

Outreach and Engagement Toolkit

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Introduction from the CEO

Dear Section Leaders,

I am thrilled that you are reading this letter and using the Outreach and Engagement Toolkit.

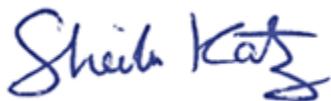
We at National can't do this work without you. The hard work and extreme passion that you bring every day to NCJW is the heart of this organization.

This toolkit provides tips, techniques, suggestions, templates, and resources to help you with outreach and engagement.

We are eager to add more section templates and resources in this toolkit. Contact Lindsay Morris, Director of Engagement and Leadership, at lmorris@ncjw.org, or Samantha Weil, Member and Field Services Associate, at sweil@ncjw.org, for questions and to send us your templates.

I look forward to partnering with you to build our movement from coast to coast. Together we will make a meaningful difference in our communities.

Warmly,



Sheila Katz, Chief Executive Officer

National Council of Jewish Women

P.S. A special thank you to Ellen Alper, NCJW St. Louis Executive Director, who worked with the national staff to create this toolkit.

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 people

You have one opportunity to make a first impression. At every event, keep an eye out for new attendees. It takes a lot of courage to show up to an event without knowing anyone; introduce yourself to new people or designate a team to welcome them.

Personal outreach is the key

Use outreach tools such as phone calls and coffee meetings to engage volunteers. One-on-one contact 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 introduce someone to others, 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 will invest in NCJW.

Don't be afraid to ask

Ask a friend to come to an event with you; ask a new/potential 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.

Partnering with National

The national NCJW office has launched a marketing campaign to grow our national list of NCJW advocates. Once a new contact signs up (for free), we will encourage them to join sections and action teams in their state. We will also send their information to the appropriate section leaders and SPAs.

To successfully grow our movement, we are counting on you to contact these interested individuals and invite them to learn about or join your efforts. Before National starts sending you new contacts, consider committing to the following:

- **Designate one or two people in charge of membership and engagement.** Make sure this person has time and capacity to follow up with potential members and that they enjoy building relationships with new people. Send this person's email and phone number to Samantha Weil at sweil@ncjw.org.
- **Communicate with new contacts in a timely manner.** After National sends you a report of new contacts, check your database to determine if they are already connected to the section. Then, call or email them within one week. Having an email template or phone script will help you achieve this goal.
- **Create a list of opportunities for involvement.** Before you contact the potential members, we recommend compiling examples of how they can get involved and engaged in your section. This will provide individuals with opportunities to act with your section as soon as you reach out to them.
- **Coordinate with other section leaders and SPAs.** Have a conversation with other section leaders (especially if you are in a multi-section state) and SPAs to determine which section(s) will contact new individuals depending on their zip codes and towns/cities. In some instances, both SPAs and section leaders might contact a recruit.

Tools for Outreach

Introduction

Key principles for successful outreach:

- If you want to reach new audiences and partners, go to them. Don't expect them to come to you.
- Personal outreach makes all the difference. Personalized asks in person or by phone work a lot better than email blasts and social media.
- Keep track of new people who interact with the section so you can follow up with them.
- Leverage your pre-existing networks. Everyone in your section knows people who aren't involved with NCJW and who share your values.
Recruit these folks!

Outreach Action Plan

It is important to have strategic conversations about who in your community might be interested in NCJW. Then develop an outreach action plan.

