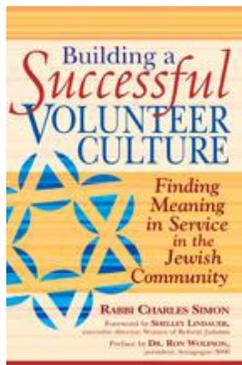


Club Officer Manual





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INTRODUCTION

AN INTRODUCTION TO THE 2012 REVISED EDITION

FJMC (Federation of Jewish Men's Clubs) is the international umbrella organization for a confederation of approximately 240 men's auxiliaries serving more than 18,000 men throughout North America, South America and Asia. Although our chapters are concentrated in North America, the influence of FJMC's programs and contributions is felt worldwide.

FJMC's mission is to involve Jewish men in Jewish life. We do this by promoting:

- **Leadership** - mentoring leaders at the Club, Region and International level.
- **Innovation** - developing programming that better connects people of all ages to the Jewish community.
- **Community** - forming meaningful long-lasting relationships based on camaraderie, common interests and core values.

Our influence goes far beyond men in the Conservative/Masorti Movement. FJMC brings meaning to the lives of men, and through our programming touches hundreds of thousands of people each year. Our programs have a profound impact on our congregations, our youth, world Jewry, and, when you consider the indirect impact of our Shomrei Ha'aretz environmental programs, all of humanity.

This revision of the Club Officer Manual updates and builds upon the fine work done on previous editions. Since our last edition, in 2003, the amount of information on our www.fjmc.org website has been expanded. The site has also been revamped to be more user-friendly. Current information is being placed on the website on a regular basis. The entire Activities section of the Manual has been revised to track closely with the website. Other sections have also been updated. For additional more detailed information, and for current updates, we urge you to visit the website at www.fjmc.org.

The idea was to create a Manual that was streamlined, well-organized, and visually coherent, containing the maximum amount of handy information. The New York office staff sat down and thought seriously about the types of inquiries and requests for information that we receive every day. Our aim was to equip our officers with as much of that information as possible in the most accessible and user-friendly format.

The Manual covers these basic areas:

- An introduction to the Federation of Jewish Men's Clubs programs and Club services, a condensed summary of the programs and services that FJMC offers, thoughts on the role of leadership, a section on the administration of a Men's Club, strategies for effectively handling the considerable logistics involved in running a Men's Club, the role of FJMC Regions in strengthening Clubs, as well as some thoughts on the relationship between the Men's Club, its congregation and the community at large.

- A section on the FJMC activities provides detailed summaries of all our various programs and products.
- A section on FJMC information including our organizational structure, our staff and contact information.
- An Appendix with supplementary information including some model documents that have been useful to our members, a history of the organization and a guide to the Conservative Masorti Movement.

The Club Officer Manual has traditionally been, and continues to be, the product of valuable contributions from members who are or have been Officers in their synagogue's Men's Clubs. We hope their experience and perspective will provide the information and encouragement you need to give your Men's Club, synagogue and community the leadership it deserves.

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WHAT FJMC OFFERS:

PROGRAMS (see also pp. 29-75 for detailed descriptions and implementation ideas)

World Wide Wrap Every year on Super Bowl morning, Men's Clubs across the U.S. and Canada join synagogues around the world in special morning minyanim that feature discussions of the traditions behind the use of tefillin and instruction in its use.



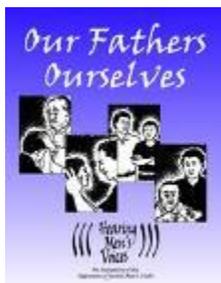
Shomrei Ha'aretz FJMC's developing environmental program features the creation of a solar-powered Ner Tamid and the establishment of carbon offsets for Men's Club members to "pay back" their inefficient usage of fuel in their daily lives.



Shoah Yellow Candle Most Men's Clubs participate in FJMC's Yellow Candle Program, in which specially crafted candles are distributed to congregational members for them to light on Yom HaShoah and other appropriate occasions

in memory of the millions who were killed during the Holocaust.

Hearing Men's Voices FJMC has published a series of books containing discussions and detailed program ideas of a variety of men's issues, including father-son relationships, men's spiritual issues, men's health issues, and problems dealing with the workplace. They provide excellent outlines on how to set up relevant and interesting programs.



Men's Club Shabbat Most Men's Clubs run a Men's Club Shabbat in their congregations on either a Friday night, Saturday morning, or both. FJMC makes this easier by providing themes, program ideas, and sample greetings that can be used to enhance the observance.

FJMC International

Convention Held every other year, FJMC's international convention is the culmination of FJMC activity. It features famous speakers, sessions for clubs and regions on how to enhance their activities, discussion of timely issues, and lots of fun activities. It is not to be missed!



Art of Jewish Living FJMC has compiled a series of texts, workbooks, and brochures on Shabbat, Hanukkah, and Passover. A fourth book in the series is on mourning and comforting. Using these materials, many Men's Clubs have developed courses on how to observe the holidays.



Keruv FJMC has established a program to sensitize Men's Clubs and synagogues on how to welcome inter-married couples into their communities. Hundreds of

rabbis and lay leaders have been trained in ways to achieve this goal.

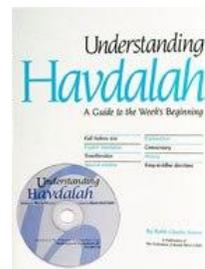
Yad Shel Chai This new program encourages post-Bar Mitzvah age youth to continue to read Torah by presenting them with a yad after reading Torah 18 times.

Sefer Haftorah scroll

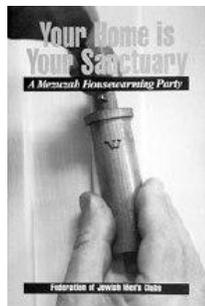
FJMC has commissioned the creation of a scroll that includes all of the haftorot read during the year, and it travels from synagogue to synagogue for use on Shabbat and the holidays. Individual haftorah scrolls are available for purchase and make memorable gifts.



Understanding Jewish Services FJMC has developed booklets and companion CDs on how to lead a Havdalah service and how to lead a Ma'ariv service.



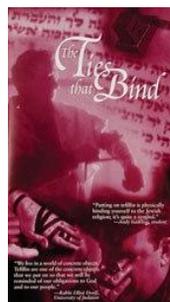
Awards Everyone likes to be recognized for their achievements, and Men's Clubs are no different. FJMC has developed three different awards to recognize excellence – the Torch Award for clubs to recognize the excellence of a specific program; the Quality Club Award to recognize a club's efforts to provide a variety of programs and activities; and the Ma'asim Tovim Award to recognize the collective work of individuals for their clubs, congregations, and communities.



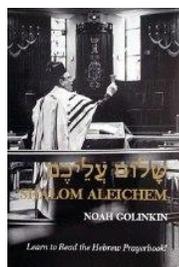
Mezuzah Housewarming Booklet FJMC has developed a booklet on the traditions behind the use of the mezuzah and instructions on how to affix it to your doorpost. This makes an excellent Men's Club gift to couples who are setting up a

household.

Direct programmatic assistance to Clubs and Regions FJMC has trained a cadre of Consultants to travel across the continent to provide training and program ideas to Men's Clubs and Regions. Our satellite training program has been hailed as a new innovation that has helped many Men's Clubs reach new heights of activity.



DVD'S on Jewish Practice FJMC has created two acclaimed DVD's. Clubs frequently loan out the DVD on the Saturday Torah service to families of B'nai Mitzvah so that they can familiarize themselves with the service. The other is on the traditions behind and usage of tefillin and is often viewed in conjunction with the World Wide Wrap.



Hebrew Literacy For years laymen have been teaching laymen how to read Hebrew by using FJMC's Hebrew literacy course, which features booklets on the Friday night and Saturday morning services.

Wellness Initiative FJMC is embarking on a series of programs to increase awareness of health and wellness issues by our members. It includes a series of activities that Men's Clubs can offer in this area, including suggestions on how to make meals at our programs healthier.

International Jewry FJMC is active on many levels in providing assistance to Jews around the world. We have a project to send mezuzot to congregations in South America; our Passover "Art of Jewish Living" book has been translated into Russian, and the mezuzah book has been translated into Spanish. In addition, we are endeavoring to involve laymen around the world in our varied activities.



Contact FJMC:
Website: <http://www.fjmc.org/>
Office: Tel: 212-749-8100/800-288-FJMC
E-Mail: INTERNATIONAL@FJMC.ORG

WHAT FJMC OFFERS: SERVICES

DIRECT ASSISTANCE TO CLUBS

FJMC has trained a cadre of Consultants who travel across the continent to provide training and program ideas to Men's Clubs. Many Clubs clearly are looking for support. Our leadership training is second to none, and it far outstrips anything offered in any other arm of the Conservative Movement. Your discussions can be so much more productive when guided by experienced men who have "been there before." That is they have typically held a number of Officer positions in their own Men's Clubs prior to becoming a Region Officer and perhaps later also assuming an International FJMC position. They have also undergone additional training to become FJMC Consultants.

In assessing the relative strength of your Club, you may wish to begin with an analysis of the various components of what you do and then develop an Action Plan to address areas of challenge. *You will find in this Manual's Appendix a diagnostic tool you may wish to use to begin the process of identifying areas needing attention.* You might consider using this in advance of a visit by a Region Officer or Consultant to allow them to prepare suggestions to address your club's needs.

CLUB OFFICER TRAINING

Region/"Satellite" Training

Programs are offered regionally by FJMC to develop the leadership skills of Club Officers. Typically your Region will offer periodic training sessions for Men's Club Officers from neighboring Clubs (sometimes referred to as Satellite training) on a variety of topics. These sessions might fall under the following broad topics: Administration, Leadership, Planning, Programming (including, but not limited to, FJMC Programs), Membership, Fundraising, Finances/Budgeting, Marketing/ Promotion, and Communication. In addition, individual Clubs have access to FJMC Consultants through their Region Officers should they wish to set up a training session for their Officers at the Club's synagogue. We'll work hard to match the Consultant with the needs of your Club.

Convention

The Biennial Convention has a number of "tracks" – one specifically designed for Club Officers and Presidents. There is a mixture of lectures, workshops and panel discussions. Facilitated by FJMC Consultants, the very popular "Power Breakfasts" also provide a forum for Club Officers to learn from one another and the FJMC leadership.

Region Retreats

Most Regions offer a weekend Retreat - some annually, others biannually during the years in between Conventions. While some formal training sessions may be offered, these Retreats offer a more informal way of developing your leadership skills and picking up ideas from the other Club and Region Officers attending.

Our goal is to support your development as leader, as well as promote the success of your Club.

ANSWERS TO FREQUENTLY ASKED QUESTIONS

If I would like to have a consultation &/or training session for our Club with an FJMC Consultant, how might I arrange that?

It is always best to start by contacting your Region's President or Club Liaison. While that information is normally readily available through your Region, you may also check the FJMC website (click on Regions). They can also alert you to upcoming Region training sessions.

Beyond the broad topics listed above, what are some of the specific Club challenges that might be addressed by an FJMC Consultant?

- Administration challenges: systems/processes/procedures; attention to detail; interest level; time
- Leadership challenges: number &/or quality of leaders; succession planning
- Planning challenges: understanding its importance; integrating it into all facets of the Club
- Programming challenges: breadth; depth; variety; planning; promotion; execution; attendance
- Membership challenges: size; multi-generational composition; level of engagement
- Finances/Fundraising challenges: level; variety; sustainability; record keeping; donor recognition
- Marketing/ Promotion/Communication challenges: timeliness; variety; execution

LEADING A MEN'S CLUB

The success of a Men's Club is often a direct result of the efficiency with which the Club is run. An effective administration serves as the foundation for all Men's Club enterprises and initiatives. In this section, we provide an overview of Men's Club administration from strategic tips for leadership and delegation of responsibility to advice on the creation of bylaws, calendars, event guides and membership lists. We hope this section will serve as a valuable resource in leading a productive and successful Men's Club.

THE ROLE OF LEADERSHIP

Volunteer Leadership Tips

The following is an excerpt from Building a Successful Volunteer Culture: Finding Meaning in Service in the Jewish Community, by Rabbi Charles Simon, Jewish Lights Publishing, Woodstock VT.

Volunteers need to be nurtured just as they need to be asked, acknowledged, thanked and motivated to get involved. Leadership (professional or volunteer) needs to insure that the time volunteers devote to a cause is a positive experience. This goes beyond simply expressing appreciation. A leader wishing to successfully involve volunteers needs to make an initial judgment about their skills and abilities and to then initiate a long term strategy that will nurture and empower those volunteers over a period of time.

One begins volunteer cultivation through the acknowledgment of the prospective volunteer's gift of time. The simple act of thanking people for attending a meeting even if it is assumed that they will attend creates an opportunity for engagement.

Ask right or never again

The second act in engaging a volunteer is the asking. Individuals like to be and need to be asked to help. Too often leadership or organizations simply assume that people will come forward and then, of course, they don't. The failure of Leadership to think through the volunteer engagement process which entails the requesting of volunteers often results in lost opportunity. Some people actually fill out questionnaires and mail them back indicating that they would like to serve on a committee. When the congregation or organization fails to respond, those people will never offer their services again.

Volunteers need to be successful and a leader who asks someone to accept a position needs to provide sufficient support and information to insure that the volunteer experience is a successful one.

Turned off or burned out?

Volunteer turn off is different from volunteer burn out and is much more frequent. Volunteer burnout happens over considerable time. Volunteer turn off can happen relatively quickly: It looks like this: a volunteer assumes a position of responsibility devotes a great deal of effort to succeeding and then vanishes.

Too often this is a direct result of the way the organizational structure and leadership interacted with the volunteer. It is often happens that a volunteer is charged with a responsibility or a committee portfolio and is not provided with the proper understanding of the chain of command, the organization or agency's culture, or the limits of their authority. As a consequence they find themselves undermined, misdirected and encountering a host of unnecessary obstacles. If the experience is demoralizing the volunteer finishes the required task and fades into the woodwork. Ouch!

Leaders need to ask themselves: What is the message we are attempting to deliver and how will it be received? The failure to ask and think through these questions can result in the discouragement of volunteers. Consider the numerous times people have been appointed to committees and never been properly engaged. Consider the nature of the message that is received when a volunteer is provided with a committee appointment or a position and without formal guidance...

The book is available through the FJMC store at www.fjmc.org,

Ten Points for Effective Leadership

The key to serving as an effective Men's Club leader consists of several points.

Delegate authority without being authoritarian.

Maintain or build up (if necessary) an organization upon assuming office.

Use networking skills to gain the cooperation of as many individuals as possible.

Understand the relationships among individual Men's Clubs and the FJMC Region and International leadership structure.

Realistically assess the Men's Club's human and financial resources.

Make clear and unequivocal decisions.

Promote programs, activities and service in which actions clearly correspond to the goals.

Make regular evaluations of the progress of the Men's Club with respect to a realistic set of goals and an equally realistic account of resources.

Train future Men's Club leaders. Find and install your own replacement!

Maintain regular and supportive contact with FJMC and congregational leadership.

Men's Club Officers are representatives not only of the FJMC, but also of the Conservative Movement. In those capacities, you are often recognized from the **bimah**, serve as hosts for visiting Men's Club leaders or sometimes asked to lead a **motzi** or **birkat hamazon**.

Recognize your responsibility as a Conservative/Masorti Movement representative and hold the Club to the standards set by the Movement and your local Rabbi (for example, with regard to matters of kashrut and Shabbat observance). Be in shul on a regular basis.

Club Officers and Religious Observance

As an FJMC Men's Club Officer, you should strive to:

Know your full Hebrew name.

Attend **minyan** (whenever in a synagogue on FJMC business).

Travel with your yarmulke, (preferably a Club or Region **kippah**), **siddur**, **tallit** and **tefillin**.

Attend morning prayers even if you are unable to join a **minyan**.

Observe **kashrut**, especially when you take part in an activity related to FJMC affairs.

Know how to make **motzi** and **birkat hamazon** (in case you are called to lead a group in these blessings). Keep a copy of the **birkat** in your traveling bags.

Be familiar with the **Torah** blessings, and be confident when called to the bimah. (Review with the help of FJMC's **Shabbat Morning Torah Service DVD** if necessary.)

Be familiar with **tefillin**. Review by using the FJMC DVD and card insert for the blessings. Keep a copy of "The Ties That Bind" booklet in your tallit bag.

When FJMC Visits Your Club

FJMC International Officers meet periodically during the year for training sessions, administration and Board of Directors meetings. The specific sites chosen for these meetings are often selected to give different Regions a chance to serve as hosts. First, this allows our local Men's Club Officers to meet and train with our most experienced FJMC Officers. Secondly, this gives our International Officers an opportunity to visit other congregations, allowing them to experience the diversity among our Men's Clubs.

Whenever any guests (not merely our Officers) visit your congregation, be prepared to represent FJMC. As always, your attention to protocol will pay big dividends.

-Inform your Rabbi and congregation President of the visit. Provide them with the names and titles as soon as you are given the details.

-Request that the visitors be honored with an **aliyah** (if they will be attending service).

-Publicize the visit among your members. They may be curious about their organization's Region and International leaders.

-Follow up with your congregational leaders a few days before the visit.

-Provide your Rabbi with an index card with the names and titles of your guests so they are properly acknowledged (from the **bimah**).

CLUB ADMINISTRATION

New Clubs

If you reading this, you have likely formed a Club and have affiliated with FJMC. Nevertheless, we are including the following information as a refresher.

How to Form a Men's Club

What Does a Men's Club Do?

Offer programming for men

Support congregational youth financially and through programs

Enhance Jewish observance at the synagogue and at home

Increase Involvement in the Jewish community

Work on and expand projects to support the congregation

Create camaraderie and ruach

Provide social and recreational activities

Enhance an understanding of world Jewry and its problems

So You Want to Start a Men's Club!

Although a Men's Club, by its very name, is an organization centered on the men of a congregation and their needs and interests, there are other people in the congregation key to getting things started. Probably the most important of these is the synagogue clergy. While much of your programming might ultimately be in the social and recreational realm, it is important that you show your clergy how the Men's Club will assist them by providing more committed men for various synagogue activities.

You should also discuss the formation of a Men's Club with your congregation's Executive Director, the Education Director, and the Youth Director. All of these people will have a stake in what your Men's Club will be doing, so it doesn't hurt to get them "on your team" from the start. The Federation of Jewish Men's Club's Executive Director and our Chairman of Club Services will be glad to talk to you and your Rabbi to explain what a Men's Club can do.

Next, you need a small cadre of men who share your feelings about forming a Men's Club. These men will be able to help you get things started and to brainstorm on getting your first few events off the ground.

With the support of congregational clergy and a few other men, you will be well on your way to starting a Men's Club.

Getting the Word Out

It's time to spread the enthusiasm for a Men's Club to the rest of the men in your congregation by having your first activity. Remember that many of the attendees will not know each other, so make it an event that men will feel comfortable attending. Avoid heavy topics and fundraising but do something a little out of the ordinary. You want to impress upon people that your Men's Club will be a breath of fresh air and will be filling a void in congregational activities. You might consider building the activity around food or a recreational activity. Regardless of what event you decide on, it is very helpful for the clergy to attend and lend support.

To expand your base beyond your initial committee, enlist the Rabbi to make phone calls to 10 or 15 men in the congregation who the two of you think are real leaders in the synagogue. This will ensure that you have a good turnout of enthusiastic men at your first event. Send invitation letters to the rest of the congregation. Talk to men at Shabbat services. Pass out flyers when parents drop off their kids for Religious School. And ask the Rabbi to promote your opening activity from the bimah. You might even ask the Sisterhood President to hand out flyers at a Sisterhood function. Usually, if the wife is involved in Sisterhood, the husband is also involved in the Men's Club.

Adding the Bells & Whistles

After one or two of these introductory events, you're ready to put things together a little more formally. Take no more than eight of the men who have shown a lot of interest thus far and make them the Men's Club's Steering Committee.

Let this Committee brainstorm about possible activities your Men's Club might offer. Be sure to have a variety that includes some that are religious-oriented, others that involve community service, and some that are social or recreational. Send this list to everyone who attended one of your introductory programs and ask them to indicate which activities they would be more likely to attend and which they would work on. Better yet, call them on the telephone!

Organizational Meeting. Schedule a meeting to draw up the organizational structure of the Men's Club. By this time, one of our FJMC Officers or Consultants will have contacted you. Make sure that you consult with him before your first meeting to get some ideas. You may even want to invite him to attend your opening meeting. We have sent you a sample of a Men's Club bylaws. This is for illustrative purposes only. Some Clubs start out a little looser and adopt bylaws later. Some clubs adopt them right away.

Officers. At a minimum, you will need a President and a Treasurer. Most Clubs have 3-5 additional Officers. The major areas that should have an Officer heading them are programming, membership, religious affairs, community service, and communications, though the importance of these aspects varies from Club to Club. Try to include men from different age groups and diverse demographics because you will want to appeal to the widest group of men possible.

Dues. Yes, few things in life are free. It will probably be necessary to talk about dues, and \$36 a year is probably just fine to start off with. Once you have things going, you might want to

consider having a fundraiser, and many Clubs do charge some kind of admission to programs to cover the cost of food.

Program Schedule. Put together a program schedule for the year but don't overload it. Make sure that you have the personnel and the interest to run a program before you schedule it. And be sure that it is well advertised.

You're a Men's Club!

Your Club will be whatever your membership wants it to be. If you have men who are interested in one facet but not others, don't fret. This is not a sign of failure; this is a sign of diversity. Just go with the flow.

Remember that FJMC Officers and Consultants are available to assist you every step of the way! We look forward to welcoming you and your men into our family. So, go to work and enjoy the *ruach* you are about to awaken in your congregation.

Refer to www.fjmc.org in order to download:

What Does a Men's Club Do?

A Basic Set of Men's Club/Brotherhood Bylaws.

A Comprehensive Men's Club/Brotherhood Bylaws

A Sample Men's Club/Brotherhood Budget

Starting a Men's Club/Brotherhood FAQs

How to Affiliate with FJMC

Why Affiliate with the Federation of Jewish Men's Clubs

- Partner with other Men's Clubs in your area and across the continent
- Gain access to FJMC leaders with the experience to provide new program ideas and ways to solve problems
- Gain access to a wide array of programs and materials some for free and others at greatly reduced prices
- Learn how to expand your Men's Club's activities and how to involve your Board members to a greater extent
- Belong to the only men's organization affiliated with the Conservative/Masorti Movement
- Create friendships and relationships outside of your congregation
- Get more involved in community activities through partnerships with other affiliated Clubs

What is the Federation of Jewish Men's Clubs?

The Federation of Jewish Men's Clubs is comprised of approximately 240 affiliated Men's Clubs and Brotherhoods throughout North America. Most, but not all, are in synagogues affiliated with

the United Synagogue for Conservative Judaism. There are about 18,000 men represented by these Clubs.

