

Tools for Engaging Members

These resources were developed by:

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This resource includes:

- Sample Script for Calling Members
- Sample Engagement Opportunities
- Sample Workshop Ideas and Promotional Materials

Sample Script for Calling Members

Thank you for helping reach out and support members of NCJWSTL. In these times of physical distancing, increasingly more people are negatively affected by social isolation. By making a call and connecting, even if it's leaving a cheery message, we are strengthening our community and relationships – thank you for being a part of NCJW, and supporting women, children and families.

If YOU find yourself experiencing compassion fatigue, the physical and mental exhaustion and emotional withdrawal experienced by those who care for sick or traumatized people, please email support@ncjwstl.org and we will connect you with a member that is a counselor to talk you through additional resources and support you.

Who: Members connecting with Members – roughly 30 calls each
What: A simple check-in, with follow up (if they would like it)
When: Friday, April 3rd – Wednesday, April 8th

Where: On your phones/Facetime/email/Whatever is preferred

Why:

1. To check in and see if they are ok;
2. Connect people with resources if needed
3. Provide update on what is happening at NCJW
4. If they want to support, to invite them to make a donation

How: Below is a script for you to use when making calls, you can make it your own with your own style. Talking/Data points are included so you are equipped to answer questions.

Script

Hello _____, Happy Passover or Easter, whichever you celebrate, this is _____ from NCJW. We're making sure we all stay connected, so I'm calling to check in with you:
How are you? (*listen*)
How is your family? (*listen*)
How is your health? (*listen*)
How is your work situation/business? (*listen*)

If they are not ok:

Do you need help? (groceries, loans, someone to chat with)

If answer is yes, connect them to resources or follow up for weekly chat.

- *If you are in need, there are community resources available for you through Jewish Family Services. They have no interest loans up to \$3,000 and some grant help for rent and utilities. If you need assistance, you can apply confidentially by contacting Pat Harris at 314-513-1678.*
- *Harvey Kornblum Jewish Food Pantry, 10601 Baur Boulevard St. Louis, MO 63132, Monday – Friday, 9:00 a.m. – 2:00 p.m. For information, please call 314-513-1672 or 314-993-1000. Pantry guests will temporarily drive up in your car and pantry staff will bring groceries to your car. Please come at a time that is convenient for you during our new hours. We believe you must call in advance to obtain pantry services.*

***If they would still like to hear the updates from NCJW that is ok, it might take their mind off of stress for a while to hear how they are a part of this wonderful organization helping our community.*

***However, do not make any reference to asking them for a donation, our first priority is making sure everyone is connected and ok.*

If they are ok:

(This is a conversation, you can share about you too) I am so relieved to hear that you are ok. Are you interested or willing to have a conversation about how this is impacting NCJW?

***If someone has a question you cannot answer, or if someone is not ok, please contact Ellen Alper or Jessa Glick and they will follow up with you. We will provide you with additional resources and/or follow up with them directly.

If they are ok and say no:

I totally understand, and appreciate you taking the time to connect with me today. If you would like, I'd love to call next week or at a time that works for you just to make sure you are ok and that our community is staying in touch.

If they are ok and say yes to hearing an update:

NCJW Talking Points & Updates

- We are continuing to live our mission supporting women, children and families through our community service projects:
- Healing Hearts Bank is fielding an increase in loan applications. We have lowered the interest rate to 2.5% and are removing employment requirements so more women can get the help they need.
- Wife Widow Woman is continuing to meet virtually.
- We are assessing community needs and responding. Back to School! Store is checking in with agencies and schools to see what the pressing needs are for students.
 - 1,500 students will benefit from the BTSS this year
- We are advocating for National Vote-by-Mail legislation to protect the coming election cycle.
- Regular e-blast, mail, and social media engagement with stakeholders sharing vital information and virtual opportunities to connect with each other, like our April 23rd, Advocacy Lunch and Learn.
- Are you receiving our emails?
 - If NO: You'll have to sign up as we cannot add you – this is the link: <https://bit.ly/3ahtnXt>
- We have a small staff in our office who is working from home and our shop managers are also doing the same. Our hourly sales and donation staff are unable to do work from home and we need to stay true to our mission and values and continue paying them during this difficult time.
- While the Resale Shop is closed we are losing \$75,000-\$80,000 in revenue a month.
 - By continuing to live our mission by paying the staff who work at the Shop, we are eligible for the federal relief package, however there are limited funds and no guarantee when or if we will be granted relief

through the government.

If they ask how they can help: **IF they do not ask how they can help, simply phrase below bullets as a question: Will you please hold onto Shop donations....Are you able to help with emergency funding...?

- You can Marie Kondo/purge your closets and keep Shop donations until we reopen, we will desperately need them.
- Any help you can give in emergency funding so we can continue these programs for the duration of this crisis is greatly appreciated. The need for support is greater than ever before. (leave open ended, the amount is whatever they are comfortable with).

