# NCJ<sup>®</sup> NATIONAL COUNCIL of JEWISH WOMEN

#### Growing our movement: tools for recruitment

September 17 & 19, 2019

# Agenda

- Welcome
- Goals
- Our new strategy
- Toolkit highlights
- Partnering with national
- Group discussion
- Wrap up



We have strength in our progressive values and power in numbers. NCJW Advocates are changing policy from the State House to the White House, and fighting and winning a more just future. Get involved: ncjw.org/act/action/joi...

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## Goal: Grow our movement





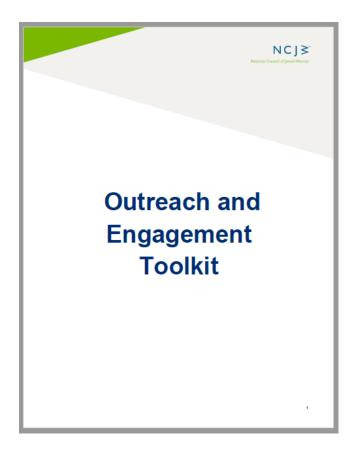
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Go to the NCJW Homepage >

#### Our new strategy

- National launched a marketing campaign to:
  - Grow our list with no monetary barriers
  - Funnel new people to our sections to get involved
- National will send sections a report of contact information for all interested new people in their state



#### Supporting YOU

- Sections turn interested individuals into engaged section members
- Use your expertise and the tools and templates in the "Outreach and Engagement Toolkit"
- National will provide additional support: webinars, technical support, coaching, and trainings

Together, we will evaluate and adapt

#### Partnering with national

- To partner with national, your section should:
  - Designate one or two people in charge of membership and engagement
  - Verify in your own database the status of these new potential members. Double check their of your section.
  - Communicate with new contacts in a timely manner
  - Create a list of opportunities for involvement
  - Coordinate with other section leaders and SPAs

### Toolkit highlight:

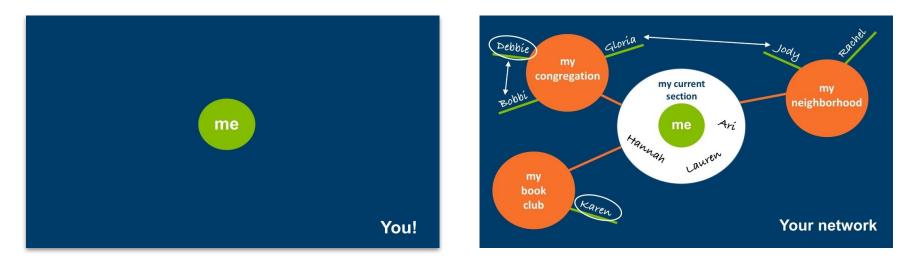
#### **Engagement & Outreach Best Practices**

- Practice active listening
- Welcome new people
- Personal outreach is key
- Follow up! Follow up! Follow up!
- Don't be afraid to ask

NCJ>. Native Carel of pure Marse
Engagement & Outreach Best Practices
Practice active listening Spend time listening to the interests of potential and current members. Through your conversations, you'll learn how best to involve them with your section.
Welcome new poople You have one opportunity to make a first impression. At every event, keep an eye out for new attendees. It takes a bot of courage to show up to an event without knowing anyone; introduce yourself to new people or designate a team to welcome here.
Personal outreach is the key Use outreach tools such as phone calls and coffee meetings to engage volunteers. One-on-concortact is essential for building relationships that will keep advocates and volunteers coming back.
Follow up! Follow up! Follow up! Consistent follow-up: with potential members demonstrates your reliability. If you offer to induce somerene to obtains, get them connected to a program, or invite them to an event, make sure you follow through. The more you invest in potential members, the more they all merces in NCUM.
Don't be afraid to ask Ask a friend to come to an avent with you; ask a newlpotential member to get involved with an effort; ask someone to take on a small responsibility or join a committee, or ask them to become a dues-paying member. If you don't ask, no one will say yes.

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#### **Toolkit Highlight: Community Mapping**



# **Group Discussion**

#### **Next Steps**

Send Samantha your membership and engagement templates and tools. (<a href="mailto:sweil@ncjw.org">sweil@ncjw.org</a>)

Take time to read through the Outreach and Engagement Toolkit

Webinar 2: Growing Our Movement: Tools for Engagement

- Tuesday, October 29 at 1:30pm ET
- Wednesday, October 30 at 7:30pm ET

Webinar 3: Growing Our Movement: Tools for Retention

- Tuesday, November 19 at 7:30pm ET
- Wednesday, November 20 at 1:30pm ET

### **Contact Information**



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