FJMC is divided into 16 Regions which provide direct program assistance and advice to their various member Clubs. In addition, the Regions sponsor and develop area-wide activities to enhance the role of Clubs in their congregations and to address the regional and global needs of the Conservative Movement. These activities are often social in nature (dinners, retreats), but they can also be structured as learning opportunities. Working together a Region can develop programs that one Club alone would not be able to manage.

Individual Men's Clubs range in size from more than 700 members to fewer than 25. Each Men's Club is different. Some stress recreational and/or social activities, while others concentrate on community involvement. Still others are leaders in enhancing Jewish observance in their congregations. All clubs establish their own priorities, set up their own program schedules, and maintain their own treasuries. What they all have in common, however, is that they draw on the outstanding programs and expertise of the Federation of Jewish Men's Clubs.

Refer to www.fjmc.org for further information on:

Why Your Club Should Affiliate with the Federation of Jewish Men's Clubs

How to Affiliate with FJMC (an information sheet)

FJMC Affiliation Application (Application for FJMC Membership)

Existing Clubs

Often, those who are new to Men's Club Leadership can become overwhelmed by the detail involved in leading a Men's Club. Prepare yourself by reviewing your Men's Club's bylaws. And try to keep in mind the following questions:

What are the mission and goals of this Men's Club?

What are the criteria for membership?

Is the dues structure appropriate to your needs?

What are the responsibilities of my fellow Officers?

Bylaws

If your Men's Club does not have bylaws, a committee should be immediately formed for the purpose of creating them. Things to keep in mind:

This Manual contains model bylaws in the Appendix. Also, check www.fjmc.com for another version of the bylaws. Use these as guidelines for creating your own.

Call on your Men's Club "old timers." They may be able to provide insight into the role that the Club has taken in the history of the congregation.

Contact your Region President and the FJMC International Office. They will provide you with the support you need.

Calendar

Many congregations set aside special dates for Men's Club functions, but you should coordinate your plans with your synagogue administration, the Sisterhood, youth groups and especially the Rabbi.

Get early resolution of potential conflicts. Work together on special programs, events and holidays.

Plan your Men's Club events as soon as you take office. Have all dates, places and events for the coming year confirmed on the synagogue calendar.

Communicate with your Men's Club Officers. Have them reserve the key dates early in the year.

Annual Guide

Develop a guide that contains your Men's Club mission statement, descriptions of planned events and projects, calendar, and a directory of your Officers and committee members.

Find a "computer maven" who will produce the guide and assist you throughout the year. This will greatly facilitate updating and revising of membership lists and databases with which you will need to track people and events.

Distribute copies of the guide to your members, Rabbi, synagogue administrative staff, congregational and Sisterhood Officers.

Meetings

Hold regular meetings. Your Officers will get into the habit of setting aside a regular time slot each, e.g. 8:00 pm on the third Thursday of each month or the second Sunday morning of the month.

Knowing how to run a good meeting is one of the most important skills you can develop, regardless of the position you currently hold in your Men's Club. There are several aspects to keep in mind when thinking about the next meeting:

Planning and preparing

Publicizing and promoting

Arrangements

Chairing

Evaluating

Planning and Preparation

A good rule of operation is that any meeting that can be replaced by a memo, letter, telephone call or email should be. In other words, these are means of unilaterally distributing information. A meeting should be reserved for those situations that require dialogue and discussion.

Know the purpose of the meeting and what you are trying to accomplish. Distribute an agenda before the meetings to save time and facilitate discussions.

Prepare accordingly. Many people assume that given an agenda, the meeting will run itself. However, simply preparing in advance a list of topics will not ensure that the meeting is effective in accomplishing its goals.

Share the work of preparation with others. When you consult with fellow Officers and members, you will get a sense of priority as well as stimulate others to start thinking about the next meeting's topics.

Verify that scheduled reports will be delivered. Getting others to formally prepare for the meeting in advance helps to move the meeting along quickly and constructively.

Publicizing and Promoting

In order to attract members to attend your meeting you have to let them know when they are scheduled, and provide good reasons for attending.

Be careful when setting the dates and times of your meetings. Be aware of other activities and functions taking place in your community and synagogue. Don't let your meetings conflict with other programs, which might hurt attendance.

Distribute your meeting schedule and print articles about your upcoming meetings in synagogue newsletters and by e-mail. Also, get someone to prepare attractive flyers and meeting notices. Always follow up your first announcement. E-mails are important, but so is a more personal touch. Telephone squads (or telephone trees) are a key tool. Use your Officers and members to each call three or four others.

See also pp. 22-23 and the Appendix pp. 87-108 for additional thoughts on publicity, including a variety of samples and tips relating to writing press releases, news & feature stories, working with the media, and preparing a script for a Club event.

Physical Arrangements

A meeting's location is an important consideration; it must be both comfortable and conducive to productivity. Sometimes you have no choice, but often it is simply a matter of the synagogue being the central place to meet. Don't overlook the possibility of having a meeting in someone's home, particularly if it is more convenient and centrally located. The warmth of a home will often do more for productivity than a large and impersonal meeting hall.

Plan the seating accommodations. For a professional and participatory atmosphere, set the meeting up as a seminar with tables and chairs in a “horseshoe” formation. Don’t assume every set up will get the same results. Experiment.

Refreshments are an incentive for some members. The right refreshments leave a positive impression on your meeting crowd and add just another well-handled detail to your effectiveness and image.

Chairing

Start on time. People respond favorably if you start on time with something meaningful, and are likely to come on time to subsequent meetings. Remember: how you open the meeting will set the tone for the entire meeting.

Stay on topic and avoid irrelevant discussion. You want to cover the planned agenda, but need to respond with good humor to speakers who digress. Steer the conversation back on track without being authoritarian.

Be firm in your control of the participants. Set time limits at the beginning of the meeting. Tactfully cut off participants who take more than their share of time. The most talkative participants are not necessarily the ones with the best ideas.

Make sure minutes of the meeting are being taken. The decisions, assignments and ideas raised at the meeting should be recorded and distributed to all concerned parties.

Evaluation

Get feedback from the members on how the meeting went. Make notes so that you can repeat what worked and improve on the areas that did not work. There is room for a discussion on this. Take a few minutes every so often to speak with your Officers about their general satisfaction with the conduct of the meetings.

Sharing Duties

Some individuals need to carry all responsibility and shoulder the burden for all programs and projects. This is the quickest path to volunteer burnout. Instead, Men’s Club leaders should work together in assigning tasks and monitoring progress.

Develop a committee worksheet. Review the list of standing committees and the individuals you will ask to serve on them. Divide up the list among Officers when you go out on your committee membership recruitment drives. The President and Executive Committee should meet regularly to assess progress, identify problem areas, and coordinate affairs between different committees.

Don’t let volunteer burnout get you down. Let your fellow officers share the load. Delegate jobs, monitor progress and make adjustments where necessary.

Try the following:

Define roles clearly.

Assign jobs people can do or provide the necessary training or assistance.

Motivate your fellow Officers and Board members. Make each person feel necessary to the group; explain why each task is important.

Develop a common purpose.

Use recognition and commendation frequently. Help your leadership group see progress, and the result of their efforts.

Succession Planning

If you share responsibilities then individuals will feel that they are important, contributing members of the Club. They will also get a feel if they might want to progress to other responsibilities. If you rotate positions and responsibilities on a regular basis, then members will learn different aspects of leading the Club. It will then be easier for them to step up to leadership positions including the presidency.

Club Membership and Leadership Updates

FJMC asks its Men's Club Officers to comply with two easy but important tasks. They are:

- a) the accurate completion and timely submission of membership lists and
- b) information about Club leadership/administration.

The FJMC Office currently maintains records for tens of thousands of individuals, including all FJMC members, Club Officers, and their clergy. Membership information is critical because it serves as an important index of how well we are meeting the needs of our constituents, and how effectively we are functioning as an organization. The membership data also provides us with the mailing list for CJ magazine, the HaShofar e-mails, and other publications. Accurate distribution of these publications is essential to the operation of FJMC, as it is an important means of connecting with our members and keeping them informed about our International, Region and individual Men's Club activities.

Please inform your Region and the FJMC Office (see below) each time your Club holds an election, or whenever a change in leadership occurs. The easiest way to ensure that records are updated is to send a brief e-mail to your Region and the FJMC Office at update@fjmc.org, but feel free to phone, or to send regular mail. The information you send tells the FJMC Office who and where to send program and services information.

Sending Membership Lists

The FJMC Office prefers to receive membership lists via e-mail, but will accept them in any form. The preferred procedure is for the Club to request its list from the Office for updating by sending a request to update@fjmc.org. The Office will send the list via e-mail in a special Excel

spreadsheet format. The list should be updated and returned. If this format is used, the Office can load the names into its database without retyping them. This reduces the potential for error, and saves a lot of time. ***The Office needs members' names, addresses, phone numbers, and e-mail addresses to support their engagement with your Club and keep your members informed.***

Contact the FJMC Office

FJMC

475 Riverside Dr., Suite 832
New York, New York 10115-0022

Tel: (212) 749-8100

Executive Director	Rabbi Charles E. Simon	
Office Manager	Jeremy Kasman	jkasman@fjmc.org
Administrative Assistant/ Project Coordinator	Jennifer Gersch	jgersch@fjmc.org
General Inquiry	General Inquiry	international@fjmc.org

ROLE OF THE REGIONS

The purpose of this section is to explain (a) the role of the Region in helping to build and strengthen Clubs; (b) the Club visitation programs that the Regions conduct; (c) training programs offered by the Region; (d) Region recognition and other special events; (e) Region communications; (f) participation in Region Board meetings; and (g) Region ruach and multiple club collaboration activities.

The role of Regions is to build and strengthen Clubs. Just as the goals of Men's Club are to involve Jewish men in Jewish life, to support our synagogue and community, to provide a means whereby men can gather socially, and to elevate ourselves, the goals of the Region are similar.

If we are only for ourselves, what are we? It is best for our Clubs to maintain ties with other Clubs, the Region, and the FJMC organization. All Clubs have strengths and challenges. By associating with one another, Clubs can gain ideas and support from other Clubs. By exchange of ideas, all Clubs can grow stronger. No matter how good you think your Club is, by talking to members in other Clubs you will likely find that there are many ideas, approaches and programs that you can adopt. It is all a matter of increasing communication for the purpose of strengthening one another.

FJMC is very much a volunteer organization. There are only three paid employees in our entire organization. FJMC very much depends on individuals to step up and be leaders. We therefore need our individual Club Officers to lend their support to the Region and International levels of FJMC. Your attendance and participation in Region and International events, programs and activities contributes to the success of FJMC and of the Clubs.

The purpose of the Club visitation program conducted by the Region is to maintain good relations with the Clubs and to help identify their strengths and challenges. Although there are other Region meetings and activities, a visit is a more personal, one-on-one interaction. One or more Region Officers will want to meet the Club President and other Club Officers. It is often difficult to arrange a date and time when all parties are available. Therefore, whatever you can do to facilitate a meeting is appreciated. Take the initiative and contact your Region President or other designated Officer and let him know when you are available and that you would like a visit.

FJMC has developed a cadre of Consultants to lead training throughout the organization (see pp. 3-4). They have developed expertise in various content areas, leading classes and offering specific advice to Clubs. Consultants will often be called upon to lead classes at the FJMC Convention, Region Retreats, and Region training sessions. Consultants are also available to your Club upon request. Please contact your Region President or designated Region Officer to make this request.

The Regions organize special recognition and other important events such as Man and Youth of the Year dinners and Region installation programs. Your participation in these events is

important for several reasons. They give well deserved recognition to the honoree and allow for heartfelt expressions of gratitude to those who have accomplished much. The events raise the profile of both your Club and FJMC. They are good for the community because they give visibility and offer *kavod* to role models. They build bonds across Clubs. Also, some events raise funds to help subsidize the cost of Club members attending training, Retreat and Convention.

The Regions promote Club interaction by several other means. Websites, blogs, newsletters and regular e-mails keep Club Officers informed about the activities of the Region, FJMC and other Clubs. Your feedback to the Region about these communications is always appreciated. Retreats are a major endeavor on the part of Regions to promote interaction among Clubs and Club members. Retreats offer men the opportunity to relax, learn, and play at typically a country or summer camp type of facility. A Retreat is like a mini-convention but generally with fewer training sessions and more free time. At Retreat, members have a chance to meet men from other Clubs in the Region. Club interaction also takes place at Region-sponsored social and sports events and by invitation to events at other Clubs.

A primary means of interaction between Club Presidents is through participation in Region Board meetings. While the attendance and participation of Club Presidents in Region meetings is encouraged, some Regions even offer them status as Trustees or Directors of the Region Board. Depending on the Region, other Club Officers may also be invited to these meetings. Topics of discussion include FJMC, Region and Club activities, the raising and spending of funds, and other Region business. Often there is also a training component.

Positive results from participation in the Region include an increase in Club interaction, and stronger Clubs. One generally returns from FJMC Convention or Region Retreats with great enthusiasm. It is a good sign if the Region is able to achieve this high degree of ruach. When multiple Clubs are interacting to promote the ideals of the FJMC, this too is a good sign. From the Region's perspective, if the Clubs are strong and getting stronger we know we have accomplished our goals.

The bottom line is that Clubs and their leaders benefit greatly from interaction with one another and with Region and International Officers.

THE SYNAGOGUE AND THE RABBI

Regardless of how important a role your Men's Club has played in the life of your congregation, it is important to continually promote FJMC to your synagogue leaders. With changing administrations and needs each year, you must consistently affirm the relationship between the congregation, the community and your Men's Club. Never just assume your Men's Club's place in the life of the community. See to it each year that your Men's Club's programs and activities are included on the congregation's calendar and list of priorities.

The Relationship with the Synagogue

Here are some strategies for maintaining this crucial relationship:

- Each spring, meet with your Rabbi, synagogue leadership, and members to review the past year's Men's Club programs. Take this opportunity to describe plans for the coming year.
- Your first step must be to articulate the advantages of supporting the Men's Club. Help them understand that your programs and services make their jobs easier.
- If possible, run a mini-workshop highlighting what the Men's Club will do for the congregation in the coming year, with special emphasis on the services and programs that you have chosen as your centerpieces.
- Arrange to have your display boards and gift shop feature FJMC items, especially the Art of Jewish Living materials.
- Make sure that your Officers represent your Men's Club at synagogue functions.
- Set realistic goals. Commit your Men's Club to sponsor at least one FJMC program a year, in addition to the ***Shoah Yellow Candle Program***.
- Utilize FJMC professional staff and the Program Chairmen as Consultants and resources. Make use of their experience.

The Role of the Spiritual Advisor

For over 40 years, Rabbi Joel S. Geffen (z"l) served as the Spiritual Advisor to the leaders of the Federation of Jewish Men's Clubs. Among his many contributions to the Men's Club Movement was his development of the concept of a Region Spiritual Advisor. Rabbi Geffen understood the need for a bonding between religious and lay leaders, and he knew the positive role Rabbis could play in support of our Men's Clubs. An Officer should look to his Rabbi as the Spiritual Advisor for his Men's Club. The advice offered in this brief essay can be of great benefit to you.

"In reflecting upon my many years as Spiritual Advisor of the Federation of Jewish Men's Clubs, I realized that there were many effective ways in which my rabbinic influence proved to be very helpful. The spiritual leader in each Region fulfills a similar role but in most cases is not aware of his impact upon the laymen.

A spiritual leader is not only needed but also wanted by the persons in his Region who constitute the lay leadership of the Men's Clubs in our Conservative Movement congregations. It is for this reason that I would like to spell out the ways in which a Rabbi can bring added strength and meaning to our Men's Clubs.

First and foremost is the mere camaraderie, which results from the fellowship of working and planning together. In his own congregation the Rabbi may not feel free to express certain ideas that may antagonize some of his *balabatim*.

With FJMC, the Rabbi can voice his opinions and ideas very frankly and openly. I have witnessed the growth of warm friendship between laity and rabbinate that has carried on long after a new Spiritual Advisor began.

One of the strengths of FJMC has been the opportunity it has given to laymen to speak out freely as the representative body of a congregation. However, such expressions are not always in line with the standards set by our Torah and the religious principles that support our faith. Our Officers must have an authority to which they can turn for guidance.

An essential message that can be brought to our constituency is the importance of ritual. Living as we do in a secular and often purely rational environment, we tend to forget Judaism. There is a need for a constant reminder to keep our observances and ceremonies alive in our midst: the daily *minyan*, Shabbat observance, the wearing of the *tefillin*, the very joyful *Havdalah* blessings and spiritual chanting and *davening*, and the opportunity to be a *Baal-Tefilah*. I recall the pride and joy of many an Officer who resumed the fulfillment of the *mitzvah* of wearing *tefillin* after neglecting it for many years.

Learning has been the cornerstone of Jewish survival. Is it any wonder that the Spiritual Advisor is looked to for his *D'var Torah*, a source of the cultural inspiration of our religion? His contribution through his column in the Region bulletin may be one of the only resources to provide a lay leader with the ideas and thoughts he can then transmit to others.

The Spiritual Advisor brings comfort and encouragement to many a lay leader who has experienced reversals and setbacks. Because of the lay leader's position in his community, he has to seek aid from other sources. I have seen many strong individuals renewed through this influence.

There is a great need for spreading knowledge of FJMC, because of the many opportunities for helping to revitalize the congregations and for building new leadership. So many paths exist where the FJMC can service congregations that it is saddening to see them neglected. The Spiritual Advisor can impress the synagogue leaders and members with these facts.

Above all, the parochialism of living only for oneself, one's congregation or community can be broken down by example, through the teaching and inspired leadership of your Spiritual Advisor."

- Rabbi Joel S. Geffen (z"l)

The Rabbi and the Men's Club: A Joint Venture

One of the most common areas of misunderstanding that I have encountered these past few years has been the expectations that the Rabbi and the Men's Club leadership have of one another.

While there are many congregations in which the Rabbi and Men's Club Officers work together in common purpose and direction in order to enhance the quality of synagogue and community life, too often both parties lack an adequate understanding of what each can expect from the other. Consequently, the Rabbi and Men's Club fail to unite in purpose, and they pursue separate paths.

Most often the problem is one of perception and expectations. The Men's Club Officer often feels the Rabbi is too busy to help, and too often the Rabbi feels his offer of help has not been accepted. If a Men's Club has had several successful educational or social functions, the Rabbi often feels the Men's Club does not require his advice when in fact that is precisely when a Rabbi is needed. A Rabbi is a resource professional who most likely has a definite idea of how a Men's Club can best serve the community. A Men's Club can make use of its Rabbi's standing and communal influence by asking him or her to write letters or place phone calls to people to build program attendance and accept positions of responsibility within the Men's Club.

All of us are aware of how difficult it is to refuse a Rabbi when asked for a favor. Just as a Men's Club is often unaware of how to maximize its Rabbi's potential, similarly, a Rabbi is often unaware of how best to work with the Men's Club.

Working together, Rabbis and the Officers of their Men's Clubs can transform their visions of community into a reality. The Men's Club can become what the Rabbi and Men's Club leaders want to make it: a combined vision of a partnership in progress.

- Rabbi Charles Simon

PUBLICITY

Promoting Your Men's Club

The task of the Men's Club Publicity Chairman is multifaceted. The job entails a great deal of work - writing synagogue bulletin articles, writing letters to local press, corresponding with synagogue members, putting up posters announcing Men's Club meetings, and working with the synagogue staff to get as much publicity as possible for your Men's Club and its programs.

Although your publicity director has much to do, he usually works alone and unfortunately cannot be everywhere at once. Since your Men's Club is generally active in a variety of programs at the same time, the first step is to ensure that all of your members learn and participate in those meetings and projects. To put your best image forward, develop membership and promote member involvement, many resources need to be tapped including flyers, letters, e-mails, websites, posters, prepared pulpit announcements, synagogue bulletin articles, and press releases targeted to the local Jewish media in order for the job to be done effectively.

Of course, FJMC is always available to help you develop the best possible publicity for promoting your Men's Club in your community. For example, FJMC produces program announcements and promotional flyers for many of our programs. You may find these on our website and in our publications. The FJMC website (www.fjmc.org) is continually revised. It includes many of these resources which can be conveniently downloaded in easily-used Adobe Acrobat PDF files. Make it a point to check the website frequently for FJMC news and programs, as well take advantage of the tips from FJMC's News Doctor (e-mailed regularly to you and also archived on the website). Why take the time to draft the perfect news article for your synagogue or local paper about an upcoming event, when FJMC will give you professionally written pieces?

Creating an Image

Remember that anything you produce, whether it is a press release, an invitation, or a letter, comes not only from your Men's Club but also from your synagogue. In other words, although your name may be included as a President, or Publicity Chairman, these materials project the image of your Men's Club and synagogue.

Indeed, whenever you speak to anyone on behalf of the Men's Club, or appear anywhere on its behalf, you are the Men's Club and synagogue. Thus, you must make every effort to project the image that your membership is willing to project.

What is that image? The synagogue is the spiritual center of your community, and the Men's Club is a primary service arm. That means it must be committed to Jewish law and practice.

The Sabbath is still the Sabbath and its observance remains inviolate; **kashrut** is the rule and Jewish education is a central obligation; etc.

We are not presuming to tell you how to live your life. All we are suggesting is that when you are doing Club business you must reflect your Men's Club, synagogue's and FJMC's image. This can be done in a number of ways.

In advertisements, include the Men's Club, synagogue and FJMC names as often as you can. (See the back of this section for sample flyers and posters.)

Whenever appropriate in advertisements and letters, use both the secular date and the Hebrew date, as per these examples (an explanation of the Jewish calendar is included in following section.

In a letter:

July 14, 2011
12 Tammuz 5771

On an ad:

July 14, 2011/ 12 Tammuz 5771

In all press releases and other written materials, refer to Rabbis as Rabbis. If they have doctorates or are titled in some way, indicate this in the first reference only. "Executive Director Charles Simon," becomes, "Rabbi Simon," in all subsequent references.

We recommend you end your press releases with the following paragraph:

*Founded in 1929, the Federation of Jewish Men's Clubs (FJMC) is an international organization comprised of over 240 Conservative Movement congregations in the North America, South America and Asia. The mission of FJMC is to involve Jewish men in Jewish life by promoting in our Men's Clubs – **Leadership, Innovation, and Community** – and by helping those Clubs serve their congregations in meeting the diverse educational, religious and social needs of Jewish families in the modern world.*

In the Appendix of this Manual (pp. 101-108) you will find variety of information that should support you and your Publicity Chair in making the most of your publicity and promotional activities. The information includes tips relating to writing press releases, news articles, and feature stories about your Club and its members, as well as working with the media and preparing a script for events. **Take advantage of these tools to make your publicity effective in promoting your Club and its activities and events.**

PROGRAMMING SUGGESTIONS

Father-and-Child Programs

Sports Night, with players, coaches, sports writers, and/or sports announcers.

Attend sports event (pro or college, or special events such as the Harlem Globetrotters).