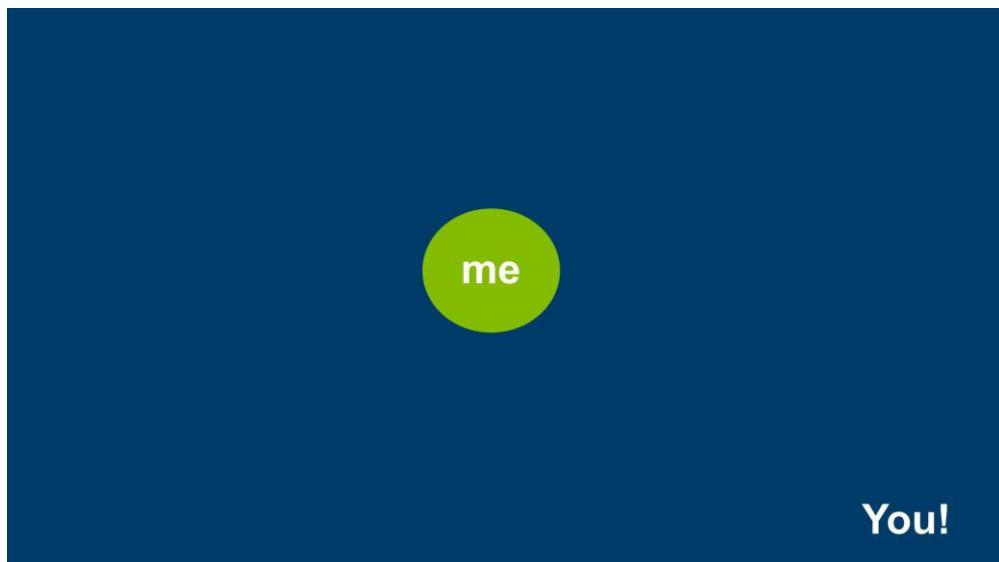
Planning Conversation Prompts

- What makes us unique?
- Who are our current members? What do we know about them?
Demographics?
- Who do we want our future members to be? What do we know about them?
Demographics?
- What is happening in our community and how do we gather that information?
What are other women's groups doing in our community?
- What types of structures might be prohibiting some demographics from joining NCJW? Consider things such as: meeting time, location/proximity to public transit, childcare needs, accessibility, and gender-neutral bathrooms.
- What kind of advertising and promotion will help us reach potential members?
Once we know who we want to target, we can decide the best way to reach them.
- What events/activities make us attractive to new and long-term members?
- How do we evaluate the benefits to our members? Do they include advocacy, community, service, education, social, etc.?
- What issues are we currently focusing on? What issues matter most to the people we are trying to engage as new members?

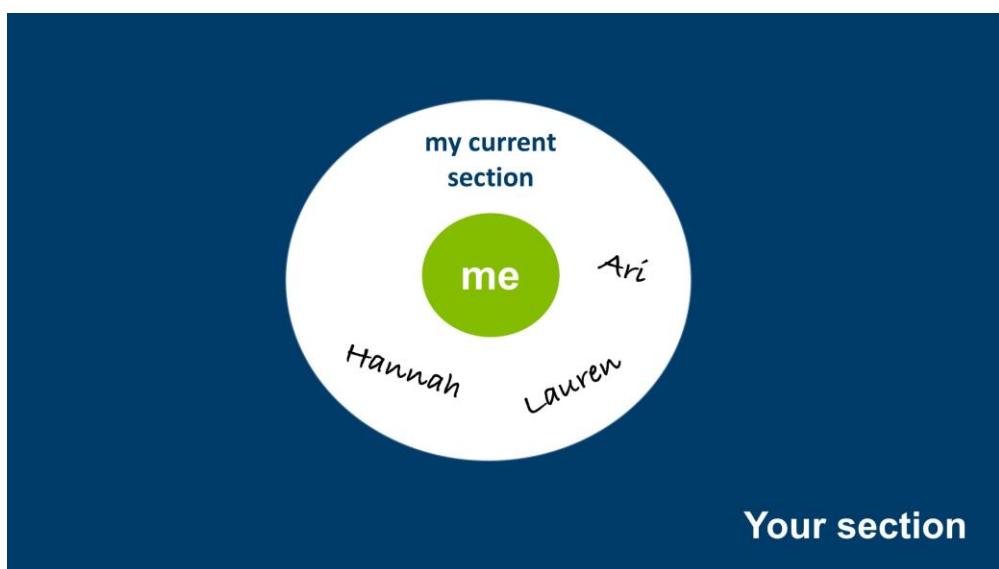
Community Mapping

Community mapping is a great starting place for identifying who and where potential NCJW members and advocates are in your network. Consider doing this exercise with your board, committees, and/or other leaders.

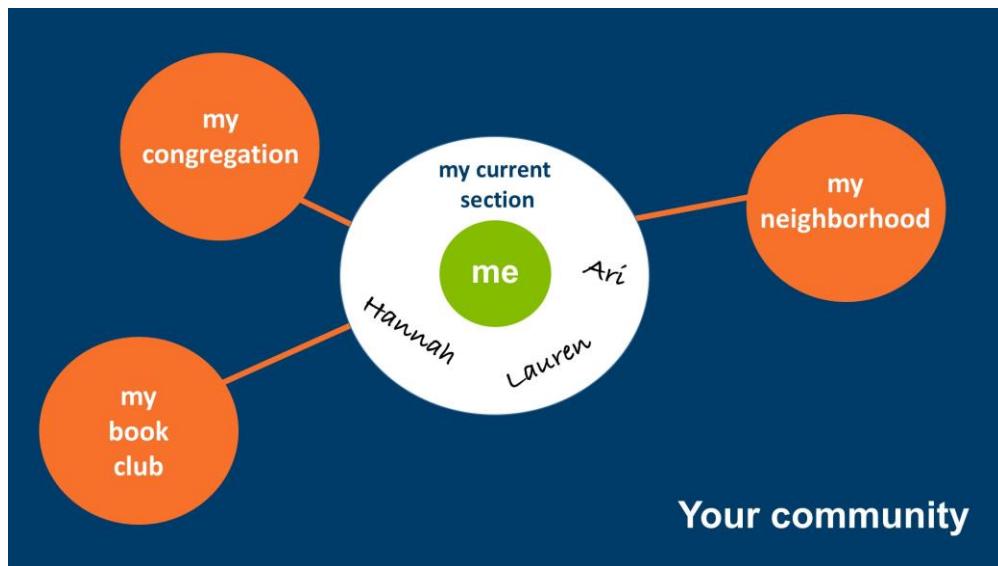
1. Draw a circle with your name in the center. This is the center of your network.