If they say no to financial support:

I totally understand, and appreciate you taking the time to connect with me today and the opportunity to share the work we continue to do. If you would like, I'd love to call next week or at a time that works for you just to make sure you are ok and that our community is staying in touch.

If they say yes to financial support:

Thank you for your generous and continued support of NCJW, we can't do it without you!

<Work out the details of the donation- see below>

- Thank them again, and offer to follow up in a week or a time that is convenient to them to check in and see that they are ok.

How to donate:

Either visit the website [ncjwstl.org](https://www.ncjwstl.org) and click on Donate, Donate Now or I can help you do it over the phone. (You can fill in the information on the website) or They can mail a check to: NCJW - STL, 295 N Lindbergh, St. Louis, MO 63141

How to make a Tribute:

- Visit <https://www.ncjwstl.org/donate/tributes/>
- Email Judy Freeman at jfreeman@ncjwstl.org
- They can call (314).993.5181
 - The office phone will be answered as best we can between 8 AM - 4 PM. Dial extension 111 to leave a message - just interrupt the voice message to dial.

Collect data during/after the call:

It's important to collect the information you learn on the call - whether it's updates to contact information or personal insights for further relationship cultivation. Consider using a spreadsheet to track the information from each call or have your volunteers submit a google form. NCJW national uses a google form as an interactive script allowing volunteers to submit the information as they go and enabling leaders to see volunteer progress in real time. National is able to duplicate and customize this form for section use. To learn more, contact action@ncjw.org.

Sample Engagement Opportunities



NCJWSTL
DAYS OF GIVING BACK
 JUNE 22 - SEPTEMBER 10



FOOD INSECURITY
 JUNE 22 - JULY 14

Due to economic repercussions from the pandemic, many women, children and families are experiencing food insecurity. This initiative is dedicated to making sure nobody has to choose between shelter and food.

ITEMS WE NEED
 microwavable meals, canned vegetables/beans/tuna/chicken/chili/beef stew, peanut butter, protein-rich foods, granola/ breakfast/meal replacement bars

CHILDREN IN NEED
 JULY 15 - AUGUST 14

This is a difficult and confusing time, especially for children. This initiative is dedicated to supporting and developing the potential of our youth across the region.

ITEMS WE NEED
 diapers, Vaseline, breast-feeding bottles, period products, Dove body bars, body wash, new bras, baby bottles, wipes, Pull-Ups, Dove & Secret deodorant, hair brushes, new car seats, first-aid supplies, grocery gift cards, laundry detergent, new twin sheet sets, and 5,000 knitted hats/scarves/gloves

OLDER ADULTS
 AUGUST 15 - SEPTEMBER 10

Seniors are one of the most at-risk populations during the pandemic and also one of the most isolated with limited, if any, ability to connect with their loved ones. This initiative is dedicated to engaging with seniors in community living settings to make them feel loved and appreciated.

ITEMS WE NEED
 hand-made cards, pictures and uplifting messages, paper flowers/ necklaces. (kits available from us - message hsilverman@ncjwstl.org)

HOW TO PARTICIPATE

- Drop off items from that agency's list of needs in the front vestibule of the NCJWSTL office in the appropriately marked bin and log your name on the sign-in sheet. **Items may be dropped off during business hours: Monday-Thursday, 8am-4pm and Friday, 8am-2pm.**
- Post photos of your service on social media and tag us @NCJWSTL and use the following hashtags: #DaysofGivingBackSTL #NCJWSTLService #DoGB

Each initiative runs for 4 weeks and collection of those items is limited to the dates listed. For questions, contact Heather at hsilverman@ncjwstl.org or 314.993.5181. *No registration required to participate.*

NCJWSTL | I25 | National Council of Jewish Women St. Louis | 295 N. Lindbergh Blvd., St. Louis, MO 63141 | [ncjwstl.org](https://www.ncjwstl.org)

Don't Just Organize! Optimize and Feel Your Best

Two Part Virtual Event with Wardrobe Expert, Nancy Litz

Closet clean-outs seem to be at the top of many women's lists for this period of social distancing. Tidy and organized are worthwhile goals, but it's even more important to be retaining the OPTIMAL pieces – the ones that showcase your unique appearance and mix and match into countless combinations.



In this 2-Part series you'll learn:

- An easy step-by-step method to take the stress out of the “organized” part.
- How to identify those optimally flattering pieces, coordinate them effectively, and develop a Needs List for shopping incredible sales and in our own Resale Shop.
-

Organize & Optimize is presented by Nancy Litz:

Nancy (Nix-Rice) Litz is a veteran wardrobe consultant who works with private clients, blogs, and presents workshops across the country. Her book “LOOKING GOOD... Every Day” was chosen as the textbook for training new wardrobe consultants by FIT in New York and by the Associations of Image Consultants International.

Wednesday, June 17th, 12 pm – 1:15 pm – Organize
Wednesday, June 24th, 12 pm – 1:15 pm – Optimize

You'll never again need to say “I have nothing to wear.”