P.A.C.E. (Parent And Child Education) programs (these could be held during synagogue school hours on Sundays)

Pre-Chanukah or pre-Passover program (with sections on food preparation, prayers, music, crafts, history, etc.).

Kids Night Out (essentially, a baby-sitting service for school-age kids with movies, games, etc.).

Youth essay or art contest.

Youth Olympiad or Maccabiah games.

Parent-child softball game or bowling.

Sunday breakfast and *minyan* for Men's Club members and upcoming *b'nai mitzvah*.

Lend copies of FJMC Torah Service DVD to families of *b'nai mitzvah*.

"Coping" series segment on how people have coped with the "difficult child."

Panel discussion on how parents should deal with certain real-life situations and be an example to their children ("Do We Practice What We Teach?").

Recreation - Health and Fitness Programs

Health Fair (health testing, healthy foods, speakers, aerobics, etc.)

Speakers on "male" illnesses, such as prostate or colon cancer.

Stress management.

CPR course (especially helpful if before High Holy Days)

Active event programs such as hikes, bike rides ski outings and the like

Business or Professional Assistance

Income or estate tax seminar.

Computer information program.

"Coping" series segment on how people have coped with economic recessions.

"Coping" series segment on how people have coped with retirement.

Home and Family Life

Handyman tips for fixing up the house.

"Coping" series segment on loneliness.

"Coping" series segment on death and serious illness.

"Coping" series segment on how people have coped with divorce.

"Coping" series segment on how people have coped with being survivors, or children of survivors.

"Coping" series segment on how people have coped with the convert.

Jewish genealogy.

Horticulturist on gardening (can be held in conjunction with a plant sale)

Religious Observance

Sponsor Hebrew Literacy or Art of Jewish Living™ courses.

Distribute FJMC Shoah Yellow Candles™.

Participatory Shabbat Dinners (using **FJMC Art of Jewish Living Series**)

Build and dismantle a **sukkah**.

Give **sukkah**-building class.

Offer service of a running **minyán** at houses of mourning.

Social Action and Community Service

Collect clothes for homeless.

Monthly **Shabbat** services at nursing home or a prison.

Serve meals at a homeless shelter.

Volunteer at hospital or other place on Christmas or Easter.

Work on project to refurbish homes for the poor.

Teach English to immigrants.

Teach proficiency in reading and writing.

Provide forum for candidates or for airing of propositions to appear on the ballot.

Synagogue Service

Provide ushers at Shabbat and holiday services.

Spearhead a project to beef up attendance at the daily **minyan**.

Clean-up, fix-up project.

Create a synagogue time capsule.

Social

Bus tours of city or nearby city, especially if there are Jewish landmarks, museums, or other point of interest.

Klezmer band or Jewish folk singing.

Square Dance.

'50s Dance.

Variety or Talent Show.

Theater Party (with reception first or desserts after).

Group attendance at a movie or play.

Lower East Side Night (Yiddish music, movies, or dancing and Jewish food).

Theme programs on Jews of various countries, such as France, the Far East, South America, with appropriate kosher foods and entertainment.

Super Bowl Party.

Tabloid

(In Seaboard Region) Jewish-Japanese sumo wrestler Yamamoto Rosenberg, discusses his book, How to Keep Kosher Eating Dreck in a Sushi Bar.

"A Day at the Races" (video of fun-races and betting play money)

"Marriage, Sex, and Love -- Jewish Style" [the actual title of a program].

Holocaust rescuers or Holocaust resistance movements.

Miscellaneous Programs

"It's Academic" trivia competition (Men's Club v. Sisterhood v. USY).

Jewish Folk Arts Festival (music, dancing, ceramics, painting, calligraphy).

Israeli Fair (booths or stations on Israeli travel, food, customs, etc.).

Skit describing stereotypes Jews give to the various Movements of Judaism (but with the ultimate conclusion that, despite our differences, we are all Jews).

"Volunteers for Israel" speaker.

Israel investment club.

Jewish comedian.

Cantorial concert on Jewish musicians of the 20th century.

Fundraising Activities

Passover wine or candy sale.

Passover "supermarket".

Lox boxes (selling lox, cream cheese, bagels & Danish for four).

Roses for Rosh Hashanah or Seder table centerpieces.

Honoree dinner with a donor book.

Publish a synagogue directory.

Publish calendar and sell ads.

Meshugganah Auction (final bidder gets the kitty).

Cookbook (with recipes of Men's Club members).

Comedy Night, Variety Show, Theater Party, Purim Ball, etc.

Goods and Services Auction

Casino Night/Silent Auction

Sefer Haftorah Project

Participating in your Region's fundraising activities such as Raffle, Ad Journal, etc.

FJMC ACTIVITIES

The Federation of Jewish Men's Clubs offers a wide range of programs and services to you and your membership. Since your Men's Club has individual needs and commitments, you need to be selective in choosing the services that complement your agenda. However, you do need to be familiar with all our programs and services in order to serve as an intelligent and articulate spokesperson, and to be able to determine which the programs and services would be the most helpful to your Men's Club and synagogue.

MAJOR ACTIVITIES

FJMC Biennial International Convention

FJMC Conventions are held every two years in July during odd-numbered calendar years. Your participation can be one of the most important and rewarding events for you as a Men's Club officer. Not only can the Convention be an effective way for you to develop and strengthen your leadership abilities, but also you and your family can enjoy four days of dining, dancing, sports and social activity.

While FJMC Conventions are increasingly designed to train Men's Club and Region leaders, it is also our time to hold elections for International Officers, show off our new programs and services, and stimulate attendees to return to their Men's Clubs with renewed spirit and energy.

Preparing for Convention

FJMC International Conventions are held once every two years. Your participation can be the most important building experience for your Club during your term of office. It can also be a tremendous opportunity for your own personal growth.

Men's Club Officers leave Convention filled with enthusiasm, new ideas, a revitalized spirit, and most importantly, new ties to brothers in nearby areas. Many first time attendees express a mixture of wonderment and awe from the experience. It has been compared to attending summer camp for adults. Most people vow to return the next time, and keep coming back as long as they are able.

In order to maximize your Club's involvement at the FJMC Biennial Convention, you are asked to submit applications for Quality Club and Torch Awards. Bringing home an award for your Club can help it grow. It is not only a feather in the cap of the Club, but an asset for your synagogue and the local community.

Quality Club Award

In 2007, FJMC began the presentation of annual Quality Club Awards to Men's Clubs which had demonstrated broad participation in FJMC and Region events and conducted a varied schedule of local programming. (The Quality Club Awards do not measure the qualitative aspects of programming; that is the role of the Torch Awards competition.)

The FJMC Quality Club Award was developed to strengthen and encourage member Clubs to offer a variety of activities at the local level and to participate in Region and FJMC programs. The FJMC Quality Club Award is given each year to member Clubs that meet established mandatory and optional criteria in programming, Club administration, and participation in Regional and International levels. The criteria are a blueprint for a Club to follow in planning its yearly programming. They are also a great way to assess a club and provide a template for improvement.

The award, an engraved 15 year perpetual plaque, is presented in even numbered years at a Region event and in odd numbered years at the FJMC Biennial Convention.

The 2012-13 Quality Club Award Criteria may be found in the Appendix. You may also download a current Quality Club Award Scorecard from www.fjmc.org.



Torch Award

The Torch Award Program recognizes and honors individual Men's Clubs for outstanding programs and services that benefit our congregations, communities and the Men's Club Movement. Entries are judged every two years by a select committee in time for the Convention. Winning Men's Clubs are given distinctive plaques, and their programs are publicized on our website, www.fjmc.org. Many of the programs are highlighted during the Convention at our Program Fair. Attendees are encouraged to adapt and adopt the programs for use in their own Clubs.

This is one of the best ways to find fresh programming ideas for your Club. Attending Convention gives you the opportunity to meet Torch Award winners in person, and to learn how they grew and implemented their successful program.

One of the ways your Club can encourage this effort is by appointing a member of Men's Club to the FJMC Torch Award Committee. This person's function is to encourage members to develop innovative programming and to submit applications for awards.

Many of the central FJMC programs such as the Shoah Yellow Candle program, Build A Pair, and Keruv, began as original and creative Club programs which won Torch Awards. Clubs have the opportunity to learn from and adapt outstanding programs which have been successfully done by other Clubs.

Now is the time to start preparing and submitting your Torch Award Submission for that outstanding program which your Club did since last Convention or is about to do. We've got all the materials you need (absent the great program idea). The rules for the next Convention's awards follow, as well as a template (in Microsoft Word format) for you to start the submission process. And to give your submission the best chance of success, you can also download a Microsoft PowerPoint presentation about the 'Nuts and Bolts' of submitting an application, developed by a recent Convention Chairman.

Refer to our website, www.fjmc.org for:

Torch Award Submission Rules

Submission Template

Nuts & Bolts of Submitting a Torch Award Application (a PowerPoint presentation)

Summaries of past award winners.

Region Convention Activities

Regions are asked to:

Sponsor or co-sponsor a cocktail party.

Conduct a Convention Journal ad campaign.

Let your Region leadership know that you can help with these activities.

Ma'asim Tovim Awards

FJMC created the ***Ma'asim Tovim*** Award a number of years ago to provide our Regions with the opportunity to recognize someone in their Region for outstanding achievement. Ma'asim Tovim – for those who are not conversant in Hebrew (which means most of us) is translated as GOOD DEEDS. Individuals who are awarded Ma'asim Tovim recognition are often honored by their Regions and home Clubs in the following years. It is a lifetime badge of distinction.

The award is part of the Convention Journal campaign and allows the Region to obtain additional funding which will hopefully be used for Convention scholarships.

Convention Journal

The Convention Journal presents us with an opportunity to honor those men who have worked hard for our organization and Judaism. It is also a major fund raising program. Even as we are continually expanding our programming services to our Men's Clubs, our dues structure provides less than 50% of our budget. We depend on the modest income from the Journal to supplement the member dues.

The ads placed by Regions, Men's Clubs, individuals, and businesses enable us to meet our commitment to you, your Men's Club, and the Conservative Movement over the two years that

follow. When your Men's Club is solicited for a journal advertisement, please respond positively. Depending on the size and finances of your Men's Club, a one-half or full-page ad is usually affordable. Placing an ad signifies that your Men's Club is willing to make an additional and necessary commitment to Federation.

Other Convention Aspects

Recent conventions have added wonderful Shabbat observances, with leading Cantors and Rabbis from the Conservative movement in attendance. Services are, like other FJMC activities, led by lay volunteers. Davening is spirited, and “Hearing Men’s Voices” is a moving experience.

Opportunities for spiritual growth abound at Conventions, with “Learner’s Minyan” services and many other FJMC programs developed over the years. Havdalah under the stars with friends from all over the country is a very special experience, not to be missed.

In addition, Convention includes a Program Fair at which Clubs and other organizations exhibit their own programs and initiatives. Sessions on FJMC programs such as the Sefer Haftarah, Hearing Men’s Voices, Keruv, World Wide Wrap and Shoah Yellow Candles are held every day. Seminars for club advancement and growth are scheduled daily as well.

Finally, conventions provide an opportunity to unwind and spend time in rest and recreation. Sitting poolside and kibitzing about Club or personal subjects with brothers and friends from your own Region, or from other distant FJMC Clubs can be rewarding and enjoyable. Recent Conventions have also featured tours and golf tournaments the day before Convention.

Men's Club Shabbat

What is Men's Club Shabbat?

A Men's Club Shabbat program can vary from congregation to congregation, but in general, it is an opportunity for Men's Club members to lead Shabbat services. With some Clubs it is the Friday night service, with others it is held on Saturday morning, and in still others it's both. There are also Men's Clubs that expand their Men's Club Shabbat observance to include a program on Sunday morning and others make an entire Men's Club Week as a means of showcasing all that their Club does.

When is it held?

FJMC traditionally schedules International Men's Club Shabbat on *Shabbat Hachodesh* each year. *Shabbat Hachodesh* was chosen because it commemorates our beginnings and signifies a time of fulfillment.

Is it that date or not at all?

No. In fact, only a fraction of Men's Clubs actually hold their Men's Club Shabbat observance on that weekend. That's because their synagogues have a Bar or Bat Mitzvah or some other event scheduled then. You can hold your Men's Club Shabbat whenever it's convenient for your Club and your congregation.

When should we start planning our Men's Club Shabbat?

As soon as possible - This isn't like a Sunday morning speaker breakfast that you can put together in a matter of days. It might well take months to plan! After all, you need to talk over your plans with the Rabbi, assign the various parts to Men's Club members, print a handout listing the participants, perhaps arrange for an outside speaker, make arrangements for the Oneg Shabbat, and do your advertising. And that doesn't include the planning necessary if you also hold a Friday night Shabbat dinner in the synagogue or have other programs that weekend.

How do we start planning?

FJMC has provided a sample Men's Club Shabbat Planning Guide that will help you plan the weekend regardless any specific theme for that year. You will find it at www.fjmc.org. The site also includes sample sermons, readings, and Israeli-themed program ideas that can be used for Men's Club Shabbat.

Who should be involved?

Men's Club Shabbat is an opportunity to engage not only your key leaders, giving them face time in front of the congregation, but also your future leaders, and general membership including those new to Men's Club. Most guys would be honored to get an aliyah or English reading, even if they do not yet have the skills to lead the service or read from the torah. Engaging the younger guys, especially those new to the Club can pay dividends down the road.

Remember that this is an opportunity for your Club to shine in front of the congregation, as well as to help guys develop their synagogue skills.

Hearing Men's Voices

"What will it take to build a Jewish community that young Jewish men want to be part of?"

Hearing Men's Voices (HMV) is a signature program of FJMC that meets the challenge of engaging Jewish men in Jewish life. FJMC is using HMV to redefine the culture of Jewish manhood.

North American Conservative Jewry faces many challenges. Participation is down, especially among men. Jewish men are opting out of public Jewish life and opting out of Jewish leadership. HMV connects men with each other building the foundations of Jewish community.

HMV is a forum for men to discuss vital issues in their lives within a Jewish setting. It is a talking circle for men with monthly or bi-monthly meetings. FJMC has developed an extensive curriculum of topics and essays to fuel discussions on topics ranging from family relationships to work and worth. Participation in HMV is an opportunity for men to imagine what kind of Jewish community they want to be part of.

Recruitment of minimally affiliated young Jewish men is essential to the success of Hearing Men's Voices.

Focus groups among men have revealed two consistent findings. First, men become involved when given an opportunity for "meaningful" interaction with other men - something that is often lacking in today's hectic world. Second, men will take part in community activities like Hearing Men's Voices when they have been extended a personal invitation.

Hearing Men's Voices delivers fresh ideas and new faces to our Jewish communities.

FJMC is building a team of "Mentschen" who are charged with implementing HMV programming. The first sixty Mentschen were recruited and trained at a recent FJMC Convention. HMV is a grass roots program. Each Mentsch is responsible for HMV programming in local communities. The Mentschen are organized into teams allowing senior Mentschen to mentor others.

Weekend retreats provide venues to build on the success of HMV-Mentschen activities. Our goal is for HMV to become an on-going endeavor all communities.

The Hearing Men's Voices volumes described below include ideas for programs. The volumes consist of a series of programming opportunities for Men's Clubs to implement to enable men in their community to discuss issues that men too frequently do not talk about. The series is divided into topical areas, each one consisting of a printed volume with detailed information to allow any Men's Club/Brotherhood to implement the programs by following the guidelines provided. Below are brief overviews of each of the volumes, and identification of the programs that make up each topical area. The programs range from a 30-minute discussion as part of a Men's Club meeting, to a multi-session program for a limited number of men, to an all-day

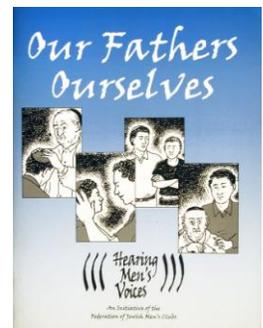
Health Fair. The discussions may be led by a regular Men's Club member with a little preparation, or by someone who has special expertise in the area. It is unlikely that any one club would implement all of these programs, but there is certainly something in here for everyone. After the overview of each volume, you will find an implementation guide. Additional materials are available at www.fjmc.org.

The books in the series include:

- Volume 1 - Our Fathers, Ourselves
- Volume 2 - Body and Spirit: Men Staying Healthy and Fit
- Volume 3 - Listening to God's Voice
- Volume 4 & 5 - Building the Faith/Let's Talk About It
- Volume 6 - For Whom Do I Work

Volume 1: Our Fathers, Ourselves

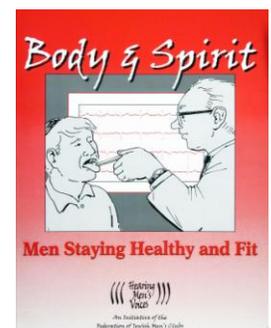
This volume explores the often-complex relationship between a man and his father, from both sides. Some programs refer to our relationships with our fathers, while others examine our relationships with our sons. In all, the 8 programs in this series allow men to examine some of the issues involved in these relationships, in a non-threatening, Jewish environment.



- Program 1: **The First Kiss** - Examination of the father-son relationship
- Program 2: **Doing Your Blessings** - Encouraging men to give and receive blessings
- Program 3: **Communicating With Your Teenager** - Understanding some of the issues involved in parenting a teenager
- Program 4: **The Wicked Child** - Handling adolescent rebellion – I
- Program 5: **The Rebellious Child** - Handling adolescent rebellion – II
- Program 6: **Blessing Our Toddlers and Young Children** - Starting family rituals
- Program 7: **Reverence and Honor** - Dealing with issues of aging parents
- Program 8: **Writing an Ethical Will (1 or 2 sessions)** - How to pass our values to our children

Volume 2: Body and Spirit: Men Staying Healthy and Fit

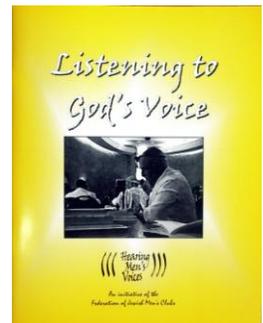
As men, we have grown up to feel that it is our role to be strong and virile. Unfortunately, life doesn't always work out that way, certainly not on a permanent basis. We age, we get sick, we lose our hair, we allow ourselves to get out of the physical condition that we used to pride ourselves in. The 15 programs in this series allow a Men's Club/Brotherhood to address the health care concerns of its members, and to provide a real service to all members of their communities.



- Program 1: **Why Don't Men Seek Health Care?** - Examining why men often avoid obtaining health care
- Program 2: **In Sickness and In Health, I Do Thee Wed** - Dealing with chronic illness of a spouse
- Program 3: **Depression in Men** - Exploring an issue that is usually not talked about
- Program 4: **The "Annual Physical"...What Do You Really Need?** - Identifying necessary routine health maintenance for men
- Program 5: **Cancer In Men: Reducing the Risks** - Exploring current information about cancer, primarily as it relates to men
- Program 6: **Coronary Risk Factors for Men** - Current thinking about prevention of coronary heart disease
- Program 7: **Hair Loss in Men** - Living with baldness
- Program 8: **The Prostate, Impotence, and More** - Discussing common urological problems of men
- Program 9: **Alternative Health Care: Vitamins, Echinacea, Herbal Therapy, Acupuncture, Massage, and More** - Exploring alternative health care options
- Program 10: **Snoring: Pills, Patches, and Potions...Is There Hope?** - Discussing the causes, effects, and treatments of snoring
- Program 11: **Jewish Medical Directives for Health Care** - The Jewish perspective on planning for health care contingencies
- Program 12: **Weight Training: Are You Kidding?** - Using exercise to improve health, strength and appearance
- Program 13: **Jewish Healing: What Is It All About?** - Exploring how our tradition helps us to cope with disease
- Program 14: **Health Fair** - How to organize and run a successful health fair
- Program 15: **Men's Health Information on the World Wide Web** - Providing men with additional sources of health information

Volume 3: Listening to God's Voice

Most of us had Jewish training in our youth, culminating in the ritual of Bar Mitzvah. For many of us, unfortunately, we have not given too much thought to God and the role of religion in our lives most of the time since then. We are too busy with the other aspects of being an adult male to think of our spirituality, and the role that God could play in our daily lives. This series of 13 programs allows men to explore ways that God does have a role in our lives, and how we can enhance our quality of life by increasing the role of spirituality in it.



I. Encountering God in Crisis

- Program 1: **Hezekiah Fell Dangerously III** - Exploring ways men react to crisis situations

- Program 2: **The Mourner's Kaddish** - Discussing a traditional way to listen to God's voice in tragedy
- Program 3: **A King Hears God's Voice – But Does He Listen?** - Examining alternatives to listening to God's voice in crisis
- Program 4: **The Book of Job: A Prototype of Encountering God in Crisis** - Understanding how to deal with the trials and tribulations of life

II. Experiencing God's Wonder

- Program 5: **Creating a Spiritual Autobiography** - Writing a document that will help men understand the spiritual dimension of their lives
- Program 6: **Birth, Bar Mitzvah and Marriage** - Exploring how men feel God's presence at key life cycle events
- Program 7: **Dreams** - Integrating our aspirations with our understanding of God's will
- Program 8: **Opening the Soul for God** - Exploring barriers to listening to God's Voice

III. Encountering God through Prayer

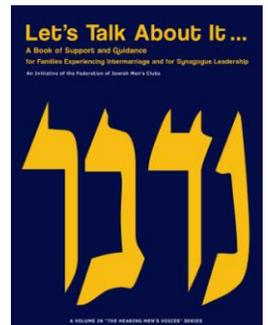
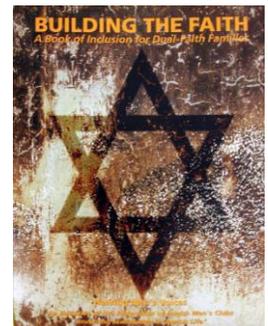
- Program 9: **Tefillin: The Intimacy of Prayer** - Understanding the mitzvah of putting on tefillin
- Program 10: **Does God Have Sexual Characteristics? Gender and the Liturgy** - Examining the issue of gender in liturgy, and exploring our personal relationship to God
- Program 11: **The Name of the Lord** - Learning to embody God in our lives
- Program 12: **Seudah Shlishit** - Creating a special Shabbat program for men
- Program 13: **The Bris: Do Our Lives Reflect Our Covenant with God?** - Exploring men's sexuality and behavior

Volume 4: Building the Faith: A Book of Inclusion for Dual-Faith Families

and

Volume 5: Let's Talk About It: A Book of Comfort and Understanding for Intermarried Families and Synagogue Leadership

The issue of intermarriage confronts us as a community and within our own families. Given the fact of the dual-faith marriage, how do we reach out to encourage these families to adopt a Jewish lifestyle; indeed to increase their involvement in Jewish life? Who do we begin as a congregation and as individuals to transform ourselves to make this outreach a success? Key focal points have been identified that can be used to initiate or deepen a



discussion of Keruv in your community. These books were the kickoff of the signature FJMC Keruv initiative.

