



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



Goal: Grow our movement



Our new strategy



Add your voice to make change happen with the National Council of Jewish Women

Contact Information

First Name

Last Name

Postal Code

Email

Cell Phone

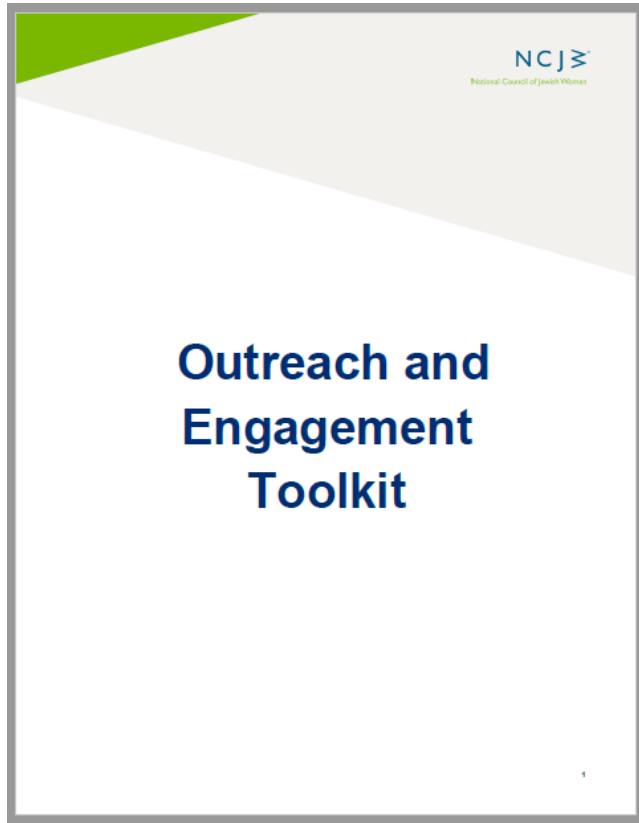
Do you want to get connected locally?

I want to get involved locally.

COUNT ME IN!

[Go to the NCJW Homepage >](#)

- 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

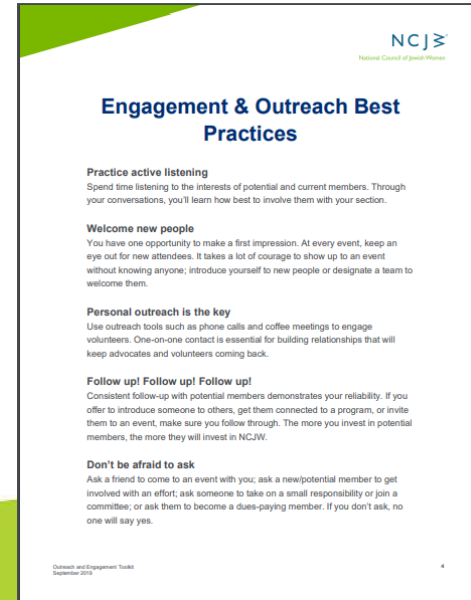
Partnering with national

- 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

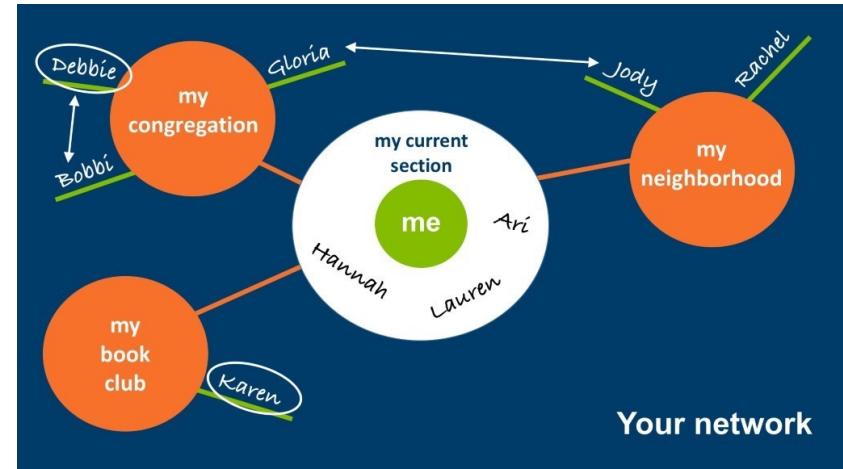
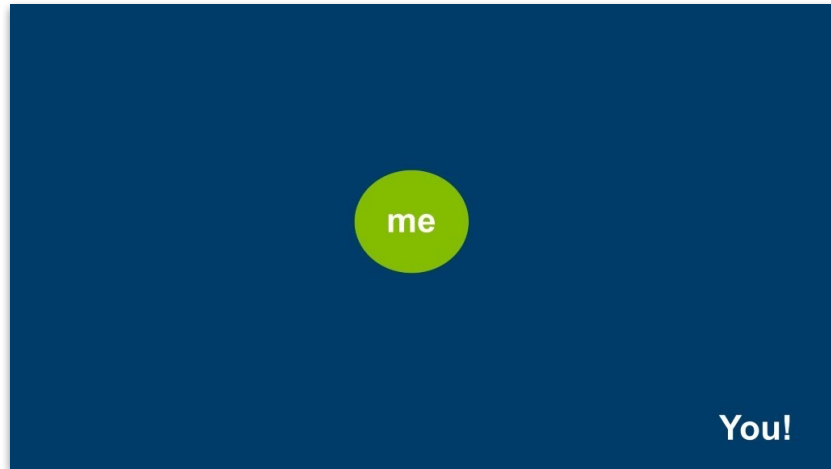
Toolkit highlight:

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



Toolkit Highlight: Community Mapping



Group Discussion

Next Steps

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

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

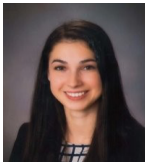
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