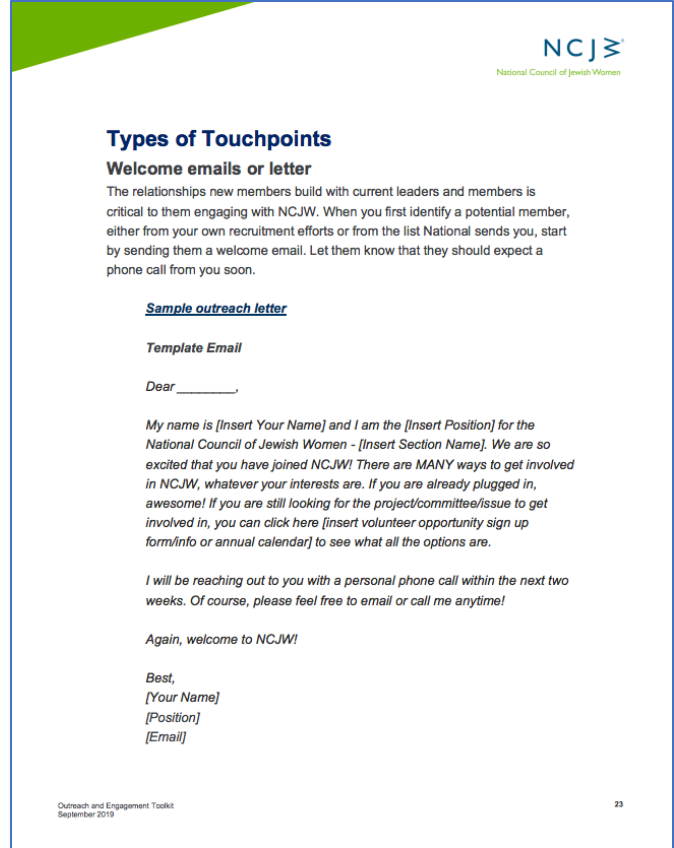
## Toolkit highlight!

# 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.*



The screenshot shows a page from a toolkit with a green header and the NCJW logo. The main heading is 'Types of Touchpoints' followed by a sub-heading 'Welcome emails or letter'. Below this is a paragraph explaining the importance of welcome emails. A section titled 'Sample outreach letter' contains a template email with several lines of placeholder text in brackets. At the bottom left, there is a footer with the text 'Outreach and Engagement Toolkit September 2019' and at the bottom right, the page number '23'.

**NCJW**  
National Council of Jewish Women

### Types of Touchpoints

#### Welcome emails or letter

The relationships new members build with current leaders and members is critical to them engaging with NCJW. When you first identify a potential member, either from your own recruitment efforts or from the list National sends you, start by sending them a welcome email. Let them know that they should expect a phone call from you soon.

**Sample outreach letter**

**Template Email**

Dear \_\_\_\_\_,

*My name is [Insert Your Name] and I am the [Insert Position] for the National Council of Jewish Women - [Insert Section Name]. We are so excited that you have joined NCJW! There are MANY ways to get involved in NCJW, whatever your interests are. If you are already plugged in, awesome! If you are still looking for the project/committee/issue to get involved in, you can click here [insert volunteer opportunity sign up form/info or annual calendar] to see what all the options are.*

*I will be reaching out to you with a personal phone call within the next two weeks. Of course, please feel free to email or call me anytime!*

*Again, welcome to NCJW!*

Best,  
[Your Name]  
[Position]  
[Email]

Outreach and Engagement Toolkit  
September 2019

23

## Toolkit highlight!

# Using your programs to engage new members

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- 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

### Engagement Events & Programs

A successful event attracts new members and advocates, engages existing members, and raises NCJW's visibility. Outstanding event simultaneously increase NCJW membership as well as advance our mission and develop new leaders. An event could be a small group gathering, a community forum, an organizational meeting, or a rally.

#### Tips for using your programs to engage new members

- **Create an Engagement Committee** to call new members, invite them to attend events, and/or carpool.
- **Identify new members on a name tag** at the event so leaders know to reach out to them – put a colored sticker on the badge of your regulars and encourage them to welcome new folks who don't have the sticker.
- **Have a sign-up table at every event** to capture the information of any person who walks through the door.
- **Email attendees thanking them for their participation.** Be sure to include relevant resources and reminders about next steps. It is recommended to add new contacts to your distribution list.
- **Promote these events with other partners and community partners** in their community calendars.
- **Use social media to share the program** by creating a Facebook event and ask your leaders to invite their friends.
- **Ensure your event is accessible.** Consider needs such as wheelchair access, public transportation availability, gender-neutral restrooms, childcare options, and the time-of-day conflicts.
- **Host the event at geographically diverse locations.** This will allow individuals from different neighborhoods and regions to attend. Choose sites that are welcoming and convenient.
- **Advertise on an online calendar.** Ensure that your programs are listed on your calendar with event information and online registration.

# Group Discussion

# Next Steps

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- 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](mailto: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](mailto:sweil@ncjw.org)

# Contact Information

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