Volume 6: Work and Worth

Work and Worth was introduced at Convention 2006. It concerns the relationship of careers, value and identity.

- Program 1: **Self Definitions** -Are we defined by our work?
- Program 2: **Work and Family** -Juggling work and family responsibility
- Program 3: **Work and Ethics**
- Program 4: **What is Success?** -a discussion for teens and young adults
- Program 5: **Mid-life job loss**
- Program 6: **Returning to Work after illness**
- Program 7: **Handling Business crisis**
- Program 8: **Retirement**
- Program 9: **Networking**

Implementation Guide

Should your club consider a Hearing Men's Voices Series?

- Are you looking for fresh and exciting programming?
- Would you like to attract "fresh faces" to your Men's Club?
- Do you want an activity that is a "natural" for Men's Club Programming?

If the answers to any of the above are "YES" then this guide will help you to develop and implement any of the programs in the "Hearing Men's Voices" series.

What Should The Program Look Like?

- Monthly dinner meetings at the synagogue
- Breakfast Speaker Program (single event or series)
- "First Tuesday" get-togethers at a private home
- Series of short programs as part of regular club meetings
- And many more!

PROGRAM FORMAT SUGGESTIONS -

Here are just some of the Hearing Men's Voices programs that easily fit into various formats. For detailed implementation instructions see the specific programs as they appear in the books in the series. Your strategy for planning the program will vary with the type of program chosen.

- Monthly Dinner Meetings. This should be a regularly scheduled event (i.e. "first Monday"). Dinner can be prepared by the Men's Club or catered. Part of the "agenda" is for men to simply spend time with each other in informal conversation. After dinner the more "programmed" session begins. This is typically a "lecture/discussion" in that a speaker or

facilitator will introduce a topic, give some background material, and then develop a discussion that will involve the men in attendance. The series can be moderated by one individual (the Rabbi for instance) or a series of leaders. Many, if not most of the Hearing Men's Voices programs are designed for this format

- Breakfast Speaker Program (single event or series). This is the "traditional" Sunday morning Breakfast speaker. Several related topics can be brought together as a "cycle" (health issues are particularly good for this), or these programs can be free-standing events.
- **"First Tuesday" Get-Togethers at a Private Home.** This format is the best for a more intimate type of sharing experience. The men who attend will, in essence form a "havurah" who will explore several issues in depth. It is important that for this type of program to work that everyone who attends understands the sensitive nature of the discussions and agrees to keep issues discussed private. Some groups have invited a facilitator (again the Rabbi would be ideal) to attend as an ongoing member of the group. Others have simply used the programs as a guide to discussion
- **Series of Short Programs as Part of Regular Club Meetings.** These are short programs designed to be inserted into the regular agenda of the meeting to add a "study" component to the day. Usually under 15 minutes.
 - Doing Your Blessings
 - Writing an Ethical Will-spread out over a few sessions
 - Why Don't Men Seek Health Care
 - Jewish Medical Directives
 - Men's Health Information on the World Wide Web
- **Other Formats:**
 - Health Fair-See "Body and Spirit"
 - Jewish Healing Service-Can be done as part of regular minyan
 - Seudah Shlishit - Create a new tradition at your shul on Shabbat afternoon!
 - Keruv Mentor Program
 - Sensitizing the Board of Directors and Professional Staff to Keruv Issues

How to Get Started:

- **Obtain copies of the entire Hearing Men's Voices Series.** Call the New York office of the Federation of Jewish Men's Clubs at 1.800.288.FJMC or order via the website www.fjmc.org
- **Sit down with the Rabbi and other professional staff at your synagogue** (Ritual Director, Family Educator, etc.) and exchange ideas about program format. Solicit suggestions for men who might be interested in these issues.
- **Appoint a Hearing Men's Voices Chairman and Planning Committee.** Try to involve men who are not in leadership positions or otherwise active in your club. Bring in the "fresh faces".
- **As a Committee, select the program format and program content.** Decide on frequency of meetings, duration and venue. Once you have chosen the format you should focus on ways to identify YOUR target audience and on strategies to recruit them.
- **Obtain session leaders or speakers.** Using local talent is wonderful but you may wish to reach out to area professionals when necessary. Each lesson plan in the books details the needed leaders and their qualifications.

- **Spread the word.** It is important to create a sense of excitement and interest in your Hearing Men's Voices program.
 - **Have the Rabbi give a sermon** on Men's Issues and/or have the Rabbi devote a column in the synagogue bulleting to the topic (see p. for samples)
 - **Place boxed notices in the synagogue bulletin** that look like advertisements.
 - **Create flyers** for supplemental mailings and for posting at the synagogue
 - **Use the community email directory** to spread the word
 - **Create Press Releases** for local newspapers-both Jewish and secular.
 - **Have a phone squad for targeted invitations** to those men who would most likely show interest. Involve the Rabbi if possible both for suggested names and to make personal invitations. This will vary with the type of program. Some programs, like a Sunday morning breakfast work well with a large audience in contrast to the more intimate discussion group options.
- **Secure Funding.** Numerous family foundations exist in many communities that would support programming of this sort. Also seek an underwriter in your own community who would be willing to co-sponsor with the Men's Club. Decide also if there will be a charge for the program, and if so whether it will be for each session or for the entire series (a single charge encourages men to continue attending).
- **Provide food.** It is important that food be a part of any program. Whether it is lox and bagels, coffee and cake or beer and pretzels this should be a specific job for a member of the Committee.
- **Keep Records.** Be sure to keep records of your planning process and the programs. This will ensure that the program can be easily run in the future without the "start-up" planning. Keep copies of all flyers and publicity. Take photographs for posterity. Consider submitting your program for a Torch Award at the upcoming FJMC convention.

Additional suggestions may be found at www.fjmc.org including a sample Hearing Men's Voices session, sermon, press release and bulletin inserts.

Shoah Yellow Candles™



Why the Yellow Candle™?

The worst evil in human history came to an end over 65 years ago, as forces of the Soviet Union captured the Majdanek concentration camp in July 1944. Auschwitz was liberated by the Red Army seven months later, on January 27, 1945. Roughly two generations of humanity have passed since this time. The Shoah is fast becoming a faint glimmer our consciousness, as survivors and eyewitnesses age and pass on.

All Jewish families have been touched in some way by the Holocaust, HaShoah. Rosa Weisz (z"l), this writer's great aunt, was killed at Auschwitz. Not many of my Hungarian relatives survived. My father-in-law Irwin Gersten (z"l) and his family survived in the Polish forest. His mother, Feyge Rifkeh, for whom my wife Fern is named, died there. Fern, her brother and cousins, are all Second Generation.

In the 1970s, survivors gathered to repair their lives. They considered new ways to expand Yom HaShoah. They thought about making a special candle to remember those who perished. This concept was powerful, Jewish, halakhic and moving. Few know why the idea was born at all. In a nutshell, Yellow Candles are about forgotten YAHRZEITS.

All who live in age of the 3rd post-Shoah generation must not let this tragedy be forgotten. We must pass the torch to coming generations, Dorim Habayim. We must remember. We must act. Why? Because entire communities were wiped out. Yahrzeits were impossible to observe. Also, death dates were unknown (although in recent years, Holocaust archives such as the Bad Arolsen files have been released to Yad Vashem, The Israel Holocaust Authority and Museum).

Because of this tragedy, the victims suffered a double death. They lost their lives and they lost their remembrances. To deal with this, the Yellow Candle was born. Its purpose was to preserve individual remembrance, and to keep the Jewish people intact with Yahrzeit observances for those who perished.

Every person must view the Shoah as if he/she were at the gates of Auschwitz. From standing at Sinai as we received the Law, to celebrating the Passover Exodus and imagining that we were slaves in Mitzrayim, Jews also bear a collective consciousness of the Shoah. Each and every one of us must act on our remembrance.

65+ years after the Shoah, a person observing this minhag (custom) resonates deeply within the Jewish soul. This is the Yellow Candle program at its core, a personal tradition. It is good to enable continuance of tradition. That is why Men's Clubs distribute Yellow Candles to their entire congregations, and beyond. The Candle should be used on Yom HaShoah, but it is appropriate to light a candle at any other date on the calendar. After all, the death camps operated 365 days a year.

For those who do not know the original concept, the Yellow Candle is just another Holocaust observance among the many that exist. But these Candles are different. They relate directly to Jewish religious life and to memory. We are commanded to remember. This program cannot be dismissed as an afterthought. Every home should be given the opportunity to "Light a Candle and Preserve a Memory". We remember, so that our children and future generations will know and understand their past, so that each will declare "Hineni, here am I, a survivor".

- Eric Weis

New Ideas

"Shoah Yellow Candles" Facebook Group

Join the Yellow Candle group, a valuable resource to share your own experience with others. Yachad, working together, we can do much more.

"Ner Katan" Six-Candle Set

A package of six Yellow Candles is available for individual use or communal observances that need six candles, one for each of the Six Million. Observances on Kristallnacht or other important Shoah dates are all enabled. Ner Katan Candles can be ordered at any time.

"Sheni" Yellow Candles

Two Yellow Candles can be accommodated in one white shipping box, by placing them inside sideways. Organizations can choose to distribute two Candles to each member, one for use on Yom HaShoah and the second for use at Yizkor times or for family Yahrzeits.

List of Important Shoah Dates

Yellow Candles have traditionally been used on Yom HaShoah, in community-based observance programs. Men's Clubs and other organizations deliver Candles before Passover, two weeks before Yom HaShoah. The timing is no coincidence, since the Warsaw Ghetto uprising started in conjunction with the Passover remembrance of liberation from slavery and oppression, leading to the birth of the Jewish people at Sinai.

Other organizations and individuals have developed programs that include the use of Yellow Candles. Some choose recognized dates on the calendar commemorating other historical events. Some focus on individual remembrance for family members lost in the Shoah or for survivors who have passed on in our local communities.

Kristallnacht (November pogrom)

The “Night of Shattered Glass” occurred on November 9, 1938 and is generally regarded as the opening shot of the Holocaust. On November 9th and 10th, the Nazis promoted and staged state-sanctioned pogroms all over Germany. 267 synagogues were looted or burned, 7500 Jewish businesses were destroyed and 91 Jews lost their lives. Countless others were injured, cemeteries were vandalized and over 25,000 Jews were arrested and re-located to concentration camps.

International Holocaust Remembrance Day

In early 1945, Red Army troops had advanced into Poland. On January 27, soldiers of the Soviet Union entered and liberated the Auschwitz/Bergen-Belsen complex.

Yom HaShoah

The Yellow Candle should be lit Erev Yom HaShoah, on the evening prior to Yom HaShoah. Each Jewish day begins on the evening after sunset. Candle lighting normally occurs after three stars are visible in the night sky.

History of Yom HaShoah and the Yellow Candle™

Yom HaZikaron laShoah v'laGvura – Holocaust and Heroes’ Remembrance Day was conceived in Israel shortly after independence. On April 21st 1951, Knesset voted to designate the 27th of Nisan as a day of national remembrance for victims of the **Shoah**, or Holocaust. Four years later, Knesset passed the Martyrs’ and Heroes’ Remembrance Day Law on April 8, 1955. The law was subsequently amended in 1959, setting forth rules and provisions about the observance of **Yom HaShoah**, or Holocaust Remembrance Day.

Holocaust Remembrance Day is observed internationally on the 27th of **Nisan**, the Hebrew calendar date that marks the anniversary of the Warsaw ghetto uprising. When the actual date of **Yom HaShoah** falls on a Friday, the State of Israel observes **Yom HaShoah** on the preceding Thursday. When it falls on a Sunday (as it did in 2011), **Yom HaShoah** is observed on the following Monday.

The concept of a special **yahrzeit** candle was developed in the early 1980’s by survivors of the **Shoah**, at gatherings and in their local community Men’s Clubs. The candle’s purpose was to provide people with a familiar and meaningful ritual that would enable them to remember victims of the **Shoah** with an observance in their homes. Since then, the **Shoah** Yellow Candle Program has been adapted and expanded, subsequently becoming one of the most successful and far-reaching programs of FJMC.

In 2010, though the efforts of FJMC’s dedicated volunteers, nearly 200,000 candles were distributed in North America; families light Yellow Candles at home to keep alive the memories of the Six Million who perished. The program reached Israel in 2006. In 2008 the Jewish community of Mumbai India held its first Holocaust commemoration and distributed 5000 yellow **yahrzeit** candles

The Yellow Candle is modeled after a traditional Jewish *yahrzeit* memorial candle that burns for 24 hours during periods of mourning and on the anniversary of the death of a family member. The candle's yellow wax reminds us of the yellow arm band which Jews were forced to wear during the Nazi regime. The photo on the candle showing young people at the gates of Auschwitz emphasizes the importance of teaching our youth the lessons of the Holocaust and of remembering the Six Million.

The program has expanded well beyond FJMC to Men of Reform Judaism (MRJ), United Synagogue (USCJ), United Synagogue Youth (USY), Women's League of Conservative Judaism (WLCJ), Reconstructionist and Orthodox congregations, Jewish Community Centers, Holocaust Memorial Centers, church groups, schools, museums and others. It continues to grow as a central component of community-wide Holocaust commemoration programs that memorialize the victims of the *Shoah*.

Order Information

Refer to www.fjmc.org for order information.

Shomrei Ha'aretz



Be among our **Shomrei Ha'aretz**, Stewards of the Land. Through Men's Club programming FJMC is promoting the Jewish environmental movement.

Take advantage of the symbolic products offered by FJMC that remind and motivate us to do a little more and to involve our families.

Empower yourself, your Club and your community through the FJMC / Conservative Masorti Movement initiatives listed below. Contact us through SH@fjmc.org with questions and subscribe to our **Shomrei Ha'aretz** newsletter.

1. Soy Shabbat and Festival Eco-Candles

Soy candles are a petroleum free symbol of your environmental commitment that will light up your *Shabbat* and Festival home celebrations. The melting of the soy wax into oil before burning provides beautiful opportunities to explore ancient Jewish traditions in the light of this candle made from home grown soy beans.



For more information about these candles or to order them, refer to www.fjmc.org.

2. Eco-Plasticware

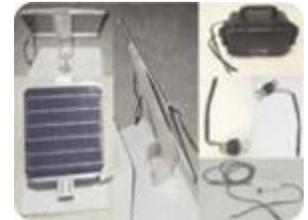
Wholesale eco-friendly plates and cutlery.

Refer to www.fjmc.org for order information.



3. Solar Ner Tamid

Symbolically light the **Ner Tamid** in your chapel or sanctuary with sun power and keep it lit rain or shine with a specially engineered system developed to FJMC specifications. Refer to our website for a flier and extra motivational ideas. Send a note to SH@fjmc.org to start the process of bringing a Solar **Ner Tamid** to your community.



Recently, with a subsidy from funds collected from FJMC leaders and a donation from Seaboard Region, a synagogue of the Conservative Movement in Beersheva, Israel, installed a Solar Ner Tamid.

4. FJMC Shomrei Ha'aretz Water Bottle

Bottled water is a lose-lose product. Plastic bottles are wasteful to make from petroleum and become ugly waste wherever we enjoy the great outdoors. The answer is simple and has immediate payback – keep drinking water, soft drinks are even worse offenders as they also are not healthy, but drink it from a reusable metal bottle. If you don't like your tap water use a purifier at home like the Brita. At work or synagogue replace the big water bottles with a purification system that makes freshly purified water to order. To ice the cake, try giving up cold water for room temperature water - it is an acquired taste.



How about reminding people about water use efficiency every week at synagogue by presenting an additional gift to **bar** and **bat mitzvah** kids of the FJMC **Shomrei Ha'aretz** water bottle? You may order a water bottle at the FJMC store at www.fjmc.org.

The FJMC **Shomrei Ha'aretz** Initiative is developing new partnerships and more depth in the FJMC products that promote environmental efficiency:

FJMC is promoting movement integration with **Shomrei Ha'aretz** and a relationship with GreenFaith as cornerstones to a new collaboration / integration initiative with Women's League and United Synagogue.

1. FJMC has partnered with Jewish National Fund to make their speaker's bureau available to our clubs for **Tu Bishvat** and other times. JNF's perspective on environmentalism and development in Israel will bring new perspectives to your club programming.
2. **Shomrei Ha'aretz** has many relationships with organizations that teach about environmental topics including the Coalition on the Environment and Jewish Life (<http://coejl.org/>) and GreenFaith (<http://greenfaith.org/>). We have sent representatives to a webinar on the national environmental legislation as well as to explore finding funding sources for environmental and energy savings projects in your community. There have been local seminars in Connecticut and New York City that address details of energy management in synagogues.
3. FJMC is promoting Energy Star for Congregations - a US Government initiative that has specific resources available for improving energy efficiency in sanctuaries.
4. Soy tea eco-candles are a great eco-gift and symbolic candle at **Shabbat** and Holiday events. The Gen2 candles kicked off in November 2010 are brighter, lower in cost and available with glass converters so that they can be used on your **Shabbat** candlesticks to make a clear environmental statement every **Shabbat** and Festival.
5. FJMC has arranged for wholesale purchase of bio-degradable plasticware for use at Club and Region events. New England Region has used it for their Keeper of the Flame event and investigated all aspects of proper disposal.
6. Try our new metal water bottle in eco-green and with the **Shomrei Ha'aretz** logo. Picture the message of presenting it on the bimah to bar and bat mitzvah honorees in addition to your classic gifts. Eliminating plastic water bottles by using tap water - filtered if you like, offers huge savings in road trash and petroleum usage.
7. Upcoming and continuing are Eco-newsletters (get on the list), community gardens, architect driven improvement opportunities, endorsement of international climate change resolutions and more. The initiative with Greenfaith.org will be providing specific environmental programming for clubs and is coordinating webinars to get you started.
8. A new **Shomrei Ha'aretz** initiative is coming out this year. A program for Clubs to become involved with recycling household batteries is being developed for distribution to Regions and Clubs for local implementation. This will be a simple and effective way to reduce the impact of batteries on landfill sites. More information will be available through the FJMC website and in future newsletters.
9. Your ideas are invited. Contact SH@fjmc.org to go further with anything mentioned above or to add your two cents worth.

Understanding Intermarriage / Keruv

“I felt like such a failure when my son married out, it felt like a rejection of everything I believed in. I didn’t tell any of my synagogue friends for weeks. We had done everything we were supposed to from Jewish camps to lighting candles---what happened?”

“Although I am not Jewish myself, I have been totally supportive of Jewish observance. I schlepped the kids to Hebrew school, brought them to the Purim carnivals, took them to services. And yet, I felt like a stranger when I watched my family on the bima at my son’s Bar Mitzvah.”

“People keep asking me why I don’t convert. I would love to, but my mother would be devastated. How would you feel if any of your children converted from Judaism?”

These comments came from a disparate group of adults sitting in a circle in a nondescript synagogue classroom. Some in the group had young children, some had grandchildren, and some were empty-nesters. Some were Jewish, some were not. What they all had in common was that their lives had, in some way, been affected by intermarriage. They were brought together at an **FJMC Keruv** event. Every participant wanted to share his or her emotions and learn from others who had dealt with similar situations. A skilled and trained **FJMC Keruv** Consultant facilitated the meeting, delicately steering the group through a spirited and emotional discussion.

In over sixty synagogues throughout North America, sessions like this one have been held under the auspices of the **FJMC Keruv Initiative**. Since 1999, FJMC has conducted rabbinic think tanks and lay consultant training sessions across the United States from Providence, Rhode Island, to Berkeley, California. More than 100 lay people and 150 rabbis have participated. FJMC publications have helped congregations implement their own successful **Keruv** programs.

The **FJMC Keruv Initiative** was launched to address the most profound change affecting the American Jewish community in the 21st Century. Professor Sylvia Barack Fishman of Brandeis University, in her study, “Choosing Jewish,” published by the American Jewish Committee, states that in the American Jewish community today:

1. More than one-third of American Jews are married to non-Jews.
2. Close to one-half of recent “Jewish” marriages are between a Jew and a non-Jew.
3. Of all the Jews who are co-habiting today, over 80% of these partnerships include individuals of non-Jewish origin.

In all too many cases, the parents of these marriages, of these co-habitations, of these arrangements, have nowhere to go to express the pain they feel and the dilemmas they face. We have a name for these parents: synagogue congregants.

With nearly half of all Jews marrying a non-Jew, few people in our Conservative congregations do not have an intermarried family member. Yet until recently, the issues surrounding intermarriage were rarely acknowledged in Conservative synagogues. Moreover, intermarried families who chose to affiliate predominantly were choosing Reform congregations where outreach programs were more common and synagogue policies often were more appealing.

The **FJMC Keruv Initiative** serves the needs of our congregations in several ways. **Keruv** programming provides opportunities for congregants to explore issues relating to intermarriage in a safe and supportive environment. The establishment of a synagogue **Keruv** Committee fosters a culture change which makes the congregation more appealing to potential members with diverse backgrounds.

As Rabbi Charles Simon, FJMC Executive Director, expressed it:

“If we are concerned with the future of Conservative Judaism and fail to act proactively, then our movement will be condemned to a diminishing future.”

As with all culture change, successful implementation of **Keruv** is not always easy. Resistance can come from both clergy and lay leaders who fear that promotion of Keruv either sanctions intermarriage or compromises halakhic (Jewish legal) standards. **FJMC Keruv** Consultants understand that interpretation of Jewish law is the province of the local Rabbi (Mara d’Atra) and that the objectives of Keruv do not include changing ritual practices. The **FJMC Keruv** program recognizes intermarriage as a reality that congregations must confront as they face the future.

What has been accomplished? In congregations where **FJMC Keruv** Consultants have established active and flourishing committees and programs, changes are obvious. Intermarried families feel more welcome and all congregants have a forum in which to discuss their concerns and emotions. Broader yet are the changes throughout the Conservative movement, where every leading institution is now reconsidering its traditional posture toward intermarriage and Conservative congregations are evaluating their own policies, trying to find ways to open doors to intermarried families.

Since its creation in 1999, the Steering Committee of the **FJMC Keruv Initiative** remains focused on the people in the Conservative movement who need and want **Keruv** programming. FJMC is motivated by the continuing progress within the world of Conservative Judaism and remains inspired by mentors such as Rabbi Harold Schulweis of Valley Beth Shalom in Encino, California, who has written,

“In our attitude and practice toward the stranger we as a community of faith will recover the moral passion and purpose in Jewish living. Out there I seek seekers who want to discover a faith, wisdom, ethics and people who can solidify their lives. Out there are intermarried couples who stand outside on the threshold of the synagogue, ambivalent, frightened to enter, waiting to be invited in.”

Assumptions of the Keruv Initiative

The **FJMC Keruv Initiative** is based upon assumptions that clarify and explain the context of the program:

- Each Congregation has a unique culture.
- A Rabbi/lay team is essential to effect cultural change.
- The Rabbi's authority as ***Mara d'Atra*** (Master of the House) is underutilized.
- Congregational transformation must develop from the Rabbi's place of comfort.
- The process of **Keruv**, of welcoming people when we simply are not used to welcoming, is a challenge. Nevertheless, it is vital and a key to the survival, growth and emotional well-being of the Conservative Movement in the 21st century.