To RSVP email lconroy@ncjwstl.org or call 314.993.5181

The [St. Louis Closet Co.'s Closets for a Cause](#) is featuring the Back to School! Store as beneficiary for a percentage of sales throughout the month of June.



This is a perfect opportunity to get organized, feel good, support local businesses like St. Louis Closet Co., The Resale Shop, and by doing so, create a safety net for women, children and families in St. Louis.

Sample Workshop Ideas

- *Zoom training: How to navigate the new meeting normal*
- *Advocacy 101—How to write letters to the editor*
- *Using Social Media for Advocacy—101 and 102,*
 - *Contact St. Louis Section for PowerPoints to use*
- *Committee Chair training — running meetings, minutes, encouraging participation, etc.*
- *Cultural intelligence training (see flyer below)*
 - *Led by Amy Narishkin, CEO of Empowering Partners. Contact her at: Amy@EmpoweringPartners.com.*
- *Leadership Roundtable Brunch (see promo email below)*



HOW TO CREATE A CULTURE OF BELONGING FOR EVERYONE
YOU'RE INVITED 9 AM-2 PM ON SUNDAY, APRIL 5 TO EMPOWERING PARTNERS' WORKSHOP SERIES

Seven Signs an Organization Lacks Cultural Intelligence
People are:

1. Unmindful of and not checking on impact of words and actions on others
2. Making assumptions about what people know or who they are without learning more
3. Inadvertently excluding newcomers
4. Relating to people only of their own in-group
5. Using exclusive vocabulary and behaviors
6. Disinterested in others' experience
7. Unsure of how to respond to hurt

To attract, retain & promote diverse talent, reach a broader market and increase prosperity, leaders need to create a culture of belonging. **Empowering Partners' Workshop Series** sets the foundation for an organization's shift from a mono-cultural to multicultural mindset that jumpstarts safe conversation and identifies systems that help and hinder effective organizations. Learn the skills in four interactive 1.5 hour-long workshops. This is not just diversity training; this is the development of cultural intelligence, based on scientific, measured outcomes.

Why Build Cultural Intelligence?
Companies with the most ethnic diversity on their executive team are 43% more likely to experience higher profitability. (McKinsey & Co., 2017)

Outcomes for Four-Session Workshop Series

- 1. Create a Case for Diversity, Equity and Belonging**
 - Build common vocabulary
 - Discover the stages of development for a multicultural mindset and their impact on client and customer engagement
- 2. Outsmart Unconscious Bias**
 - Define unconscious bias
 - Learn how to slow down and relate to another person, rather than relating to our assumptions about the other person
- 3. Explore Empathy**
 - Appreciate different perspectives so people feel valued and heard
 - Develop listening and responding skills for greater collaboration
- 4. Develop Cultural Consciousness**
 - Discover cultural characteristics that help and hinder authentic working relationships increasing compassion and engagement
 - Adopt an attitude of *learning* rather than *knowing* to discover more authentic relationships

Who Should Attend?

- 45 Participants
- NCJW Leadership and Volunteers
- Who volunteer to participate



- Dr. Amy Narishkin
- Cultural Intelligence Strategist
- 30 years' experience in teaching, researching and consulting
- Qualified Administrator for Intercultural Development Inventory®

Sign up Today! Contact Heather at HSilverman@ncjwstl.org

NCJ STL

National Council of Jewish Women St. Louis

Please be our guest at the NCJW Leadership Roundtable Brunch



Dear Ellen,

We would like to invite you to be our guest for brunch with other thought leaders in our community on Sunday, January 27th featuring Missouri State Auditor Nicole Galloway.

Nicole Galloway was sworn in as the 38th auditor of the State of Missouri in 2015 and elected to a second term in 2018. She is the only statewide office in Missouri to win an election in 2018--all others were appointed.



Hear about her journey and participate in great conversations about women and their impact in our state and region.

Here are the details

Maggiano's
2 The Boulevard
(Across from the Galleria)
Sunday, January 27th
10 AM-12:30 PM
RSVP now!

Space is limited--this is an invitation only event.
If you have any questions, please call
Marci Ranger at 314-993-5181

Leadership Roundtable Committee

Leadership Roundtable Chairs: Jill Bernstein, Debbie Matson and Nancy Weigley

*Planning Committee: Darien Arnstein, Gail Eisenkramer, Diane Friedman,
Lisa Gubernik, Lynnsie Balk Kantor, Nava Kantor, Sue Lapp, Nancy Litz, Loren Ludmerer,
Marilen Pitler, Marilyn Ratkin, Barbara Langsam Shuman, Lori Tesser, Susan Witte*

National Council of Jewish Women-St. Louis Section
314-993-5181 www.ncjwstl.org

The National Council of Jewish Women is a grassroots organization of volunteers and advocates who turn progressive ideals into action. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families, and by safeguarding individual rights and freedoms for all.

STAY CONNECTED:



NCJW-St. Louis Section, 295 N. Lindbergh Blvd., St. Louis, MO 63141

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