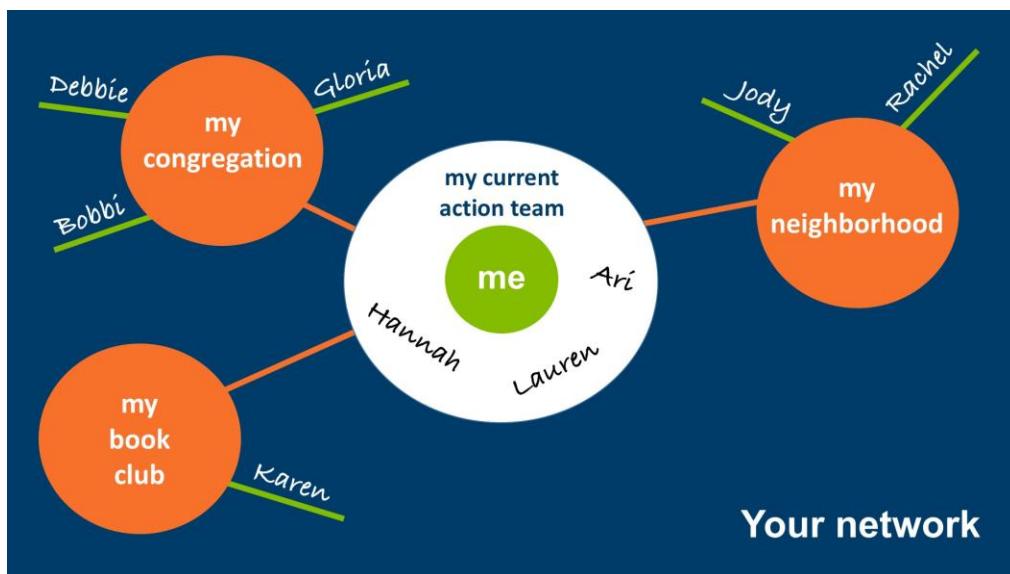
2. In a second circle around the original, put the names of the section members.



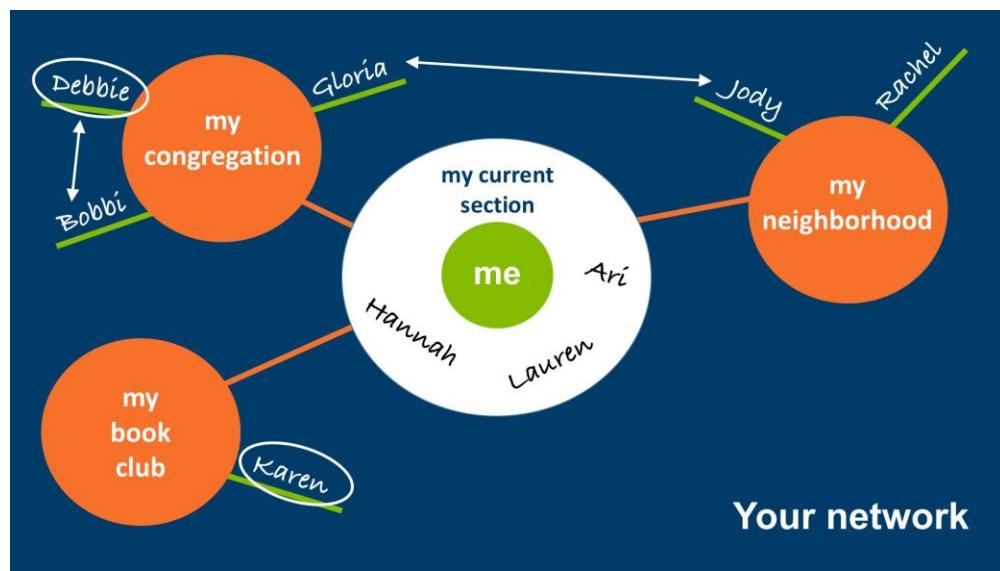
3. Add bubbles that connect to the center circles. These represent communities that you are a part of outside of your section. Add as many communities as you want.



4. Think about people in these communities who are or could be interested in being involved with the section, as well as people who might know someone who is interested. Add them as lines going out from the communities.



5. If any of the people whose names you added might know each other or have a connection, add a line between them. For instance, maybe Gloria from your congregation and Jody from your neighborhood have children in the same class at school. Finally, circle the people you want to reach out to first.



6. Now it's time to start doing personal outreach to recruit the individuals you've identified. Use the personal outreach tools, such as sample letters, provided in this toolkit.

Personal Outreach

Reaching out to the personal networks of your board members and leaders can help grow your section. Reach out by phone, email, or mail to your networks. Make sure to personalize your conversations and letters with your own experiences.