FJMC Keruv Program

The **FJMC Keruv initiative** is based on a lay/professional partnership that began in 2001. Since then, FJMC has brought together groups of Rabbis to learn and to think about the issues that are occurring in their communities and within their member families. With the help of academics who study the dynamics of intermarriage, Rabbis are challenged to examine how they respond to synagogue members and their children when intermarriages occur.

Rabbis are invited to recommend a man and a woman to be trained as **FJMC Keruv** Consultants. During the course of a weekend of training, these volunteers are taught to partner with their Rabbi and to provide strategic support to their fellow congregants. While the Consultants are provided with a support network and an annual weekend of additional training, the rabbi/lay team works in their own way to address community needs.

For more information about the **FJMC Keruv** Program, refer to the following documents at the www.fjmc.org website:

- *Creating a Language of Inclusion*
- *Creating and Guiding a Keruv Committee*
- *Creating a Synagogue Based Keruv Initiative: Staff and Holiday Issues of Conflict*
- *Keruv and Implications for Synagogue Policy*
- *Journeys: Stories of Interfaith Families*
- *Children from Intermarried Families: Religious Schools Confronting the Challenge*

Wellness Initiative

You, Your Club and the FJMC Wellness Program

Introduction:

At our 2007 Convention, FJMC Past President Bob Braitman challenged the FJMC members to commit to improving their health and asked our leadership to develop programming to assist in that effort.

Goals:

- To increase awareness of health and wellness issues by our members
- To encourage Men's Clubs to adopt wellness programming as an integral part of their mission - No one else in the shul is doing this sort of work this is a unique and special niche.
- To add visibility and vitality to Men's Club programming on a local level
- To create another "portal of entry" for men otherwise not involved to play an active role in their Men's Club



Summary of Responsibilities

- Clubs
 - Develop and implement program
 - Identify program leaders (ideally not current Club Officers) e.g. build a group of physicians and other health care workers to promote the initiative
 - Pilot Clubs prepare to teach others at Convention through workshops and/or Torch Award entries
 - Create metrics for measuring wellness achievements
 - Create a database to record these metrics
 - Create a database of participants (members should "enroll")
 - Distribute timely and regular messages to participants (see FJMC below)
- Regions
 - Identify and encourage Clubs to participate

- Facilitate training (using FJMC Consultants) to provide tools for Clubs to succeed
- Develop some Region-wide programming - Region walks/runs/bike rides/golf tournaments/tennis tournaments (can be fundraisers at the same time)
- Make wellness programming a selling point to attend Convention
- FJMC Wellness Committee
 - Be a central clearinghouse for materials gathered from Clubs and other wellness sources
 - Distribute these materials to Club Wellness Chair for dissemination to participants (send out regular “health tips”)
 - Work with Convention Committee for wellness programming at the Convention
- FJMC Convention Committee
 - Program Wellness major address and breakouts
 - Wellness Torch Award Category (see below)
 - Ensure that meals offer “healthy” choices and minimize excessive dessert receptions
 - Program time for physical exercise and emotional downtime
 - Support “Walk to the Convention” Program
- FJMC Foundation for Jewish Life
 - Sponsor “Walk to the Convention” and similar programs.

Challenges and Obstacles

- Sensitive Topic - Not everyone wants to deal with it
- Failure of most “diet” programs
- Failure of “nagging wives” doctors and health alerts to change behavior
- Motivation and inertia by individuals and by Clubs
- Time
- Expense
- Attitude of family, friends and peers

Models/Suggestions

- Speaker Programs
- “Hearing Men’s Voices” type discussions
- Weigh-ins (men’s only weight watchers)
- Competitions within regions, between regions
- Club and individual profiles in a database or online service
- Organized exercise programs
- Walk/run
- Work out at a gym (or onsite at the shul)
- Bike trips
- Golf outings
- Lap swims at JCC
- Ice Skating
- Ballroom Dancing

Support People and Systems

- Health Professionals
- Fitness experts/personal trainers
- Websites
- JCC - work with local JCC for break for our members on the program

FJMC Wellness Program: The Torch Award

Torch Award was created and awarded for Clubs with wellness programs. Criteria for excellence include:

1. Clear definition of goals and documentation of completeness and achievement of these goals (it is important to have a measurable goal and evidence that the results were in fact measured, this “metric” should be usable by other clubs in their programs (see #5)
2. Extent to which Wellness program involves a wide range of members. What is its value in club building?
3. Did the program enhance the Club’s reputation in the community in promoting and enhancing wellness of its members? Does the program enhance the image of the FJMC, Region and/or your Club?
4. Is the program usable by other Clubs? Are materials transferable?
5. Extent to which program involved other aspects of synagogue life – religious school, women’s groups, professionals?
6. Publicity materials

“Walk to the Convention” and “Bike to the Convention”



A Wellness Challenge by the FJMC Foundation for Jewish Life - The FJMC Foundation for Jewish Life is concerned about the health and wellness of our members. Indeed, while women’s health issues are front-page news every day, somehow men’s health is rarely discussed.

To symbolize this support for Men’s Health, the FJMC Foundation sponsored a challenge to our clubs to “Walk to the FJMC Convention” at the 2009 and 2011 Conventions.

“Tour de Shuls”

Tour de Shuls is a bike ride linking the synagogues of Men's Clubs in a Region. This began in our New England Region, was honored with a Torch Award, and has spread among many Regions. It can be run as a wellness activity, a fundraiser, and/or an activity to bring in younger men.

World Wide Wrap



The **World Wide Wrap**, an international program of FJMC, brings the global Jewish community together to learn and practice the mitzvah of *tefillin*. Each year on the morning of the NFL's Super Bowl, FJMC promotes a special morning *minyan* at synagogues around the world where the mitzvah of *tefillin* is explained and demonstrated.

Registration

The entire program is coordinated via the Internet where Men's Clubs or other groups are able to register their participation at www.worldwidewrap.org.

Support Materials

Program support materials are available on how to run a wrap program and can be downloaded, including an Implementation Guide, flyers, posters, etc. They may be found at www.worldwidewrap.org.

DVD

Be sure to check out the new DVD's - The *Tefillin* Wrap Rap, The Ties that Bind Tefillin Primer, and The Ties that Bind wrapping instruction DVD. Or check out the Wrap RAP and Primer DVD available for viewing on our [Tefillin DVD page](#) at the FJMC store at www.fjmc.org.

Build-a-Pair

It's a win-win-win! Build-a-Pair invites 5th to 7th graders to put on their handmade "model" *tefillin* at the **World Wide Wrap**; therefore the parents are invited to attend this successful Men's Club initiative and see their kids in action. It's that simple! Build-A-Pair is a fun and educational program for 5th through 7th graders, and is an adjunct to the World Wide Wrap. Students learn about *Tefillin*, construct 'model' *Tefillin* in which they place Hebrew script they write, insert their 'straps' and create 'wRAP' songs to sing during the World Wide Wrap. Complete kits with everything you need are available in the FJMC Store.

FJMC Honor Roll

The FJMC Tefillin Fund provides needed *tefillin* and *mezuzot* to *Masorti* Jews around the world seeking to perform a mitzvah that we take for granted. Your tax-deductible gift of any size is welcome. Men's Clubs that donate the entire cost of a set of *Tefillin* will be placed on the FJMC Tefillin Honor Roll.

Purchase Tefillin

You can purchase *tefillin* at the FJMC Store at www.fjmc.org.

Spiritual Guide

Each participant in the **World Wide Wrap** should be provided with a copy of the new spiritual guide, **First Thoughts: A Tefillin Spiritual Primer**, produced by the Federation of Jewish Men's Clubs especially for the World Wide Wrap. The guide contains the text of each of the standard blessings associated with wrapping *tefillin*, but also includes numerous inspirational quotes and excerpts from text that will provide a sound spiritual basis for this mitzvah.

OTHER ACTIVITIES

Art of Jewish Living Series

The Art of Jewish Living (AJL) is a series of outstanding books, teaching guides, workbooks and audiotapes designed by Dr. Ron Wolfson to teach adults the meanings and skills of Jewish observance in the home. The series is intended to be taught to lay people by lay people. They are jointly published by the FJMC and the University of Judaism, Los Angeles.

Each book focuses on the home observance of a specific Jewish holiday, festival or important life-cycle event. These events include Shabbat, Passover, Chanukah and shiva periods.

The goal of the program is to enable the learner to competently perform the blessings and rituals and to knowledgeably fashion meaningful observances.

The "art" in Jewish living is in knowing the basic competencies of Jewish observance and being able to compose one's own unique representation of it. While each book teaches the basic meanings and skills of observance, it also recognizes the challenges facing real-life families who wish to make Jewish observance a fact of life in their homes.

Each title in the series comprises a complete curriculum, and is designed to be read, studied and consulted in our homes, or in a classroom setting. Each of the books is relevant to all generations, leading a number of Men's Clubs to give them to **b'nai mitzvot**, exemplary members, and families being honored on appropriate occasions.

Many of our members have reported that their Men's Clubs have earned a new and enhanced respect from their Rabbis and synagogue members after participating in this program.

AJL Shabbat

Shabbat: The Family Guide to Preparing for and Celebrating the Sabbath (AJL Shabbat) by Dr. Ron Wolfson helps families create a Friday night Shabbat ceremony in the home, including the significance of the prayers, blessings, and songs.

The book can also be used for self-study. It maps out all the steps of the Friday evening ritual, describing how to perform them, with explanations of their meanings. It can act as a how-to guide for families conducting their own Shabbat Seder.

AJL Shabbat forms the basis for adult education classes in many synagogues. It teaches about the meaning of Shabbat, its practices, and its importance to family life. It makes the world of Shabbat so real that you can almost smell the aroma of warm **challah**. It may serve as a step-by-step course designed to be taught by lay people to lay people. A course could be led with as many as six to eight half hour sessions.

The materials for a class would include:

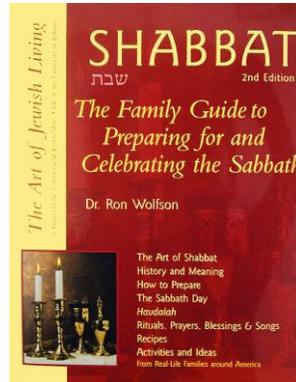
- One text and booklet for each participant or family.
- One text, one booklet and one Teacher's Guide for each instructor.

The accompanying booklet may be adopted by your synagogue as the official **z'mirot** for all official occasions.

Shabbat helps create significant moments that form the roots of Jewish identity and leads us to the joy we experience in the observance of **Shabbat**.

Topics in the book include:

- Candle Lighting
- **Shalom Aleichem**
- Family Blessings
- **Kiddush**
- Washing the Hands
- **Ha-Motzi**
- The Shabbat Meal
- Shabbat Songs
- **Birkat Ha-Mazon**



Your Men's Club will derive as many benefits from sponsoring an **AJL Shabbat** program as there are families participating. The Friday evening **Shabbat** dinner/seder is one of those simple pleasures that help create a strong bonding among family members, and helps children develop positive feelings about our Jewish rituals.

Some ideas for programs include:

1. Six-session weekly course on how to create a Shabbat Seder in the home. Use the book and the helpful teaching guide to teach persons the basics of the Friday night table service, and add a session on challah making and a "graduation" Shabbat dinner in the synagogue in which participants help cook the dinner. This works especially well with new Jews or immigrants who had little Jewish background.
2. Present copies of the book. Give a copy of the Shabbat Seder text or the booklet to families celebrating an engagement, wedding, baby naming, or bris.
3. Encourage Shabbat dinners in the synagogue by donating 50-80 of the Shabbat Seder booklets to the synagogue. Advise B'nai Mitzvah families of this fact to encourage them to hold a Shabbat dinner at the synagogue and therefore make their special weekend

Visit the FJMC store at www.fjmc.org to purchase the book, booklet (**bencher**), or the Teacher's Guide.

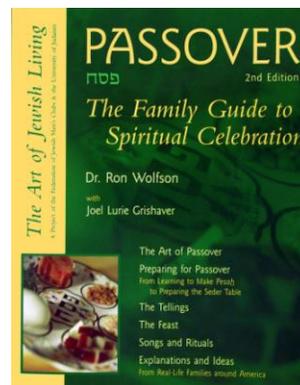
AJL Passover

Passover is the most widely observed Jewish festival. The second book in the Art of Jewish Living series is **Passover: The Family Guide to Spiritual Celebration (AJL Passover)** by Dr. Ron Wolfson.

AJL Passover explains the concepts behind its rituals and ceremonies in clear, easy-to-understand language. It provides step-by-step guides and explanations to teach families how to prepare the home for Passover, prepare the reader to actively participate in or lead the Passover Seder, and provide a meaningful Passover experience for children.

The **AJL Passover** spells out how to lead your family to new heights of **Seder** experience in six sections:

- Understanding the **Seder**
- Leading a **seder**
- **Haggadah** fluency
- Preparing your home for **Passover**
- Leading a sealer with young children
- Creative **Passover** cooking



AJL Passover is for use independently or with a lay instructor in a classroom setting. If used in a classroom setting, the materials would include:

- One text and one workbook for each participant or family.
- The audiocassette tape is optional and recommended.
- One text and one Teacher's Guide for each instructor.

A class may be held in individual homes or a group classroom. It is helpful to have an instructor who loves conducting a Seder. The class would be of interest to all individuals and families, especially new members. In 1990, FJMC produced a Russian language adaptation of the **AJL Passover** for our newly arrived Soviet cousins.

Ideas for programs include:

1. Hold a multi-session course on running a Passover **Seder**. Use the materials to teach participants everything from the basics to little known facts about certain of the **Haggadah** prayers.
2. **Seder** match - Develop a list of congregants willing to make extra places at their **Seder** and match them with those families and individuals who need a **Seder** place. Contact the Hillel organizations at local universities and the Jewish Social Service agency for persons who might be in search of a **Seder**.
3. Consider organizing and running a model Seder for the congregation as a **Keruv** activity and for our Soviet **olim**.
4. Hold a second night **Seder** in the synagogue, for those people who are unable to make family **sederim** on their own. Use some of the explanation from the text to explain some of the prayers.
5. Working with your Sisterhood chapter, create your own synagogue Passover cookbook.

Your Men's Club will derive as many benefits from sponsoring an **AJL Passover** program as there are families participating. The Passover **Seder** is one of those simple pleasures that help create a strong bonding among family members, and helps children develop positive feelings about our Jewish rituals.

Go to the FJMC Store at www.fjmc.org to purchase the book, which is also available in Russian.

AJL Hanukkah

OVERVIEW

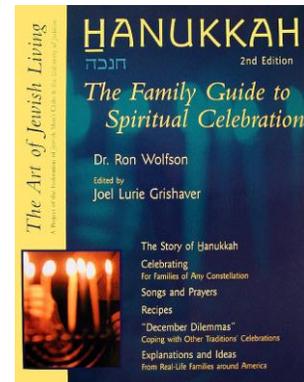
Hanukkah: The Family Guide to Spiritual Celebration (AJL Hanukkah) by Dr. Ron Wolfson is designed to teach adults the meanings and skills of Jewish observance in the home as respects **Hanukkah**. The goal of the book is to help families to increase their enjoyment of the "Festival of Lights," and to help adults and children to cope with the "December Dilemma."

The text covers the origins of Hanukkah, the reasons for the candle lighting, the blessings used, and various customs. It provides information on the games, arts and crafts of **Hanukkah**, and the menorah, There are songs in English, Yiddish and Hebrew (with transliteration), plus recipes for traditional foods. Additionally, the "December Dilemma" section, deals explicitly with the challenges that the Christmas holiday poses for Jewish families.

The book is especially important for families; it fortifies a resolve that “if we are strong in our Jewish commitment, there is little danger that the Christmas holiday will threaten our fundamental identity.”

A few of the important topics covered include:

- What is Hanukkah?
- The Hanukkah Ritual
- The December Dilemmas
- Religious Holidays in the Public Domain
- Pseudo-Christmas and Family Gatherings
- Jews-by-Choice and Christmas Gatherings



As is the case with the entire Art of Jewish Living Series, **AJL Hanukkah** may be read on its own, or be the basis for a class. It is intended to be taught to lay people by lay people. An instructor for a class would be someone who loves Hanukkah, and is especially sensitive to the needs of intermarried families. The class may be held in individual homes or the synagogue with **AJL Hanukkah** as the text. The class would be of particular interest to all individuals and families, especially intermarried couples and members whose children have intermarried. You might consider two one-hour sessions for an overview of the topics.

Besides a class, other program suggestions include:

- A book and toy sale to benefit your school.
- **Dreidel** making and story-telling.
- **Latke** making. Have a “Best Latke Cook-Off”, with Dads and kids competing on who can make the tastiest, the prettiest, the biggest, the most health-conscious, or the least heart-healthy latke. Create opposing teams of “sour cream mavens” and “apple sauce kings”. Challenge some to make zucchini latkes or even soufganyot (jelly doughnuts). Invite congregants, especially Sisterhood and feed the moms, wives and significant others too.

Among the benefits you will derive from sponsoring a **Hanukkah** program are the appreciation of parents who need to explain to their children how Christmas is not **Hanukkah**, and how to maintain their "Jewish pride". Another is that everybody loves a party, and your Men’s Club can bring kids and their parents together in a joyous and festive afternoon.

You may purchase the book at www.fjmc.org.

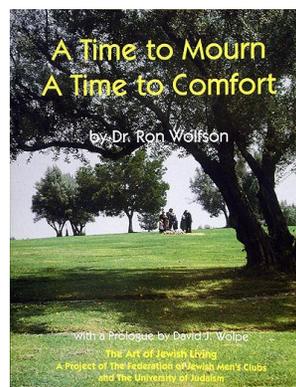
AJL A Time to Mourn, A Time to Comfort

This book by Ron Wolfson provides new insights into the art of comforting and the necessity of mourning. It is a manual for those who require or provide support and a helpful reference to mourning customs and practices. Practical guidance is offered for families who are making funeral arrangements, preparing for shiva, and helping young children grieve.

It provides a sensitive resource to those who are confronted with the terminal illness and/or death of a family member or friend. The book is not an instructional manual on the rules of burial mourning. It is a guide to comforting both the dying and their survivors. It includes in-depth and sensitive interviews with mourners and those who attempted to comfort them in their time of need, and how each worked at the healing process.

Topics include:

- Comforting the dying
- Consoling family and friends
- Dealing with the tragedy of a violent death
- Surviving an infant's death
- Coping with a miscarriage
- Talking to children and grandchildren about death
- Understanding issues of AIDS-related death
- Preparations for burial and working with a Funeral Director
- Arranging a ***shiva minyan***



The subject matter will be of interest to:

- Anyone suffering through the terminal illness or loss of a family member or friend.
- Synagogue members who want to offer comfort to those in mourning.
- Families and friends who have difficulty finding emotional comfort in our traditional rituals when confronted with the tragedies of the death of an infant, miscarriage and illness and death of a loved one from AIDS.

AJL A Time to Mourn, A Time to Comfort may be read independently or be used as a text for a class where it would serve as a resource and guide. The leader of a class may be a volunteer who can work closely with families in need, your Rabbi and your **shiva minyan** coordinator in developing the class outline. The class may be held at the synagogue or at individual homes.

Program suggestions based on the book include:

1. Offering a series on mourning and comforting. Utilize resources such as the Rabbi and a local funeral director; set up a series using portions of the book as a guide.
2. Supporting your congregation's **shiva minyan**. The Men's Club could furnish the prayer books for use at the **shiva minyan**, as well as persons trained to lead the minyan.
3. Establishing special support groups for comforters and mourners.
4. Publishing a guide to congregation practice.
5. Maintaining cemetery sites.
6. Offering **Yahrzeit** services.
7. Implementing a lecture series featuring a funeral director, spiritual leaders and therapists, as well as those who have experienced loss.

The book and programs help Men's Club perform a primary function of being of service to the congregation. It provides Men's Club participants with a deep and lasting connection to your congregation members as you help them through one of the most difficult and heartrending of life cycle events.

The book may be purchased at the FJMC Store at www.fjmc.org.

Hador Habah

Hador Habah is FJMC's initiative to involve men 45 and younger into synagogue life.

This program, called Hador Habah (Engaging the Next Generation) involves young men in Jewish life – ultimately leading to their membership in Men's Clubs and Brotherhoods.

The initiative has included invitations to a Leadership Development Institute ("LDI") since 2010.

Here is a Vision Statement from the 2011 Hador Habah Retreat:

The theme of the FJMC 2011 LDI Weekend is "Inspiring the Next Generation." הדור הבא.

- Empowering our younger men
- Enhancing leadership
- Motivating involvement in the Jewish Community.

This is the tripod on which our LDI 2011 will stand.

Those who attend can expect an extraordinary experience of creating community with men from across the continent. While bonding with each other, they will also be part of a spiritually uplifting event where discussions relevant to the men of today will be front and center. We anticipate that attendees will arrive curious and uncertain about what will take place. They will leave Pearlstone feeling that they have grown, linked with new friends and will have taken the first steps to become the next generation of leaders of their communities, of the FJMC and of Conservative/Masorti Judaism.

Our goal is to empower men to become involved or to continue their leadership in their synagogue, Men's Club/Brotherhood, the FJMC, and Conservative/Masorti Judaism. To best meet participant's needs, our agenda will allow each man to choose the role that is most appropriate for him.

At the Geffen Leadership Development Institute, the weekend serves as a crucible for creating Jewish role models. Leadership development will take place in a spiritually uplifting environment filled with ruach (spirit) that can be shared with men of all ages and "bridge the gap" between generations. The setting could not be better. The Pearlstone Conference Retreat Center in suburban Baltimore provides a relaxed atmosphere away from the distractions of the everyday world. It is a warm and welcoming site, has great food and is the venue for leadership retreats and meetings for Jewish groups across the country.

If you would like to support the Hador Habah initiative by nominating men from your shul to participate, speak to your Region President or Club Liaison.

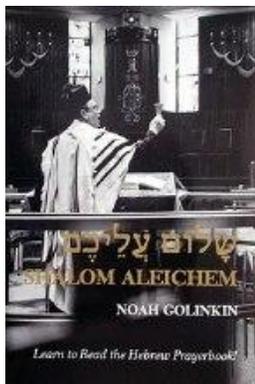
Hebrew Literacy Campaign

Shalom Aleichem and
Ayn Keloheynu

The FJMC "Hebrew Literacy Program" makes the achievement of Hebrew literacy attainable. FJMC developed the first broadly based adult education Hebrew reading program in the Conservative Movement. From the concept of lay people teaching one another, the Hebrew Literacy program emerged, leading to the production of two books Rabbi Noah Golinkin, **Shalom Aleichem** and **Ayn Keloheynu**. Since then, it is estimated that over 200,000 individuals throughout North America have learned to read Hebrew and participate more meaningfully in our prayer services.

