



NATIONAL COUNCIL *of* **JEWISH WOMEN**

Growing our movement: tools for retention

November 19 & 20, 2019

Agenda

- Welcome & Introductions
- Section Spotlight: Minnesota Section
- Advocate Retention Tools
- Scenario Exercise
- Group Discussion
- Wrap-up

Why do people join and stay involved with NCJW?



- Conducted a community survey and received surprising results
 - No consensus about most important policy priorities – reproductive rights always near the top
 - Excellent community reputation. Sought after community partner among our allies.
 - ***The main reason, by a large margin, that people get involved and stay involved with NCJW Minnesota is the **social connections** and **relationships that they develop** with other women***

Engagement Process



- Sign-in sheets at every NCJW and community event with check boxes for interests
- Immediate follow up by Outreach and Engagement Team
- Connection to appropriate committee, program, or individual
- Follow up with O & E (not part of our system but should be!)

Retention Process

- Retention is linked to follow up – making sure there are plenty of opportunities for further involvement
- Personal invitations and a buddy system
- Acknowledge different ways of engagement
 - Personal
 - Financial
 - Virtual
- Know when no means no



Retention Tools

Follow up

Follow up helps build relationships and ensure someone comes back again and again

- Follow up with individuals after each committee meeting, project, event they attend
- Personally invite individuals to the next meeting or event
- Communicate clear next steps
- Show appreciation – thank you goes along way.

Consistent Communication

Consistent engagement can take many forms: action alerts, phone calls, monthly newsletters, membership renewal letters, calendars, social media, etc. It is essential to communicate regularly with your members about upcoming events, opportunities to get involved, and section accomplishments.

Ways to communicate with your members:

- Calendar of events
- NCJW Birthday card
- Rosh Hashanah card
- Newsletter or E-newsletter
- Action alerts
- Postcard series on your work: advocacy issues and service programs

Behind-the-scenes tip: It takes seven touchpoints of communication with someone before they act.

Retention tools

One-on-ones Meetings

Use one-on-one meetings as a tool throughout the engagement process, not just to get advocates involved at the beginning.

- Create a culture of meeting with individuals one-on-one to check in
- Use one-on-ones to help you recognize potential obstacles and issues before they develop
- Identify new leaders through your one-one-ones
- Meet for coffee with individual members of the committee, project volunteers, and/or advocacy group
- Start off by thanking them for everything they do
- Sample questions
 - What are you enjoying about your work with NCJW? Is there anything missing that you're looking for?
 - What can we do to make NCJW an even better experience for you?
 - How are you looking to grow? Are you interested in taking on more responsibilities or leadership roles?

Make Leadership Development a Priority

- Dedicate a committee to focusing on leadership development
- The primary role of the Leadership Development Committee in MN is to identify, develop and support emerging leaders in the organization.
- Committee Goals:
 - Develop leaders for social change to advance the mission of NCJW
 - Enhance the knowledge, skills and relationships/connections of board members, committee chairs, and committee members so that they can fulfill their roles
 - Support development of NCJW governance systems and structures

Leadership Development

Provide opportunities to develop leadership skills and grow.

- As a result of the NCJW Leadership Institute in MN, participants will:
 - Recognize who they are as leaders and identify their strengths and opportunities for growth.
 - Build leadership skills e.g., creating clarity of purpose and shared goals; volunteer management; leading meetings, etc.
 - Build connections, network and an NCJW cohort group. (especially in the first session)
 - Define leadership within the context of social justice.



Scenario Exercise

Group Discussion

Next Steps

- Implement what you've learned in this webinar series!
- If you are an ED, Section President, SPA, or Membership Contact, you should be receiving weekly list of names from the national database every Monday.
- Take time to read through the [Outreach and Engagement Toolkit](#).
- Send Samantha your membership and engagement templates and tools. (sweil@ncjw.org)
- Share the webinar recordings with other leaders in your section.
- Any questions? Contact Samantha at sweil@ncjw.org



- Join us in Chicago, IL from April 23-25, 2020
- Registration is now open!
- Visit ncjw.org/Convention2020

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