Tips for a good ask

1. **Make it personal.** Tell your own story.
2. **Adjust your ask** to what your target audience is looking for (service, advocacy, camaraderie). Listen to the person and to identify an opportunity that interests them.
3. **Make a specific ask.** For instance, invite them to attend X event, meet with your membership chair, or participate in a volunteer or advocacy effort, rather than inviting them to “get involved.” Include the time, date, and location, and offer to accompany them, as the first encounter can be intimidating.
4. **Just do it!** Don’t be afraid to ask people to get involved in NCJW. The worst they can say is “no” and that’s okay. If they say no, ask why, perhaps it’s the topic or the timing. You can always make a different ask another time.
5. **Escalate your asks over time.** You don’t have to ask them to become a member right away. There are so many asks you can make that lead up to becoming a dues-paying member (see #3).

Engagement Committee

Forming an engagement committee is a great way to distribute responsibilities and set up a sustainable welcome/outreach system. A committee is also a great opportunity to grow the leadership pipeline.

Template committee description:

Goal of committee: Recruit and engage new NCJW members

Core responsibilities of committee members:

- Call new and potential members
- Send welcome and follow up emails
- Hold one-on-one conversations

Full scope of responsibilities:

- Develop and implement an outreach plan for new members and advocates through activities such as:
 - Personal contacts
 - Onboarding
 - Informal meetings
 - Planned events
 - Affinity groups (i.e. Jews of color, LGBTQ people, leaders under 40, working professionals)
- Organize member-only events or free events for members (non-members can attend by purchasing a ticket or a membership) to engage members and reinforce the value of NCJW membership (i.e. private tours, new member brunches, Shabbat dinners, etc.). Keep these limited so there is still energy to host new and prospective member events.
- Represent NCJW at community events for outreach and recruitment

Outreach Techniques

Sign-in table at your events

At every event you host, have a sign-in table to capture the contact information (including name, contact information, email etc.) and welcome attendees. Follow up with all attendees to invite them to get involved with more NCJW events, programs, and projects.

Invite-a-friend campaign

Recruiting the networks of your current members and leaders is an effective approach as many people share values and interests with their friends. If every member successfully invited one of their friends to get involved with NCJW, your section could double in size.

Examples of invite-a-friend recruitment activities:

- Host a new member event and ask current members to bring 1-3 friends. Provide an invitation or Facebook invite for members to use.
- Create a post card, Facebook post, and Tweet that your members can send to their friends and family inviting them to join NCJW or to come to an event.
- Offer membership dues discounts for people who register together, such as buy one, get one 25% off.

Tabling at partner events

Find organization fairs and community events where your section can have a table to meet potential members, engage current members and raise awareness about NCJW. Hand out section materials and swag, such as brochures, postcards, buttons, etc., and collect contact information for potential members. Be sure to follow up with them after the tabling event.

Potential Partners

Partnering with community organizations that have shared values and membership can help you reach new audiences. Here are a few examples of organizations with whom NCJW sections have successfully partnered.

Local synagogues and other houses of worship

Meet with local rabbis, imams, priests, other religious leaders, and faith-based community educators. Introduce NCJW, learn about their congregation and community, and identify opportunities to partner. Most have affinity groups, such as social action committees or women's cohorts. NCJW sections have effectively collaborated with faith-based groups to organize community efforts and to raise awareness about important issues of concern.

AEPhi

Alpha Epsilon Phi is a Jewish sorority that values sisterhood and unconditional friendships, dedication to selfless service and inspiring others, and a commitment to intellectual growth and personal development. As the first Jewish women's volunteer social justice organization and the first Jewish women's sorority, NCJW and AEPhi have an official strategic partnership to bring our two communities of Jewish women together to make change happen. There are opportunities to engage AEPhi alumnae and current students in AEPhi's chapters.

Avodah

Avodah strengthens the Jewish community's fight against the causes and effects of poverty in the United States by engaging participants in service and community building that inspire them to become lifelong leaders for social change whose work for justice is rooted in and nourished by Jewish values. Through their Jewish Service Corps program and Justice Fellowship, they light the spark of Jewish social justice leadership across the country. There are opportunities to engage their alumni who share NCJW's values and are well trained social change makers as well as their Service Corps programs in five cities across the country.

Moishe House

A Moishe House is a place where young adults in their 20s come together and create vibrant Jewish communities. There are more than 100 communities in over 25 countries around the world. Each Moishe House community is uniquely shaped by a group of residents who live together and host programs for their peers. Hosting an event at Moishe House for their community members or partnering with them on a project is a great way to get more young people involved in your section.

Communications Tools

Digital tools

Digital communication outlets such as websites and social media platforms are another tool for engaging new/potential members. Use our [messaging toolkit](#) for samples and messaging.

Website

Your website is a great place to direct potential members — include details about your section so that they can learn more about your work.