Hebrew Literacy - Sine Qua Non for Synagogue Involvement

The lack of familiarity with Hebrew continues to be a significant challenge for Conservative Jews. Less than half of those in attendance at Conservative synagogue Shabbat morning services feel comfortable praying in the Hebrew language. FJMC has recognized that unless we act now, the next generation will lose what little Hebrew vocabulary our generation has retained, and that potential loss threatens the survival of the Conservative movement.



This inability to read and understand Hebrew poses an immediate and personal problem. Ignorance of Hebrew impedes our participation in Jewish life. Our services call for davening and active participation. When in shul, we each yearn to participate in the performance of the service; we each seek to realize the passion of prayer. How can meaningful participation be achieved and the desired passion realized if our central ritual object, the Torah, is a scroll written in Hebrew words? Our focus is the Hebrew word, and if we are not comfortable with Hebrew, we will not be comfortable with the service. We will not be able to stimulate and engage many of our current members, as well as those who enter our doors to join our community, whether as converts or as non-Jewish significant others of our members, if we cannot demonstrate an energetic spiritual vitality which can only be achieved by a

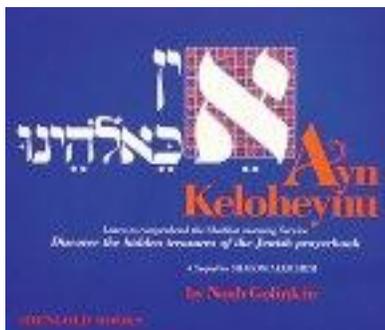
shared knowledge of the Hebrew language.

English cannot replace the richness of the Hebrew language and all of the associations it carries. If we do not know Hebrew, we will be reluctant to attend prayer services in which we cannot fully participate. We then are less likely to get involved in Jewish life; our children are less likely to find a place which they can call a spiritual home.

With Hebrew an integral part of our services and our rituals, it is essential to understand the importance of Hebrew literacy. Without an ability to read Hebrew, the whole service is off-limits and forbidding to the non-Jew and the uneducated Jew alike. As we in the Conservative Movement stress the need for keruv (outreach) and the desire to bring individuals—both Jewish and those non-Jews involved with Jews—into the shul and into our community, we cannot expect these newcomers to understand and participate in the ritual of synagogue life unless we

make Hebrew literacy a primary objective of our educational programming. Our efforts with keruv will not be successful unless we can make both Jewish and non-Jewish adults feel comfortable in synagogue.

The goal of the Hebrew Literacy program is to help adults teach other adults to quickly develop a proficiency in reading prayer book Hebrew. The first class is a twelve week program geared towards the traditional Friday night service. FJMC's program is a response to the traditional methods of teaching Hebrew reading skills which have given Hebrew a reputation as irrelevant, difficult and boring.



The purpose of the Hebrew Literacy program is to counteract the negative images created by past experiences. The FJMC believes everyone who participates can develop the confidence and pride that develops from a familiarity with synagogue prayers. The attainment of Hebrew reading skills opens the door to gaining an appreciation for the Hebrew prayer services, rituals and traditions not before realized. The result will be a renewed level of spirituality and the ability to understand how kavanah (passion) is part of the Jewish prayer experience. FJMC promotes its Hebrew Literacy

program to help adults to learn Hebrew - not simply because of our love of the language - but because FJMC believes that the ability to read Hebrew is the key to continuity and the key to the survival of the Jewish people and of the Conservative movement in the United States.

While both books are designed to be used in an adult education program of lay people teaching other lay people, a growing number of congregations are using the series to instruct junior high school, **b'nai mitzvah** classes and conversion classes.

Using the popular opening hymn of the Friday night service as a stepping-stone to teach Hebrew prayers, **Shalom Aleichem**, takes learners from the aleph bet to siddur fluency in a dozen or fewer brief lessons. The entire **siddur** Hebrew learning process is permeated with a deep sense of direction, and an exhilarating feeling of discovery and accomplishment. **Shalom Aleichem** transforms what are usually dry alphabet drills into a fascinating adventure in language discovery. Materials include a text for each participant, and a Teacher's Guide for the instructor.

Ayn Keloheyinu, the intermediate text, focuses on the **Shabbat** morning service, emphasizing Hebrew fluency, historical background and modern relevance in 10 two-hour lessons. The title for **Ayn Keloheyinu** comes from the closing hymn of the Shabbat morning service. It is an illustrated text and workbook for Level II students, covering the major prayers of the **Shabbat** morning service. It includes key vocabulary, as well as the structure, message, and history of each prayer. The materials include a text for each participant, an implementation guide for each coordinator, and a Teacher's Guide for each instructor.

Israel Affairs

Israel is the homeland of the Jewish people.

Jews are connected to our homeland spiritually, physically and psychologically.

In most of our communities there is no community-based organization, whose primary function is to educate about and promote Israel.

The primary Jewish organization in any community is the synagogue.

FJMC is witnessing in many Jewish communities a lack of knowledge and diminishing commitment to the survivability of Israel.

We dedicate ourselves to assisting our membership in leading their communities in three (3) primary ways:

- Make our communities aware of Israel's history
- Keep our friends informed of current events
- Assist our friends to advocate for Israel.

Please help us help others in raising the public's consciousness about the modern miracle of Israel.

Israel Advocacy

FJMC is dedicated to strengthening support for Israel by ensuring that the public receives accurate and truthful information.

We are working with Mercaz USA, the Zionist organization of the Conservative Movement on Israel advocacy. Refer to their website at www.mercazusa.org for information.

Also, our website at www.fjmc.org warehouses information, programs, and organizational manuals that enhance our volunteer's impact. Our talented volunteers are of various political beliefs. We have in common the desire for a strong and safe homeland for the Jewish people in the State of Israel.

Ritual Literacy (or Enhancing Jewish Observance)

After you gain competency with your Hebrew, it's time to put it to good use in both home and synagogue ritual. Knowing and understanding what happens during the Torah service on Shabbat helps to make the service more meaningful. And celebrating the end of Shabbat and the start of the week, by learning the Havdalah ceremony, can materially add to your Jewish observance and spirit. Learning how to lead the evening, Ma'ariv, service, will give you confidence in your Jewish growth. FJMC has prepared guides to each of these home and service rituals to better prepare you to take an active role in each of them.

Understanding Havdalah

Understanding Havdalah - A Guide to the Week's Beginning (includes CD) by Rabbi Charles Simon has been designed to teach any Jew, even one with minimal Hebraic skills and limited Judaic knowledge, to chant **Havdalah**, the brief ceremony that separates Shabbat from the rest of the week. It includes the full Hebrew text, translations and transliterations, explanations, history, and commentary. The book also features the traditional Havdalah music and the music of noted composer Debbie Friedman. Endorsed by the Cantors Assembly, the text is *accompanied by a CD* of Havdalah and the Ma'ariv service.

A goal of the text is to generate a variety of settings to stimulate participation in and leading of the **Havdalah** ceremony. As a one hour class, you might target:

B'nai Mitzvah children.

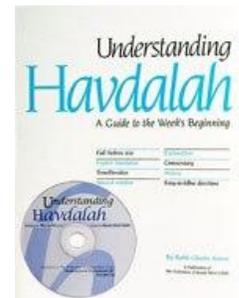
Families,

Brotherhood leader for **Men's Club Shabbat**.

Other program ideas include:

1. Shabbat afternoon study session. Sponsor a Shabbat afternoon study session followed by the third Shabbat meal - **Seudah Shlishit** - and then **Havdalah**.
2. Course on how to run a **Havdalah** service for religious school students. This could be with pre-B'nai Mitzvah age students so that they would know how to lead the **Havdalah** service during their big weekend.

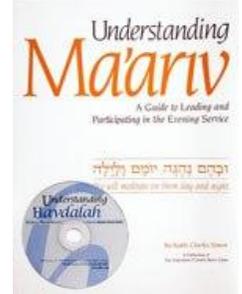
To purchase a copy of Understanding Havdalah, visit the FJMC Store at www.fjmc.org.



Understanding Ma'ariv - A Guide to Leading the Evening Service

Understanding Ma'ariv - A Guide to Leading the Evening Service by Rabbi Charles Simon is a complete guide to leading and participating in the evening service. This guide includes the full Hebrew text with musical notation side-by-side with English translation and transliteration. Also included is an in-depth history and commentary on the Ma'ariv service with easy-to-follow instructions. Understanding Ma'ariv has been endorsed by the Cantors Assembly. The text is *accompanied by a CD* of Havdalah and the Ma'ariv service.

The goal is to provide interested persons with the opportunity to more fully appreciate and understand prayer in general and specifically the daily evening service.



As a one hour class at a home, chapel or classroom, you might target **B'nai Mitzvah** families, mourners, or other interested parties.

Other Men's Club program suggestions include:

1. Train prayer leaders to lead the evening service. Those trained could also be used to lead a shiva minyan. Teach post-B'nai Mitzvah youth to lead the Ma'ariv service.
2. Demonstrate the book at a Jewish Skills Expo. Have a booth on learning how to lead a service.

To purchase a copy of Understanding Ma'ariv, visit www.fjmc.org.

Shabbat Morning Torah Service DVD

The DVD features actor Jonathan Silverman, and Rabbi Burton Visotsky, Assistant Professor in Rabbinics at the Jewish Theological Seminary of America. Together, they explain everything a person might want to know about the Torah service in 24-minutes. Along with the tape, there is a User's Guide, Glossary, and portable Torah blessings card in Hebrew, English, and transliteration. The DVD is also available closed-captioned for the hearing impaired.

The purpose of The **Shabbat Morning Torah Service DVD** is to enable every adult who has ever worried what to do when called to the **bimah** a confident participant. This professionally produced DVD demonstrates and teaches with great clarity the ritual and choreography of the **Torah** service. The tape can be used two ways; as an instructional resource for professional and lay educators, and as a home study demonstration/study course for Men's Club, synagogue and **b'nai mitzvah** family members and friends.

For people who participate in the service, the tape does more than just explain - it covers all the important details:

How to open the ark.

How and when to say the Torah blessings.

Where to stand when first called to the **bimah**, when reciting the blessings, and when finished reciting the blessings.

When to return to your seat.

How to lift and dress the Torah, etc.

A class might be targeted to:

B'nai mitzvah families.

New members.

Women's and men's study groups.

As possible Men's Club programs, you may wish to:



Obtain the list of upcoming **b'nai mitzvot** from the synagogue office. Present the DVD as a loan to the family. Suggest to the family that each person who will be honored with an **aliyah** should watch the DVD for an understanding of their role in the ritual. Review the printed insert with the family, indicating the prayers in Hebrew and transliteration.

Include a booth on the DVD in a Jewish Skills Expo. Have it continuously playing as people walk by to demonstrate the tools that are available.

Present a copy of the DVD to the synagogue library. Encourage the rabbi to use the DVD as a training tool for adult **B'nai Mitzvah** classes and for new Jews.

The DVD makes a wonderful pre-**bar/bat mitzvah** gift.

The DVD is available in close captioned format to assist those with hearing impairments, as well as the non-hearing, participate as fully as possible in our synagogue rituals. It can serve as the basis for a program of the "open congregation," a synagogue that is sensitive to the needs of all its members, including the less-abled and disabled.

There is no more important service you can provide to your members than to help them take an active part in the prayer service and come in direct contact with the Torah. In addition to the individuals and families who are directly affected by your efforts, you will find that your Rabbi and Cantor will look on your Men's Club with new appreciation and respect.

To purchase a copy of the FJMC Torah Service DVD, visit www.fjmc.org.

Your Home Is Your Sanctuary Booklet A Mezuzah Housewarming Party

Goals

To promote Men's Club and synagogue membership

To sensitize, involve and educate people regarding the *mitzvah* of *mezuzah*.

Materials

Booklet, Your Home is Your Sanctuary: A Mezuzah Housewarming Party
Lesson plans and implementation guide.

Volunteers Needed

Two or three, depending on program choices

Preparation Time

20 minutes

The Programs

As a membership program:

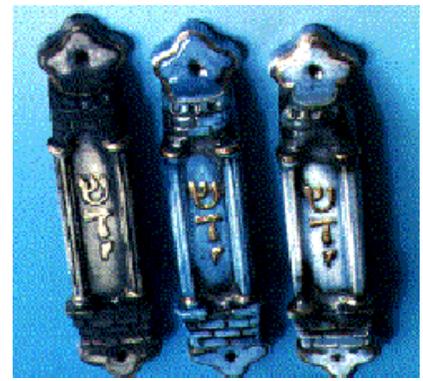
Order copies; stamp Men's Club names on the inside cover and distribute to real estate agents in the community.

Give one to each new synagogue member and follow up with a phone call offering assistance.

As a *mitzvah* program:

Work with teenagers or other groups to fix *mezuzot* on people's doors.

Offer a short 20-minute class on *mezuzot* using the implementation guide.



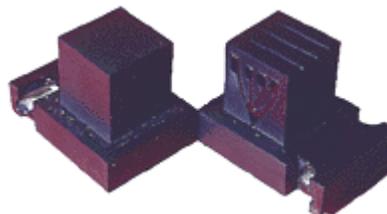
The Ties That Bind: FJMC Tefillin DVD

Goal

To sensitize and involve as many people as possible to the mitzvah of **tefillin**.

Materials

Several copies of **The Ties that Bind** (at least three per congregation) and the program kit.



Running Time

28 minutes.

Volunteers

A small committee to review the Program kit in order to maximize the usage of this wonderful film.

Target Population

This DVD may effectively be used in a number of settings, each mentioned in the program kit. Sample settings include; **b'nai mitzvah** parents, **b'nai mitzvah** children, teenagers, young adults, mourners, and seekers. The DVD may be used as part of a conversion class, or within an adult education series. There is one version of the DVD emphasizing male use of tefillin, and another emphasizing egalitarian use.

We strongly suggest that sets of **tefillin** be made available each time the film is shown. Sets of **tefillin** can be purchased inexpensively through the FJMC.

Sefer Haftorah

The **Sefer Haftorah** scroll is created in Israel and contains all **Haftorot**, including vowels and trop. Since it was first unveiled during the 2003 FJMC Biennial Convention in Ft. Lauderdale, Florida, the **FJMC Sefer Haftorah** scroll has travelled around North America to Men's Clubs and Brotherhoods, to Region Retreats and to FJMC Conventions. It has been used in synagogues from West Coast to East Coast, and from Florida to Canada.

History of the Haftorah

The **Haftorah** has been part of Jewish liturgy since Roman times. They were introduced in order to counter a Roman decree that forbade the reading of the **Torah** in public assemblies. During the 9th Century CE, the Ben Asher family developed the system of cantillation and punctuation (**trop** and **k'tiv**). From that time onward, it became traditional for the **haftorot** to be chanted. It was common during the Middle Ages to have books of the prophets in the Ark next to the **Torah** scrolls. When it became time to read from the **Haftorah**, a scroll was taken out of the Ark and the **Haftorah** was chanted. Books of **haftorot** in scroll form have been in use for more than a century but have almost been totally eclipsed by the printing press. The **Haftorah**, unlike the **Torah**, does not have to be chanted from a scroll (though many of us feel it would enhance the spirituality of the act if it were read from a scroll instead of a book).

FJMC's Sefer Haftorah Scroll

When several FJMC members were in Jerusalem, they had the opportunity to view a **Sefer Haftorah** scroll that had been commissioned for an Orthodox synagogue. They immediately saw a number of possibilities if FJMC commissioned its own scroll. The scroll has the outward appearance of a **Torah** scroll and contains all the **Haftorot** chanted during the year. It was written by one of the finest scribal groups in Israel. The differences between the **Sefer Haftorah** and a **Torah** are readily apparent, however, as soon as one opens the scroll. The **Haftorah** scroll, unlike the **Torah**, has the vowels and the **trop** cantillation, which facilitate the chanting of it. Also, the **Haftorah** scroll lists the various sponsorships of the individual **Haftarot**. The main purpose behind commissioning the **Haftorah** scroll was utilitarian in nature. FJMC would now have a scroll that could travel from Men's Club to Men's Club to be used in congregations all across North America. It would create a sense of pride and accomplishment among the member Clubs and provide opportunities for them to highlight FJMC activities for members of their congregations. Additionally, FJMC would use the scroll at its various Conventions and meetings, while FJMC Regions would use it at their Retreats. Sponsorships would enable FJMC to subsidize the administrative costs of transporting the scroll across North America. FJMC dedicated its **Sefer Haftorah** scroll during its 2003 International Convention; incoming International President Danny Stern chanted the first **Haftorah** from it.

Commissioning an Individual Haftorah Scroll

In addition to commissioning a complete **Sefer Haftorah** scroll for its own use, FJMC offers opportunities for anyone to order a complete **Sefer Haftorah** scroll for their own synagogue or an individual **Haftorah** for a chosen Shabbat. The individual **Haftorah** is hand-written on the highest quality parchment, with vowels and cantillation; it is ideal for parents, grandparents, or others who want to make a memorable **bar** or **bat mitzvah** gift or to commemorate weddings, births, or the anniversary of a bar mitzvah. In addition to the text from the Prophets, the parchment can be inscribed with a personalized dedication. For information on ordering a Sefer Haftorah scroll contact international@fjmc.org, or for an individual **Haftorah**, please refer to the **Sefer Haftorah** brochure at www.fjmc.org.

Frequently Asked Questions

What is the **Sefer Haftorah**?

FJMC's **Sefer Haftorah** is a collection of every **Haftorah** read during the year, including those from holidays and **Rosh Chodesh**. The **Haftorot** are scripted by a **sofer** on a parchment scroll in the same manner as a **Torah**. In fact, when rolled up and covered by its mantle, the **Haftorah** scroll looks exactly like a **Torah** scroll but not as thick. But unlike a **Torah**, the **Haftorah** scroll contains vowels and the **trop**. In addition, there are dedications of the various **Haftorot** in English and Hebrew.

Where is the **Sefer Haftorah** used?

It is read from at FJMC's International Convention and at its Leadership Development Institute. The rest of the year it travels from Region to Region and is featured in **Shabbat** and holiday services of congregations just like yours.

How is it used?

At services, it is treated very much like a **Torah**. It is housed in the Ark, undressed and redressed like a **Torah**, and carried around the congregation in the **Torah** procession. The **Sefer Haftorah** scroll usually arrives at a synagogue by overnight carrier on Wednesday and is often shown to students in the Religious School, although some congregations have been quite inventive in their uses for it. On Monday morning it is picked up to be sent to the next stop in its journey.

How can we get FJMC's **Sefer Haftorah** scroll at our synagogue?

First contact your Region President to see when it will next be in your Region and whether there is a week that you could have it. The **Haftorah** scroll is booked into the various Regions for a period of weeks for the next year, although it might not yet be assigned to individual synagogues. If no slot is immediately available, you should contact FJMC's **Sefer Haftorah** chairman, Dave Gerstein at gerstein1@verizon.net. Give him some possible dates, including several that are more than a year off, and he will try to arrange for you to get the **Sefer Haftorah**. He will want to know the address of your synagogue and a contact person to receive the scroll and put it in a secure place.

How can we dedicate one of the Haftorot in the FJMC Haftorah scroll?

Most have already been dedicated, but there are a few that have not. The dedication can be by a Men's Club, a congregation, or even an individual or family, and the inscription can be in English, Hebrew, or both. The cost of a dedication is \$500, and you should contact FJMC's Executive Director, Rabbi Charles Simon, at rabbisimon@fjmc.org for further information.

Our synagogue would like to have a **Sefer Haftorah** scroll of our own to use year-long. How do we go about securing one?

Several synagogues have recently taken this step and are using the purchase of a **Sefer Haftorah** scroll as a congregational fund raiser. For more information, contact Jennifer Gersch in the FJMC Office at jgersch@fjmc.org.

Is there a way to get a scroll of a single Haftorah?

Yes. In fact, many parents and grandparents are doing that in order to give a memorable gift to a **Bar** or **Bat Mitzvah**. Once again, you should contact Jennifer Gersch at jgersch@fjmc.org.

Yad Shel Chai

Torah Reader Recognition Award

Create a synagogue culture where young people (and your Men's Club members) regularly read Torah at Shabbat services and minyan
Reward synagogue youth (and adults) for continuing to read Torah



Benefits

Enhance Torah Reading Skills

Encourage ongoing Torah Study

More frequent visibility for the Men's Club/Brotherhood

Long term benefits for the participant and the congregation

Simple to manage program - Easy record keeping

Long term benefits for minimal cost

The beautiful silver plated "FJMC" **Yad** creates a connection to your Club

The **Yad Shel Chai** project is very easy to implement.

Work with your Rabbi and School administrator to encourage your teenagers to read Torah.

Track the portions read on the form which can be downloaded from www.fjmc.org.

When a student approaches 18 readings, order a **Yad** from the FJMC store.

The 2011 cost is \$85 per Yad; plus \$15 shipping and handling (may be more than one (1) **Yad** to a single address)

Any questions email: yadshelchai@fjmc.org .

Refer to www.fjmc.org for:

Yad Shel Chai Order Form

Yad Shel Chai Award Certificate

Student Tracking Form

Men's Clubs Awards and Certificates

The activities of FJMC or any of our constituent Men's Clubs are often only as successful as the efforts of the individual members who embody the spirit and dedication that have allowed our organization to thrive. Recognition of the contributions made by these individuals is essential to the life of FJMC. Below are listed some of the various awards and gifts for Men's Clubs to use in honoring their distinguished members.

YOUTH LEADERSHIP MEDAL AND CERTIFICATE 1 Free per Club/year
Awarded by our Men's Clubs to community youths who have exemplified the ideals of FJMC in their service and dedication to the synagogue and the wider community.

YASHER KOACH AWARD 12 Free per Club/year
Presented to Men's Club members for their effort and initiative in making a program a success.

PRESIDENT'S CITATION 12 Free per Club/year
Presented to members in recognition of their service to the synagogue, community and Men's Club.

CERTIFICATE OF MERIT 12 Free per club/year
Presented to individual members in recognition of their dedication to their Men's Club.

TALLIT BAG with FJMC logo **\$50.00**
Large (14" X 13")

TEFILLIN BAG \$12.00
Approx. 7.5" x 8.5"

CLUB PRESIDENT'S PIN \$15.00
Gold-filled lapel pin with scroll.

PAST CLUB PRESIDENT'S PIN \$15.00
Gold-filled lapel pin with scroll.

MEMBERSHIP PIN \$12.00
Gold-filled lapel pin with emblem.

Note: These prices are subject to change.

FJMC PUBLICATIONS

Advantage

The “FJMC Advantage” is FJMC’s newsletter directed to Club Presidents. Each bi-monthly issue contains program ideas, articles about new and developing initiatives, upcoming FJMC programs (e.g. World Wide Wrap, Men’s Club Shabbat, Shoah Yellow Candles, Hador Habah), and an “Ask the Editor” column (FJMCAvantage@fjmc.org). Distributed via snail mail to Club Presidents, “The FJMC Advantage” also is available as a full-color PDF on our website.