Best practices for building a website:

- **Create an engaging home page.** This is the page **most people will see first**, and as such, tell everyone who you are and what you do. The content on your homepage should be intriguing enough to capture the attention of your visitors within seconds.
- **Collect contact information.** Include buttons on the home page that say: “Join Now,” “Get More Information,” and “Donate Now”. You can create simple forms on your website to collect potential members’ contact information.
- **Use pictures on your website:** Tell your section’s success stories through pictures and personal experiences.
- **Include a calendar of events:** Provide advance notice of upcoming events.
- **Content generation:** Update the content on your website regularly so that it does not get stale.

- **Contact page.** On your contact page include all the ways potential members can get in touch with you. Include your phone number, email address, social media accounts, and physical mailing address on the footer throughout your website pages, where possible.

Social Media

- Social media is a free marketing tool that drives traffic to your website. Use Facebook, Instagram, Twitter, and LinkedIn to promote blog posts, events, news stories, and other useful pages on your website.
- Use Facebook and Twitter to advertise your in-person events. It's free and easy. Use the Facebook Event feature to share the details of your event to your Facebook followers and encourage them to RSVP on Facebook
- Paid boosted posts on Facebook can help you reach new audiences
 - Check out this [tutorial video](#) on how to boost a post
 - Promoting your post to "People who like your page and their friends" or people who like organizations on Facebook that are similar to NCJW is an easy way to start.
 - Try different variations. Run ads with different text for a few days each to see what's performing best. This can help you create the most successful ad by seeing what encourages people to click on your ad.
- View the [**Social Media 101 and 201 slideshow**](#) to learn the what, why, how, and when of social media
- Here are some simple social media tips and tricks:
 - **Include a photo or graphic with every post.** Use free graphic design tools such as [Canva](#) to add graphics to your blogs and social media posts.

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/join

- **Share videos.** Videos are one of the most engaging content types. Make sure to upload videos natively (directly from your phone/camera to your social media platform) so that it automatically plays as people scroll through their feed. Share videos of your community service events, rallies, award dinners, etc.
- **Change and rotate your profile pictures.** Your profile photos and banners are some of your best and most-viewed social real estate. Use these visual mediums to showcase the impact of your work.
- **Use hashtags.** A hashtag is '#' (the pound sign). On social media, the hashtag is used to draw attention, to promote, and to organize. Hashtags got their start in Twitter as a way of making it easier for people to find, follow, and contribute to a conversation.

Printed brochures & flyers

- Tell your story in clear language—craft the language as if the person reading it knows nothing about NCJW
- Use pictures that look like the members you want to recruit (critically important if you are going after a specific age range). You won't get millennials if every picture is a woman in her sixties or seventies
- Invest in professional design—it makes a difference and a statement
- Create bulletins to recap section events, highlighting your impact and outcomes. Make sure to include a calendar of upcoming events

Paid advertising

- **Local community and Jewish publications.** Reach out to local Jewish and secular press about running ads for your events. It's a relatively low cost and low effort way to get new, diverse members at your events.
- **Radio and TV stations.** Reach out to local radio stations and even TV stations, including your local NPR affiliate, if you are making a large membership push. (Note: that this is often more costly.)

Tools for Engagement

Introduction

This section of the toolkit contains recommendations, tools, and templates for welcoming and engaging new members into your section.

Multiple touchpoints are essential in engaging new/potential members. Once you have identified a potential member, welcome in several ways. This section includes templates and tips for the following methods of engagement:

- Personal phone call
- Personal welcome email with new member survey
- Mailed welcome packet
- Invitations to general section event
- Invitations to special new member event

Once new/potential members are involved with our movement, further engagement and relationship building helps retain them. This section also provides tools to increase retention so that NCJW continues to grow.

Behind-the-scenes tip: People join and remain in organizations for:

- a sense of community and inclusion
- strong relationships with other members and leaders
- chances to make an impact
- shared values
- a sense of responsibility and significance

Setting Up Your Engagement Process

Before you start reaching out to new/potential members and advocates, it is essential to have a process in place for how to begin engaging them with NCJW.

- 1. Designate one person (perhaps a Membership VP or chair) or a committee who is responsible for outreach to potential new members**

Be upfront with the responsibilities of each person managing outreach.

Here's a sample list of responsibilities:

- Receive and coordinate new contact information from National
- Send welcome emails
- Call new members personally
- Send personal follow up emails to connect new and potential members based on their interests
- Have one-one-one meetings with new and potential members
- Track engagement and interaction with new potential members in shared spreadsheet

The rest of this toolkit section provides more information about each responsibility and what your volunteer can expect.

View this [sample job description](#) for a Membership VP position on your board. Use it as a template for creating your own job description.

- 2. Develop a method for tracking the progress of personal outreach for each potential member.**

Tracking the execution and what you learn about each personal outreach can hold your volunteer accountable for outreach and can be used as a tool for tracking the interests of your new members.

Here's a [**template spreadsheet**](#) you can customize to your needs for tracking data about potential members during the recruitment and engagement process.

Bottom line: It's important to be prepared to do the personal outreach to engage new members. As they teach in school: you only have one opportunity to make a good first impression; make it count.