CJ: Voices of Conservative/Masorti Judaism

In 2007, FJMC recognized that its publication “Torchlight” had run its course. That year, FJMC ceased publication of “Torchlight” and joined with the USCJ and the Women’s League for Conservative Judaism (which ceased publication of their own magazines) to publish a combined magazine of and for the entirety of the Conservative Movement: “CJ: Voices of Conservative/Masorti Judaism.”

The Mission Statement for “CJ” reads:

“The Conservative Movement is at the vital center of the Jewish world, and its three congregational organizations are at the movement’s heart. This quarterly magazine, jointly published by the United Synagogue of Conservative Judaism, Women’s League for Conservative Judaism and the Federation of Jewish Men’s Clubs, will enlighten and educate while initiating debate among members on issues that affect us as North American Conservative Jews. Our hope is that readers will find in these pages inspiration to live lives increasingly filled with Jewish observance, Jewish learning and commitment to *klal Yisrael*.”

“CJ”, as a joint publication, helps to unite the voices of the Conservative Movement. It provides one voice for our single movement, and it provides a passionate exploration of what it means to be at the center of Judaism.

The latest and past issues of the CJ may be found at our website (www.fjmc.org).

HaShofar: A Blast from Men’s Club

HaShofar is our e-mail newsletter sent to members for whom we have an e-mail address. It is mailed every couple of months with current news from the Clubs, Regions, and FJMC.

The Unraveller

“The Unraveller: Understanding and unraveling the secrets of Jewish life” is a weekly e-mail project. The Unraveller was conceived by Rabbi Charles Simon as an exposition of the weekly

Haftorah reading. It has recently been a vehicle for Rabbi Simon and other rabbis to write about topics on Jewish life. Recent copies of the publication and a place to sign up to receive copies may be found at www.unraveller.net.

Mentschen: The Online Forum of Ideas for Jewish Men

Thousands have checked out www.mentschen.org - have you? If you haven't joined the online forum of ideas for Jewish Men please check out "[Mentschen](http://www.mentschen.org)" today. As the only blog devoted to the many issues faced by Jewish men, [Mentschen](http://www.mentschen.org) is the natural place to express yourself and read what is on the minds of fellow Men's Club members across the continent. Check it out and share your thoughts! Be sure to check back often as the comments often create a fascinating discussion that can change daily! If you've been involved in a "Hearing Men's Voices" program, you know the power and impact of these issues on our lives.

Remember to encourage the men in your community to blog on [Mentschen](http://www.mentschen.org). This is NOT limited to FJMC members. [Art Spar](#) and [Bob Braitman](#) would love to hear from you with suggestions for Mentschen. Also if you'd like to submit an article for publication, send it along.

LET THE CONVERSATIONS BEGIN!

FJMC INFORMATION

FJMC ORGANIZATION

Except for the relatively small professional and administrative staff, all the work to make FJMC a success is accomplished by Men's Club volunteers.

The following is the current structure of FJMC. Please check our website at www.fjmc.org for the individual names.

FJMC Executive Committee

This includes the President, First Vice President, Vice Presidents, Secretary, Treasurer, and At-Large Members, Immediate Past President and Executive Director.

Teams

Clubs/Regions Operations

- Regional Advisory Team
- Regional Advisory
- Club Services
- Membership
- Dues
- Awards
- Hub Development

Training

- Executive Committee Training
- Reference Material Management
- Remote and On-line training
- Leadership Development Institute
- Convention (Club & Region Officer) Training
- Consultant Training
- Hador Habah
- Keruv Training

Programming

- Program Development Committee
- Hearing Men's Voices/Mentschen
- Keruv
- Shoah Yellow Candle
- Shomrei Ha'aretz
- Men's Club Shabbat

- World Wide Wrap
- Wellness
- Youth Activities

Operations, Budget & Finance, Store

- Dues
- Bylaws & Policies, Parliamentarian
- Strategic Planning
- Program Management
- IT
- Office Restructure

Communications

- Business Development & Marketing
- Internal Communication
- External Communication
- HaShofar
- News Doctor
- Advantage
- CJ Magazine
- Unraveller
- Webmaster

Fundraising, etc.

- Unraveller Sponsorships
- FJMC Store
- Haftarah/Torah Scrolls
- Donors
- Grants

Convention

- Convention Programming
- Convention Training
- Productivity Improvement
- Financial Systems Optimization

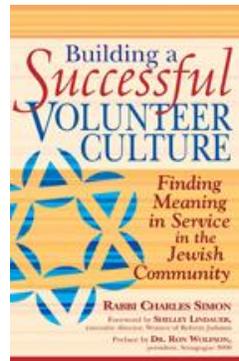
FJMC Board of Directors

FJMC's Board of Directors is comprised of the members of the Executive Committee, Region Presidents, Past International Presidents, Board members appointed by the President, and elected Board members from the various Regions.

FJMC Professional Staff



Rabbi Charles E. Simon
Executive Director



Author of Building a Successful Volunteer Culture: Finding Meaning in Service in the Jewish Community, published by and available from Jewish Lights Publishing and the FJMC. Buy now. Visit the store at www.fjmc.org.

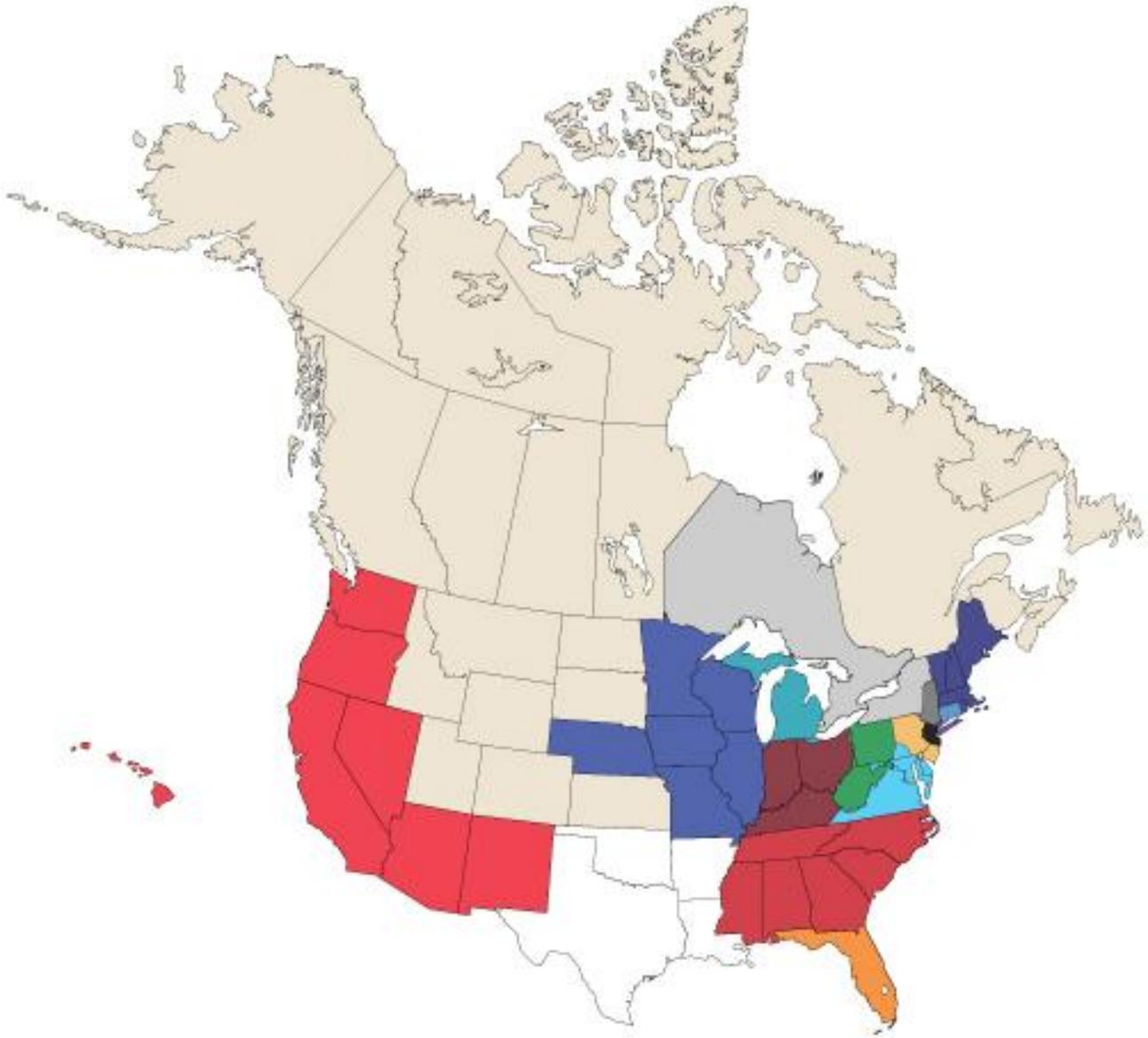
FJMC Administrative Staff

Jeremy Kasman
Office Manager
jkasman@fjmc.org

Jennifer Gersch
Administrative Assistant/Project Coordinator
jgersch@fjmc.org

FJMC REGIONS

FJMC consists of sixteen Regions, each being the primary contact from the international organization through to its local Clubs. The purpose of each Region is to: strengthen current Clubs, increase membership, and enroll new Clubs.



Regional Boundaries

Regional boundaries may change as circumstances require. FJMC's Regional Review Committee monitors regional issues and club growth to ensure appropriate regional alignment and placement of individual clubs. Please refer to www.fjmc.org for current Region Officer names and contact information. The current FJMC Regions are as follows:

Anshei Darom

Alabama; Georgia; Mississippi; North Carolina; South Carolina; Tennessee

Connecticut Valley

Connecticut

Florida

Florida

Hudson Valley

Northern suburbs of New York City and eastern part of up-state New York, including Albany

KIO

Kentucky; Indiana (except northwest corner); Ohio (except Toledo and Youngstown)

Lake Ontario

Ontario, Canada; western part of New York

Michigan

Michigan; Toledo, Ohio

Middle Atlantic

Southern New Jersey; northern Delaware; eastern Pennsylvania

Midwest

Illinois; (northwest) Indiana; Iowa; Minnesota; Missouri; Nebraska; Wisconsin

New England

Maine; Massachusetts; New Hampshire; Rhode Island, Vermont

Metropolitan New York

New York City (Bronx, Brooklyn, Manhattan, Queens); Long Island

Northern New Jersey

Northern New Jersey; Staten Island, New York

Seaboard

Delaware; District of Columbia; Maryland; Virginia; Harrisburg, Pennsylvania

Southwest

Arkansas; Louisiana; Oklahoma; Texas (except El Paso)

Tri-State

Youngstown, Ohio; Western Pennsylvania; West Virginia

Western

Arizona; California; Hawaii; Nevada; New Mexico; Oregon; El Paso, Texas; Washington

International Region

No, we're not talking about the upper reaches of Canada, or the 'frozen chosen' of Alaska (where we have yet to have an affiliated club or a Conservative synagogue). We're talking about Clubs outside of the United States and Canada. So check back frequently and watch our numbers and scope, throughout the world, grow.

Affiliated Men's Clubs

Centro Comunitario B'nai Israel
Santiago, Chile

Magen David Synagogue
Mumbai, India

THE FJMC FOUNDATION FOR JEWISH LIFE



Mission Statement

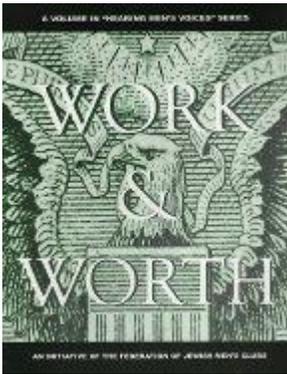
The FJMC Foundation for Jewish Life raises and administers funds for the benefit of FJMC, supporting the advancement of its programs and initiatives in the Conservative/Masorti Movement worldwide.

The Foundation

The Federation of Jewish Men's Clubs, Inc. (FJMC) has been on the frontline of the development of innovative and creative programming which has addressed issues facing the modern Jewish community. FJMC has produced significant materials and programs to confront changing Jewish demographics. The FJMC has done this on a very limited budget and by going "hand to mouth" to raise money to develop these programs.

In 2003, the FJMC created THE FJMC FOUNDATION FOR JEWISH LIFE, a 501 (c) (3) not-for-profit corporation. The purpose of the **Foundation** is to fund and stimulate programs which respond to the changes and to the opportunities facing the Jewish community. This Foundation thus enables FJMC to continue its long history of providing creative programming. The Foundation is governed by a nine person Board of Directors. All funds are invested and only a portion of the income is used to support grants from the Foundation

The Foundation has already supported several worthwhile programs and activities including: the publication of *Work and Worth* (the latest book in the *Hearing Men's Voices Series*); a grant program for Men's Clubs that develop innovative programming; the Breira Program at Camp Ramah in the Berkshires for special needs children; and two new FJMC programs, the *Yad Shel Chai* program to encourage post-Bar Mitzvah boys to continue to read Torah, and the *Shabbat Eco-Candle Program*, which is part of the *Shomrei Ha'aretz* initiative to "Green" the Conservative Movement. The Foundation continues to support FJMC's education and leadership training programs and provides significant funding for its *Geffen Leadership Development Institute*.



Over 75 donors have come together to help raise over \$300,000 thus far. We seek your support to enable the Foundation to fund other programs and activities that address the needs and issues facing Jewry today. There are several ways that you can help!

FOUNDATION FELLOWS

As a Foundation Fellow you will be recognized for your leadership in the publications and publicity of both FJMC and the Foundation. Most importantly you will be participating in making a difference for the current and future generations of the Jewish community. Anyone who contributes \$1,000 or more (payable over two years) will be a Foundation Fellow; in addition there are four higher levels of Fellows:

ABRAHAM FELLOWS – Just as Abraham was the patriarch of the Jewish people, Abraham Fellows are the patriarchs of the Foundation. Abraham Fellows begins with a donation of \$25,000 or more.

KING SOLOMON FELLOWS – As King Solomon was the builder of the Temple, King Solomon Fellows help build the Foundation. King Solomon Fellows is open to donors of \$10,000 to \$24,999.

JOSHUA FELLOWS – Joshua led the Jewish people into the Promised Land. Joshua Fellows help lead the Foundation's development. Joshua Fellows is open to donors of \$5,000 to \$9,999.

HENANI FELLOWS – When God called to Abraham he answered "Henani – here I am." This is your opportunity to answer Henani. Henani Fellows is open to donors of \$2,500 to \$4,999.

At each Fellows level you will receive special recognition. All donations are tax deductible as the FJMC Foundation for Jewish Life is a 501 (c) (3) not-for-profit corporation. Special named fund opportunities also exist. The Foundation welcomes current donors and those who make the commitment to participate in the Legacy Giving Campaign.

To participate as a Foundation Fellow contact:

Norm Kurtz, Chair
FJMC Foundation for Jewish Life, Inc.
normkurtz@fjmc.org
(847) 259-6021 (H)
(847) 826-8310 (C)
All discussions are confidential.

LEGACY SOCIETY

Members of the Legacy Society are donors who make an outright planned gift to the FJMC Foundation for Jewish life. The receipt of a signed letter of intent entitles the donor to the designation of "Legacy Society Member." Legacy Society members will receive special recognition and will be invited to special events of the Foundation. There are many ways to participate and it is recommended that you discuss your participation with an estate planning professional. Some of the ways to participate include:

Bequests: After providing for your loved ones, a bequest specifies a gift in your will to the Foundation. Your gift may be a specific dollar amount; a percentage of a remaining amount; a residuary; or a particular asset such as a publicly traded security.

A Charitable Trust: A Charitable Trust is a gift arrangement defined by federal tax law that enables donors to provide income for themselves, a spouse, or others while making a generous gift to the Foundation. These are separately managed trusts of various types that can be designed to meet specific financial needs and investment objectives.

Retirement Plan Assets: Your retirement assets, such as 401(k) plans and IRAs, are among the most heavily taxed. In fact, at your death, your estate not only owes estate taxes, but income taxes for the tax deferred savings you were enjoying (potentially reducing your retirement plan value by up to 75%). Establishing The Foundation as beneficiary to your retirement plan assets enables you to reduce estate taxes and avoid income tax altogether.

For more information about the Legacy Society, [click here](#) or contact:

Norm Kurtz, Chair
FJMC Foundation for Jewish Life, Inc.
normkurtz@fjmc.org
(847) 259-6021 (H)
(847) 826-8310 (C)
All discussions are confidential

APPENDIX

RATE YOUR CLUB

	<u>Exceptional</u>	<u>Strong</u>	<u>Good</u>	<u>Average</u>	<u>Below Average</u>
<u>Leadership</u>	_____	_____	_____	_____	_____
<u>Administration</u>	_____	_____	_____	_____	_____
<u>Programming</u>	_____	_____	_____	_____	_____
<u>Membership</u>	_____	_____	_____	_____	_____
<u>Fundraising</u>	_____	_____	_____	_____	_____
<u>Finances/Budgeting</u>	_____	_____	_____	_____	_____
<u>Marketing/Promotion</u>	_____	_____	_____	_____	_____
<u>Communications</u>	_____	_____	_____	_____	_____
<u>Other</u>	_____	_____	_____	_____	_____
(please specify)	_____				
<u>Other</u>	_____	_____	_____	_____	_____
(please specify)	_____				

Please identify what you feel is your Club's greatest strength:

Please identify what you feel is your Club's greatest challenge:

Once you have completed this process, you may wish to arrange a visit by a Region Officer &/or FJMC Consultant who can assist your club in developing an Action Plan including a Club Vision, Mission, Goals, Objectives and Action Steps.

RATE YOUR CLUB QUESTIONS

Answer the following questions related to your ratings (Exceptional, Strong, Good, Average, Below Average)

Leadership:

What are its strengths and what are its challenges?

Do its strengths and challenges lie in the number &/or quality of leaders; succession planning?

What resources might you be able to draw on to address your club's leadership needs?

Administration:

What are its strengths and what are its challenges?

Do its strengths and challenges lie in the systems/processes & procedures, attention to detail, integrating planning into all facets of the Club, interest &/or time challenges of its leaders?

What resources might you be able to draw on to address your club's administration needs?

Programming:

What are its strengths and what are its challenges?

Do its strengths and challenges lie in its breadth, depth, variety, execution, promotion?

What resources might you be able to draw on to address your club's programming needs?

Membership:

What are its strengths and what are its challenges?

Do its strengths and challenges lie in its size, multi-generational composition, level of engagement?

What resources might you be able to draw on to address your club's membership needs?

Finances/Fundraising:

What are its strengths and what are its challenges?

Do its strengths and challenges lie in its level, variety, sustainability, management, record keeping, donor recognition?

What resources might you be able to draw on to address your club's finances/fundraising needs?

Marketing/Promotion/Communication:

What are its strengths and what are its challenges?

Do its strengths and challenges lie in its timeliness, variety, execution?

What resources might you be able to draw on to address your club's marketing/promotion needs?

Other: (please specify)_____

What are its strengths and what are its challenges?

Do its strengths & challenges lie in its variety, execution, level, sustainability, management, breadth, depth?

What resources might you be able to draw on to address your club's needs?

The Quality Club Award Criteria are also a great way to assess your club and can provide a template for improvement. The 2012-13 Quality Club Award Criteria appear on the following few pages. Check www.fjmc.org for the current Award Scorecard.

FJMC QUALITY CLUB AWARD CRITERIA

(2012-13 Criteria for activity from June 1, 2012 until May 31, 2013)

Mandatory Requirements

Clubs must meet each of these requirements. A Club which is unable to satisfy requirement # 3 may alternatively elect to complete an additional 4 optional requirements (for a total of 14) from those set out below. The Quality Club Award Scorecard will be posted on the website www.fjmc.org as of October 15 and available for downloading.

1. Online registration for the 2013 World Wide Wrap, and conducting the 2013 Wrap.
2. Purchasing and distributing FJMC Shoah Yellow Candles
3. Having a club member attend the 2013 FJMC convention (other than congregational clergy).
Member must register by May 31st.
4. Having dues paid in full to the FJMC as of May 31, 2013, and not having any past due balances.
5. Having a current membership list submitted between June 1, 2012 and May 31, 2013.
6. Having a member attending:
 - a. A regional retreat, OR
 - b. An FJMC Consultant-led regional or individual Club training program in the vicinity. (The January 2013 LDI and FJMC Keruv training will count for this criterion.)
 - c. If none of these options is available, a visitation by an FJMC International or Region representative may be substituted.

Optional Requirements

Clubs must complete any 10 of these requirements (14 if unable to complete Mandatory Requirement #3) with at least 1 requirement from each category. (Note — there will be special recognition for Clubs that complete all 20 requirements.)

Programming (Programs can be one-time events or ongoing endeavors)

1. Jewish Observance Program intended to include some kind of hands-on activity and not simply a Sunday morning speaker on the matter. Examples: *Hebrew Literacy; Art of Jewish Living course; Torah study with the Rabbi; selling sukkah kits; Build-A-Pair Program, Yad Shel Chai Program.*
2. Community Service Project intended to represent a program benefiting the community outside the local shul. Examples: *Delivering food to the needy; holding religious services at an assisted living home; collecting books and toys for an orphanage; etc.*
3. Synagogue service project intended to benefit the synagogue or congregation. Examples: *Ushering; printing a synagogue directory; a clean-up project around the synagogue; project to look through synagogue tallisim to pick out those that are worn and need to be retired; etc.*
4. Men's Club Shabbat (Friday night, Saturday morning, or both)
5. Hearing Men's Voices program. Examples: *Discussion of father-son relationships; men's spiritual being; or men and their work. Any program on men's health other than that counted in the wellness program in (7);*

6. Keruv program. (Keruv programs are eligible only if the Men's club is directly involved.)
Examples: *Programs to enhance welcoming in the synagogue of interfaith families. Discussion groups for parents on their relationship with grandchildren of interfaith couples; on their relationship with a non-Jewish spouse; etc.*
7. Active Club participation wellness program (other than a Hearing Men's Voices program) intended to provide physical activity for members. Examples: *Group exercises, weight loss, biking and running programs.*
8. Shomrei Ha'aretz project. Examples: *Solar powered Ner Tamid; JNF carbon offset program; "greening" the synagogue project*
9. Father-child program or youth support activity. Examples: *Father-child bowling or attending a pro sports game; youth art contest; Camp Ramah scholarships; program on safe driving*
10. Joint program with another Men's Club (other than a regional activity). (This can be with a Men's Club outside of the Conservative/Masorti Movement.) Name(s) of other Men's Clubs must be submitted to satisfy this criterion.
11. Purchasing FJMC books or materials other than Yellow Candles in support of programming.