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]

[Phone number]

Calling new/potential members

1. Develop a script of questions to ask to engage the member.

Template Welcome Call Script

Hi, my name is _____. I am calling to follow up on your recent online sign up with NCJW. I am in the (insert Section) and I would love to chat with you a few minutes about our work. I am so glad you took the time to sign up. NCJW is important to me because _____. Do you have a few minutes to talk?

Can you tell me a little about yourself and what interests you about NCJW?

Are you familiar with the work of (insert section)? Would you like to get coffee to learn more and identify opportunities to be involved?

Can we add you to our email/mailing list to keep you in the loop?

Thank you so much for taking the time to talk with me today. We are so thrilled that you're interested in being part of our movement. (Repeat commitments made and next steps.)

2. Record relevant information. Collect the person's contact information and interests on a report back form to ensure they get referred to the right person in your leadership structure.

[Here is a sample personal outreach report back and follow up form.](#)

3. **Relay relevant information.** Return the report back form to the appropriate volunteer for follow-up and send a copy to the VP of Membership or the leader who is tracking all the outreach.

Follow-up emails

In order to retain potential members' interests without overwhelming them with information, multiple follow-up emails are recommended. This also allows for multiple touchpoints.

1. First email

The outreach contact should send the first email after the initial phone conversation. Thank them for their time and introduce them to the VP of Membership or Committee Chair of the project/program in which the new/potential member expressed interest. It can also include a link to a survey of interests (template survey below). The goal is to establish a personal correspondence in order to facilitate next steps toward their involvement.

2. Second email

Include in this email: an online packet of welcome materials, links to your website, information about membership dues, the annual calendar, etc. (welcome packet details below). This is also an opportunity to remind the potential member to complete the survey of interests.

Behind-the-scenes tip: *Follow-up is an essential part of making a good impression and getting a new/potential member engaged. It is good practice for the outreach contact to make sure that the appropriate section leadership follows up.*

- *After sending the initial follow-up email, send a separate email to only the section leader so that they can best proceed. Provide more detail about your initial conversation, including information about the new/potential member's interests.*

- *About a week later, check back in with the section leader to ensure their outreach has been done and to learn next steps. Record the information in the “follow-up report” section of the [Personal Outreach Report Back and Follow-Up Form](#).*

Sample outreach letter

Welcome packets

Reach out to new person with a packet of information to welcome them to NCJW and provide them the information they need to get involved.

Welcome packet checklist:

- Contact information: website, email/phone for how to get in touch, social media
- Upcoming calendar of events
- How to become a member
- Benefits of membership — [view a sample](#)
- Sticker or button
- Volunteer and advocacy opportunities sign-up — [view a sample](#)

Survey of interests

In the first follow up email, include a survey that asks your new members to share their interests in your section/action teams programming. Share the results with the appropriate section leaders.

If you have multiple opportunities for involvement, the survey can inform new member involvement. To design a free online survey, use [Survey Monkey](#) or another online tool such as google forms.

- Here is a [sample survey](#)
- Check out these [sample questions to create your survey](#)

Building Relationships

One-on-one meetings

One-on-ones are meetings between a leader and a new/potential member. The purpose is to build or strengthen a relationship and identify next steps toward further involvement in NCJW. Try to reach a commitment on how you can support each other as you start your work.

In a one-to-one meeting, explore why the person has been called to do *tikkun olam* (social change) work. Probe with “why?” questions to get specific experiences and stories that shaped their life. Listen to the person’s story for the motivations and the resources they bring to NCJW (leadership skills, a following, action skills, etc.). Remember to also share your story.

Do's	Don'ts
Schedule a time to have a conversation (30-60mins)	Be unclear about the purpose and length of conversation
Ask questions and practice “active listening”	Try to persuade rather than listen
Share personal experiences and deep motivations	Skip stories to “get to the point”
Express a vision that articulates a shared set of interests for social change	Miss the opportunity to share ideas about how things can change
Be clear about the “what and when” of your next step	End without a clear plan for next steps

Behind-the-scenes tip:

Avoid talking about issues such as community building or social justice in an abstract and detached way — talk about why you both care about NCJW projects

or issues because of your own life experiences or the specific experiences of people you care about.

Use these themes and questions to inspire conversation if you get stuck:

- **STORY:** What's your family story? What in your life brought you here today?
- **HOPE:** What motivates you to act to organize now? What's your vision of how things could be different if we work together?
- **CHALLENGES:** What keeps you from action? What do you fear? What do you want to learn?
- What **VALUES** were you taught that make you care about this? How were you taught those values? What values do we share?
- What **INTERESTS** can we act on together?
- **LEADERSHIP QUALITIES:** What skills do you have? How do you lead others already in your life? What are you willing to bring to this movement?
- What **SKILLS** and **RESOURCES** do we each bring to this work?
- When will we meet again to **TAKE ACTION** and to keep building this relationship?

Next Steps and Follow Up

After your meeting, record notes so you can easily recall the meeting and remember what follow-up you promised. Plan your next steps for connecting and continuing the conversation. Consider these questions:

- **Connect**
 - Based on this person's interests, to whom should I connect them?
 - Should I connect this person to any existing programs or efforts?
- **Continue the conversation**
 - How can I continue to engage this person and ask the right questions?
 - How can I take our conversation to the next level?
 - When will I talk with them next?
- **Create**
 - Which of this person's interests are we not meeting through our current programs?
 - Does this match themes we're hearing in other one-on-ones?

- Should we evaluate our programs to create a new event or program?

Fill out [**this worksheet**](#) to answer these questions and more.

More Resources

- Engaging Activists through Relational Meetings [Webinar \(PDF Presentation\)](#)

Continue the conversation. Make sure you follow up with this person to connect them to appropriate leaders and programs based on their interests.

Behind-the-scenes tips:

- Once you have identified someone's interests, connect them with other section members and leaders who have shared interests. Encourage section leaders to invite the new/potential member to meet for coffee or attend an event together.
- It's intimidating to walk into a room alone, so make sure every person who shows up to your event feels welcome. Identify new members on a name tag at events so leaders know to personally welcome and meet them. Put a colored sticker on the badge of your regulars so they know to go out of their way to welcome new folks who don't have the sticker.

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.

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.

Event ideas:

- **New Member Events**

Host events that are specifically designed to welcome and engage new members and supporters in addition to your regular programs. Invite new members to meet the leadership and learn about your events and projects. Check out this [sample flyer](#).

- **Post card or letter writing party on advocacy issues**

Gather your friends, family, and community members to make their voices heard. You can either write to elected officials or to members of your community. *Check out [this guide to hosting a postcard party](#).*

- **Happy hour**

Invite new members to a local venue for either a coffee or wine happy hour to network and meet other members. Consider inviting a speaker.

- **House meeting**

A house meeting is designed to build relationships among participants, introduce new audiences to NCJW, and strengthen new members' connections to the organization. Their smaller nature and flexibility of location enables you to hold them around your community. Use [this guide](#) to plan your house meeting.

- **Skills-based and leadership training**

Create opportunities for members and supporters to develop personal leadership skills. This is a great way to get new members in the door by offering them a valuable benefit. Use [this guide](#) for 10 tips for facilitating a successful training. *Not sure where to start? Get ideas for trainings from our past webinar topics located [here](#) and [here](#).*

Email as an Engagement Tool

Frequent and consistent communication with your new and existing members keeps members engaged and connected to the section.

Tips for effective emails

- Be brief
- Don't send emails too often or individuals will unsubscribe from your emails.
- Use conversational language. Write as though your audience doesn't know any of the information yet and needs the basics explained.
- Create specific email lists based on demographics and interests to tailor your message.

Newsletters

Send a monthly e-newsletter to members and supporters.

- Sample e-newsletter: <https://conta.cc/31cfdbY>
- Sample volunteer newsletter: <https://conta.cc/2y34ij0>

Action Alerts

Action alerts are an effective way to engage and mobilize your members. Use these tips when writing action alerts.

Email Systems

There are many ways to create distribution lists. What follows are effective systems for non-profit use. These are not endorsements, but simply suggestions:

- Microsoft Outlook creates customized email merges using excel files.
- Constant Contact is easy to use and has built in templates. Subscriptions start as low as \$20/month.
- MailChimp subscriptions start as low as \$20/month.
- Delivra standard subscriptions start at \$75/month.

Reporting Accomplishments

Your members want to be part of a powerful organization that's making change. They want to know that their involvement in NCJW is making a difference.

Share your section's successes. We can often be so involved in working on the next effort that we forget to report back on our victories. Highlight your accomplishments in your outreach materials, no matter how small. Include updates in your newsletter, post on social media, or send out an email or letter with a roundup of accomplishments.

Showing Gratitude

A “thank you” goes a long way. Everyone wants to be appreciated. Advocates don’t do what they do because they want to be recognized and thanked, but they are more likely to have a positive experience and return when they receive gratitude and appreciation for their hard work.

Send thank you notes, publicly thank planning committees and chairs at events, and find small ways throughout the year to say, “thank you.” Too much appreciation is better than too little.

Creative ways to show gratitude:

- Send a thank you either via email, text, or the mail
- Thank key volunteers at your event
- Treat volunteers to a coffee or dessert
- Host volunteer appreciation events
- Produce a thank you video recognizing your volunteers
- Provide a small token of appreciation and a note for the holidays
- Gift apples and honey for the Jewish New Year with a personal thank you note attached

Opportunities for Leadership

Offering members opportunities to take on responsibility and develop as leaders helps deepen their involvement and long-term commitment to NCJW.

Escalating responsibilities

To avoid overwhelming members, start with a small task or request help with an event. Slowly progress to larger responsibilities, such as joining a committee. Eventually members may escalate to a committee chair or other leadership role.

Leadership Development Programs

Launching a leadership development program is an effective way to engage members by investing in their potential as leaders. These programs can help your members gain the skills and confidence to take on responsibilities and leadership roles.

Sample leadership development programs:

- NCJW Michigan Section runs a new board member leadership program called “NCJW Strong.” While this program is designed for new board members, it could also be used to reach a broader audience. [Check out their program.](#)
- NCJW Greater New Orleans Section runs a leadership development program for young people in New Orleans that culminates in each participant serving a two-year term on their board. View the [program brochure](#) and [the content for each session.](#)

Identifying and developing leaders

[Watch our webinar recording](#) to learn how to identify potential leaders, ask someone to step up into a leadership role, and ensure new leaders will be successful.

Our partners at JOIN for Justice have identified 4 steps to developing leaders:

1. Discover and engage the uniqueness of your leader

2. Make an ask
3. Test out your leader
4. Hold them accountable. Follow-up is the key to their follow-through

Appendix: Membership & Engagement Program Ideas

Hot Topics Brunch

This program was developed by NCJW St. Louis Section and has successfully engaged many new members.

Program description:

A *Hot Topics Brunch* is an opportunity for community members to learn about 2-3 policy issue that they care about most and introduce concrete next steps for advocating for those issues.

Sample promotion:

What moves you to action? If you're tired of what you are hearing on TV and reading in the paper, and you want to act, then this program is for you!!

Join us for our first “Hot Topics Brunch” to learn how you can get directly involved in issues you care about:

- *Issue #1*
- *Issue #2*
- *Issue #3*

You'll have an opportunity to talk about the issues, figure out ways to get involved on your schedule and learn about how to get your message out to friends and family.

Program outline:

- Guests arrive, sign in at table and make name tag, mingle and grab food [25 min]
- Introductions [10 min]
 - Agenda for the day and introduce key individuals who are present
 - Introduce NCJW Mission, 501c3—what does that mean, how we work, and our goals
- Today's Hot Topics (choose 2-3 issues) [30 min]
 - What is the current situation?
 - What has this NCJW section/action team done?
 - How can you get involved — identify a sign-up mechanism [20 min]
 - Consider using sign-up sheets on the wall, with 11x17 signs of what people are signing up for (provides a good visual for an event photo)
 - Attendees sign up for opportunities by putting their sticky notes on paper on the wall. [10 min]
 - Picture in front of sign up wall [10 min]
 - Thank you and closing [5 min]

Follow up

- Add attendees to advocacy email list
- Keep them posted on major development with issues
- Personal follow up on sign up opportunities to get them involved

Educational Programs

Book Clubs

Book clubs are an opportunity for people to educate members about relevant NCJW issues and build relationships with each other.

Here are some tools to help get you started:

- [Sample flyer #1](#)
- [Sample flyer #2](#)
- [Book suggestions](#)
- Book guides available [here](#)

Lunch and Learn

Ask attendees to bring their own lunch and provide drinks. Invite speakers – NCJW leaders, staff, or outside experts—to give updates to attendees. Check out this [sample flyer](#) to get a sense of possible lunch and learn topics and see sample branding for this program.

Action Programs

Rallies

Rallies are accessible opportunities for your members to act. Attend rallies and marches in your community for relevant advocacy issues. Provide the posters and bring your members together to march or protest. Sample posters are available [here](#).

Lobby day

Gather your members and head to your lawmaker's local office or your state capital. Before you go, train your members and ensure they have the right tools, language, and confidence to make their voices heard.

Check out these resources:

- [Tips for having a successful lobby visit](#)
- [Hard questions and pivoting](#)
- [501\(c\)\(3\) Status and Election-Related Activities](#)
- [How to have a successful lobby visit presentation](#)
- [Watch the webinar on how to have a successful lobby visit](#)

You Be the Judge Workshop

Program description:

NCJW's You Be the Judge workshop is a dynamic, interactive learning opportunity that conveys the importance of the federal court system, the process by which federal judges are nominated and confirmed, and how individuals can get involved in that process.

Sample promotion:

Federal courts determine how we exercise our constitutional rights. From religious and reproductive freedom to the right to vote and marry the person we

love, federal judges shape and define every civil and human right guaranteed by the US constitution. It's incredibly important for federal courts to reflect the diversity of the communities they serve. Having diverse judges – both from demographic and professional perspectives – inspires confidence and trust in the court system. Learn about the huge role of our third branch of government and how to influence the process of judicial nominations.

Program outline:

The power of every federal judge is driven home through the case study portion of the workshop. The format is a PowerPoint presentation with breakout groups in the middle of the session. You Be the Judge works for any size group.

- Review the basics of the federal courts
- Interactive case review breakout in groups of 5-8 “judges” (the available case studies are on reproductive rights, voting rights, and religious liberty)
- Reveal actual case decision
- Discuss judicial nominations process and how to get involved

Contact Caroline Ostro at costro@ncjw.org for more information and the You Be the Judge program.