Club Administration

12. Having someone in place as of May 1, 2013, to be the next Club President. (Person does not need to have the formal title of First Vice President, but must acknowledge his willingness to serve, and his name must be submitted to satisfy this requirement.)
13. Having regular communications to inform members of activities and/or meetings. Examples: *Club newsletter; group e-mail; telephone tree; website; postcards; regular program advertising in synagogue newsletter*
14. Having a written and adopted budget for the 2012-13 program year
15. Having a published calendar of activities for the 2012-13 program year

Regional and International Participation

16. Having a member as an elected FJMC or Region Officer (i.e. not a member of a Board of Directors or Trustees)
17. Having a member (other than one in #16) actively serving on an International FJMC committee
18. Having a member attend a regional honoree program, such as a man-of-the-year event, OR some other regional event that is not training or a meeting. A meeting with a program is acceptable.
19. Participating directly in activity on the International level to help Masorti Judaism. Examples: *Contributing mezuzot, FJMC books, prayer books, tallisim, tefillin, etc. to foreign congregations; corresponding with foreign synagogues to encourage their participation in the World Wide Wrap; contributing funds to Masorti synagogues or other institutions affiliated with the international Masorti/Conservative Movement.*
20. Sharing a successful Club program by submitting a Torch Award application or participating in the Program Fair at Convention.

THE SCORECARD OF A CLUB'S ACTIVITIES SHOULD BE submitted in one of the following methods only:

- a. The completed entry form e-mailed as an attachment to [Refer to Scorecard at www.fjmc.org].
- b. Regular mail submissions may be sent to [Refer to Scorecard] no later than June 10, 2013.

All entries must be completed and submitted on the Quality Club Award Scorecard that will be posted on the website www.fimc.org as of October 15 and available for downloading. Late submissions will considered only if the judging of the entries submitted on time has not been completed. Acceptance of late submissions will be at the sole discretion of the Awards Chair.

MODEL CLUB BUDGET

A Men's Club must be able to project income and expenses related to the cost of operations from year to year. A Men's Club without a budget is an organization in trouble. Without a well thought out budget your Men's Club will have difficulty planning and executing programs and activities successfully.

One of the most important positions in your Men's Club is that of Treasurer. The person charged with that responsibility must be able to provide his fellow Men's Club leaders with basic information that will enable them to operate the Men's Club in a responsible and organized way. Through simple, but organized record keeping, your Men's Club Treasurer will help his fellow Officers keep track of membership trends, collect membership dues, and fulfill his Club's fiscal responsibilities to the FJMC as well as to vendors with whom his Club may conduct business. Below are a couple of format options for a budget. In either spreadsheet, you may wish to add columns to keep track of income and expenses on a monthly basis.

Option A

BALANCE SHEET				
ASSETS (sample categories below)				
Bank Account				
Cash				
Israel Bonds				
	TOTAL ASSETS			
LIABILITIES				
If any - Pledges, for ex.				
	TOTAL LIAB.			
	NET WORTH			

INCOME STATEMENT		PRIOR YEAR	CURRENT YEAR ESTIMATE	OUTLAY TO DATE	BALANCE
INCOME (sample categories below)					
Bank Interest					
Donations					
Dues					
Man of the Year Dinner					
Raffle					
	TOTAL INCOME				

		PRIOR YEAR	CURRENT YEAR ESTIMATE	OUTLAY TO DATE	BALANCE
EXPENSES (sample categories below)					
Youth Programs					
Scholarships					
Program Expenses					
	Subtotal				
Member Activities					
FJMC Dues					
Dinners					
Breakfasts					
Membership Guide					
Installation of Officers					
	Subtotal				
Communications					
Printing					
Postage					
Supplies					
	Subtotal				
Administration					
Convention Expenses					
Convention Journal					
President's Special Fund					
	Subtotal				
	TOTAL EXPENSES				
NET INCOME					

Option B

Current Assets

Bank Accounts

Israel Bonds

Other

Totals

BUDGET

	Actual (Prior Year) Income	Actual (Prior Year) Expense	Budget (Current Year) Income	Budget (Current Year) Expense	Actual (Current Year) Income	Actual (Current Year) Expense
Membership Dues						
Contributions						
Donations						
Interest, dividends and investment income						
FJMC Dues						
Fundraiser (Raffle)						
Fundraiser (Installation Dinner Ad book)						
Annual Synagogue Contribution						
Ad Book Synagogue Installation Dinner						
Camp Ramah Scholarship						
JNF Tree Bank						
Kiddush Cups for B'nai Mitzvah						
Youth Scholarships						
Adult Education/Hearing Men's Voices						
Health Fair						
Men's Club Shabbat						
Sunday Breakfasts						
World Wide Wrap						

	Actual (Prior Year) Income	Actual (Prior Year) Expense	Budget (Current Year) Income	Budget (Current Year) Expense	Actual (Current Year) Income	Actual (Current Year) Expense
Shoah Yellow Candle Program						
Hanukkah Party						
Cheap Night Out with Sisterhood						
Golf Outing						
Monday Night Football						
Parent-Child Sports Dinner						
Poker Night						
Sports League (Bowling)						
Sports League (Softball)						
Kippot						
Meetings						
Postage						
Printing						
Supplies						
Membership Guide						
Convention Ad Journal						
Convention Expenses						
Convention Subsidies						
Region Retreat Expenses						
Region Retreat Subsidies						
Award & Gifts						
President's Discretionary Fund						
Miscellaneous						
Totals						

MODEL CLUB BYLAWS

Bylaws are important to the success of any organization. They define the purposes and goals of the group, who may belong, what the parameters of responsibilities of the officers and Board members are, etc. If your Men's Club does not have bylaws, you need to write a set for ratification by your members. If your Men's Club has bylaws which have not changed since your Men's Club was first formed, perhaps you should review the document to see if your present organization and aspirations match the original.

The model bylaws that follow are a composite drawn from the archives of a number of Men's Clubs. Refer to www.fjmc.org for another alternative.

ARTICLE I: NAME

The name of this organization shall be "Men's Club (or Brotherhood) of _____."

(An alternative is "_____Men's Club (or Brotherhood)."

ARTICLE II: PURPOSE

The purpose of this organization shall be as follows:

To strengthen the involvement of the members in the life of the congregation.

To integrate and advance the congregational institutions.

To promote a more thorough knowledge and appreciation of Jewish life.

To stimulate social and cultural activities among the members and in the community at large.

To train knowledgeable leaders for the synagogue and the Jewish community.

ARTICLE III: MEMBERSHIP AND DUES

Those eligible for membership in the Men's Club shall be:

Members of the Jewish Community being _____ years of age or over, meeting the criteria of the bylaws of this Men's Club.** (see below)

A member shall be considered in good standing through adherence to the bylaws of the synagogue and Men's Club, and the timely submission of dues.

**This article is very important because:

A growing number of Conservative Movement congregations do not allow exclusion from any aspect of congregation life on the basis of sex.

There is a growing outreach effort in many congregations to be supportive regarding non-Jewish male spouses and to involve inter-married couples and their children in Jewish communal life.

Therefore, make every attempt to insure that you are inclusive in your membership criteria, and are not in conflict with your synagogue's bylaws and customs.

ARTICLE IV: NOMINATION AND ELECTION TO OFFICE

The authority to nominate members is vested in the Executive Committee of the Men's Club (or in a membership committee).

ARTICLE V: OFFICERS

The (minimum number of) officers of the Men's Club shall be:

President

Vice President

Secretary

Treasurer

The officers shall be elected at the General Meeting of the Men's Club, and shall serve for a period of ____ year(s).

The Executive Committee shall consist of all Officers and Past Presidents.

A nominating committee of (an even number) members shall be appointed by (the President or immediate Past President). The Committee shall propose candidates for office to serve for terms as specified in the bylaws. Additional nominations may be made from the floor according to the bylaws.

ARTICLE VI: RESPONSIBILITIES OF THE EXECUTIVE COMMITTEE

The Executive Committee shall guide, manage and direct the activities of the Men's Club.

It shall have such other and further powers and duties usually extended to governing bodies of similar organizations. Vacancies to committees and offices shall be filled by the President.

ARTICLE VII: MEETINGS

The Executive Committee and Board of Directors shall meet regularly, on the ____ day of the week of each month. The President may call special meetings.

The General Membership Meeting of the Men's Club shall be held during the month of _____ on the day designated by the Executive Committee.

Special membership meetings may be called from time to time by the President.

Notice of all meetings shall be mailed to all members at least one week in advance of the date of the meeting.

A majority of the members shall constitute a quorum of any meeting of the Men's Club.

ARTICLE VIII: DUTIES OF OFFICERS

The Officers of the Men's Club shall perform such duties as are usually incumbent upon Officers of similar organizations.

[List all Officers and provide a description of their duties.]

ARTICLE IX: FISCAL YEAR AND DUES

The fiscal year of the Men's Club shall begin on _____

Dues shall be \$_____ dollars a year.

ARTICLE X: QUESTIONS OF SYNAGOGUE AND/OR RELIGIOUS POLICY

The Men's Club, in all matters of Jewish law and practice, will follow the standards set and interpreted by its Rabbi. In the event that a dispute between congregation and Rabbi and Men's Club develops, the Men's Club can call on the Executive Director of the FJMC or his representative to mediate. However, in questions of Jewish law, all decisions and interpretations in the congregation must follow that of the Rabbi.

ARTICLE XI: COMMITTEES

The President shall, by and with the advice and consent of the Executive Committee, appoint from time to time such Committees as may be necessary to further the aims and purposes of the Men's Club.

Standing committees shall consist of:

Membership
Program
Israel Affairs
Education and Synagogue Activities

Youth
Shoah Yellow Candle™ Program
Social Action
Men's Club Shabbat
Any other committee deemed necessary by the President or Board.

The Chairman of each committee shall be a member of the Board of Directors. In case the President sees fit to appoint a chair that has not been elected to the Board of Directors, their appointment shall entitle them to an ex-officio status on said Board of Directors.

ARTICLE XI: BYLAWS

The Board of Directors shall adopt such bylaws and house rules as may in its judgment be necessary and convenient but not inconsistent, with the rules and regulations of the organization.

MEN'S CLUB/BROTHERHOOD NAME: _____

MEETING ADDRESS: _____

CITY: _____ STATE/PROV: _____ ZIP: _____

SECRETARY: _____ DATE: _____

PUBLICITY

FJMC Tagline

Leadership - Innovation - Community

We've all heard Nike's tag line, "Just Do it" and have seen how the tag line crystallizes the public face of that company. Tag lines provide an important and easy way to promote an organization to the public, quickly reinforcing the goals and ideals of the organization. We still have our mission of Involving Jewish Men in Jewish Life; that describes what we do. Our tag line describes who we are! The tag line may be used with or without the logo and is an easy way to explain what we're about and promote your club where space is limited.

FJMC Talking Points

Also known as an "elevator speech," talking points are an easy to remember way to describe what FJMC does when time is limited. Talking points begin the conversation; you can complete it with your own events and ideas once you have a response. Our talking points repeat both our mission statement and our tag line to reinforce the ideas.

FJMC's mission is to Involve Jewish Men in Jewish Life. We do this by:

Leadership - mentoring leaders at the Club, Region and International level.

Innovation - developing programming that better connects people of all ages to the Jewish community.

Community - forming meaningful long-lasting relationships based on camaraderie, common interests and core values.

FJMC brings meaning to the lives of men, and through our programming, touches hundreds of thousands of people each year.

Writing a Press Release

The key to a good press release is that it should not read like a press release; it should read like a news story, or a feature article. In other words, it should read as if it was written by an unbiased reporter, not by someone who is out to sell something.

Remember, the object of a release is to get it published in a newspaper or other periodical, not to indulge the egos of people whose names might be mentioned therein. Their egos will be indulged enough when the release appears in print.

Now, what kind of releases should you be writing and when should you come to FJMC?

You Can Write Your Own Press Release

You can write your own press release when:

You are dealing with a purely local event (i.e., a Men's Club breakfast, meeting, etc.).

You are dealing with local appointments (a new president, or a committee chair, etc.)

In order to write a good release, you need to know how to write a good news story.

What Is News?

That's a good question - and it's one even a lot of reporters and editors have so far failed to answer correctly. It is news when:

It is new or different.

It involves an important person.

It involves an important event or action.

It provides information important to the reader.

If a dog bites a man, that may be news if the dog is rabid, but usually it is not news because dogs bite; that's part of their job description. But if man bites dog, you have a good story here. Why? Because something new and different has happened.

In practical terms, "synagogue holds services on Saturday," is not news, or at least it shouldn't be. But, "synagogue doors will be closed this Saturday," is news, for obvious reasons.

A good definition is: **news is what's new**. Ask a friend what's new. The answer may be, "My dog got a new collar," or, "I got a raise," or, "We're moving to Slobodka." That's news, although not the kind you might be called upon to publicize. It's no different in an organizational setting. Some examples of news are shown below:

"The Men's Club elected a new President, Max Greenberg."

"The Art of Jewish Living Shabbat Seder program enrollment is oversubscribed."

"Arthur Bruckman is in Moscow on a Fulbright Scholarship."

"Abe Silver is this year's Synagogue Pride Dinner honoree."

Writing News Articles

There are several styles regularly used in writing news, but the one that will be the most effective for you is the direct approach. Begin with the essence and then provide elaborating details. Together, these must answer six basic questions:

Who, What, When, Where and How

Essence

“This year’s winner of the Temple Sinai Men's Club Second Century Award is Jules Porter.”

Elaborating Details

“The prestigious award was approved Oct. 8 by the Men's Club Board of Directors in recognition of the physician's contributions to Jewish education. Porter will receive the award at a breakfast next Sunday at Temple Sinai in Los Angeles, CA.” (This answers: how, why, when and where.)

There is more information that must go into the article, but the most important facts (from the point of view of a good news story) have been revealed to the reader.

The additional information should include a brief biography of the award winner, a comment or two from the honoree, whether there will be a guest speaker (and that person's claim to fame), who can attend the event, how much the event will cost attendees, how to make reservations, whether there will be a fund-raising appeal at the event; and the location of the venue.

News releases may be printed or e-mailed. If printed, should always be typed, double-spaced, with generous margins.

Indicate the source of the release and whom to contact for more information (usually that means you), including a telephone number &/or e-mail address. Provide instructions on release time and date.

Number your pages and put: # # # at the end of the story. Include any other information (such as photo captions and credits, or availability of a person for interviews) at the bottom of the last page of the release.

Tips on Writing a News or Feature Story

Avoid sexism. Women have names, even if they are wives. While she is, "Mrs. Larry Allen," she is also, "Myrna", and deserves to be referred to in that way (unless she prefers, "Mrs. Allen.")

Avoid beginning articles with a name, especially when it is the name of someone making a statement. Abe Satovsky said today that Samuel Berlin is this year's winner of the Federation of Jewish Men's Club's Burning Bush Man of the Year. The news is not that Abe Satovsky said something, after all. (If Abe Satovsky was President and said we were going to war with the Ukraine, that's an exception to the rule.)

Use the active voice. The English language moves best when it is propelled by active verbs. The active voice is simple; it is natural; it is easy; it brings humanity into the act. And it provides a doer. "It was decided" is not as good as "we decided" or "they decided" or "the Board decided." Make the actor, action or activity come first.

Get the facts right. Always (always!!) double-check how names are spelled, what people's titles are, what the names of family members are and so forth. In one recent press release, for example, a man was still running a business he had sold long ago. This is not only embarrassing; it is also a warning to an editor that your material cannot be trusted.

Avoid ending words with, "-tion," "-ment," "-ize," or "-ility." Often, these suffixes make the word larger than it need be. Often, too, they mean the word could have been a verb but is now a noun. Go back over your writing. Circle every one of those suffixes you encounter. See if you can get rid of them. You won't do so simply by finding another word. You'll probably have to re-cast your sentence. You'll switch to the active voice, and put a person into the act who is doing something. You'll change, for example, a sentence calling for somebody to be responsible for the motivation, development, and supervision of a department to somebody who will motivate, develop, and supervise people in the department. The words are shorter and the sentence itself reminds us of the natural sound of speech.

Avoid clichés. Most of us speak in clichés. They are, "like the air we breathe." Avoid them like the plague. (Think about this last sentence? Did we violate our own rule?)

Avoid hyperbole and superlatives. Of course, this year's breakfast was unlike any other in history, but do not put that in a press release. An award can be, "prestigious," or, "coveted," but say so only once in a release and only if the award really is prestigious and coveted.

Avoid, "noun speak" the basis of organizational jargon. An example is, "At many synagogues, according to Dr. Maimonson, today, things are different for everyone. We all face hard times." He could have said: "Many vicissitudes prevail and all feel the pressure of hard times." He didn't because he prefers being understood to showing off his powerful vocabulary. Communication should be your goal too.

And remember. The enemy of clarity is high abstraction. "The synagogue faces a critical financial situation" is an abstraction; it is too vague. The reader is left to decide what you mean. Is the synagogue nearly broke? Will it be forced to close its doors? Or is just that the synagogue lives in the real world and therefore needs more money than ever because everything costs more than it ever did?

Matters of Style

About numbers. In writing an article, never start a sentence with a number if you can avoid it. If you need to do so, it must be spelled out. "2 men came to the Men's Club meeting yesterday" is wrong. "Two men came to the Men's Club meeting" is correct.

Numbers from 0 through 9 are spelled alphabetically; numbers 10 and over are written in numerical form. For example, "There was zero attendance at the 10th annual synagogue dinner, except for the nine honorees and their families."

Of course, there are exceptions. If a number begins a sentence, then spell it alphabetically. Another exception is when a number is attached to a word by a hyphen, such as 3-week or 6-year-old (not three-week or six-year-old), indicate it numerically.

People and their titles. Some basic rules:

Capitalize formal titles only.

EXAMPLE: Chancellor Eisen or Professor Gillman, but not teacher Smith.

Capitalize a formal title only when it is used before a name and is not set off by a comma.

EXAMPLE: President Bush told Pope John Paul II that Secretary of State Baker had erred when he said that the Israeli prime minister, Yitzhak Shamir, and his foreign minister, David Levy, were Catholics. The pope just smiled.

When referring to a legislator, use the proper legislative title, such as State Senator or Representative. Never refer to a member of the House of Representatives as Cong. or Congressperson. A U.S. Senator is also a congressperson.

Abbreviate legislative titles only, and then only when they appear before a name and are not set off by commas; when naming a legislator for the first time, put an abbreviated party affiliation and state in parentheses:

EXAMPLE: Sen. Schumer (D-N.Y.) and Rep. Frank Pallone (D-N.J.), named Gary Ackerman of New York, a Democratic representative, to speak on their behalf at the Men's Club dinner, along with a senator, Ben Cardin (D-MD).

Reverend is also abbreviated before a name not separated by a comma. On first reference only, however, it is the Rev.

EXAMPLE: The Rev. Jerry Falwell telephoned Rev. Jackson to apologize. Another reverend, Pat Robertson, refused to apologize.

When giving the full name of a cardinal, place the capitalized title between the first and last names.

EXAMPLE: John Cardinal O'Connor was interviewed by The Jewish Week in the newspaper's living room, so it was not really official.

When referring to a physician, use M.D. following the name on first reference and precede only the second reference with Dr.; all other references should not carry the title, unless as part of someone's quote; only the last name is used.

When referring to a doctor of sociology, philosophy, etc., use Ph.D. on first reference; all other references should not carry a title unless as part of someone's quote.

EXAMPLE: Moses Maimonson, M.D. met today with reporters. Dr. Maimonson thanked the Men's Cub for its award, named after Milton Friedman, Ph.D. He added, though, that he did not understand why anyone would give him, a man of science, an award named for someone like Friedman, who is an economist.

Understanding the Jewish Calendar

Tradition has it that *Hillel* the Second invented the Jewish calendar in 359 C.E.

Now, this can get confusing, so read carefully. The Jewish New Year begins on the first of *Tishrei* (sometimes spelled *Tishri*, without the e); Jewish months, however, begin on the first of *Nisan*. Thus, *Tishrei* is the seventh month; *Nisan* is the first.

The Jewish calendar is not a solar calendar but it is not a lunar calendar, either. It is a lunisolar calendar, meaning the months are calculated by the moon's time while the years follow the sun.

This presents us with an amazing variety of year lengths. A Jewish year can be 353 days long or 354 days long or even 355 days long. In a leap year, when the year has 13 months instead of 12, the year can have 383, 384 or 385 days. Using a 19-year lunar cycle as our guide, leap years fall out in the third, sixth, eighth, 11th, 14th, 17th and 19th years.

THE HEBREW MONTHS ARE:

- | | |
|-------------|------------|
| 1) Tishrei | 7) Nisan |
| 2) Cheshvan | 8) Iyar |
| 3) Kislev | 9) Sivan |
| 4) Tevet | 10) Tammuz |
| 5) Shevat | 11) Av |
| 6) Adar | 12) Elul |

There is one thing more you need to know about Jewish dates. The Jewish day begins when night falls. From dusk to midnight, the Hebrew dates and secular dates are offset (the Hebrew date advances first). Therefore, you need a watch as well as a calendar to get the right date on your ad, release, letter, or whatever.

June 14, 2006 for example, is **18 Sivan 5766** according to the calendar. However, a dinner beginning, say, at 8:00 p.m., is taking place on **19 Sivan**; after the sunset, a new day dawned (Jewishly, that is). That's why you may need a watch as well as the calendar. If you are not sure what the date is, call us. We'll be glad to help.

A word about **Adar**. It's a fun month, because that is when Purim falls out. "Be happy, it's **Adar**," is a slogan that explains how we feel about the month. Sometimes, it's so much fun, we hate to see it leave, so we keep it around for another month. (Actually, that is how we keep the calendar from going so awry that Passover comes out in early October.) In those cases (meaning leap years), we call the first manifestation **Adar I** and the second **Adar II** (which is when Purim falls in leap years.) You will need to add **II** to the second Adar in those leap years.

Working with the Media

Always be professional. That means be honest, accurate and knowledgeable.

One of the worst things you can do is not know your newspapers, particularly the Jewish media, which are most likely to cover your events. If the newspaper goes to bed on a Tuesday night, don't call up with an important story on Tuesday afternoon or schedule an important event for that day. Find out their deadlines and stick to them.

Know what the newspaper prints and does not print. There is little that is more infuriating to an editor than to get a press release or a request for coverage about something in which the newspaper is not interested. For example, a newspaper that does not report on fashion is not going to report on a fashion show fund-raiser.

Know what the newspaper's departments are and what the deadlines are for those departments. For example, many newspapers have events calendars. Usually, the people responsible for these calendars need the information at least three weeks in advance. Here is an example:

Sunday, Oct. 13, Men's Club Breakfast
Temple Simcha, Washington Court, 9 AM
For further information: (873) 555-9693.

Keep mailing and contact lists updated, too. The worst thing you can do is pitch a story to an editor who left several years earlier. He or she cannot help you. The current editor might also develop a bruised ego, at the very least.

Don't harp, badger, complain, or conceal. If an editor says no, it's no, not maybe. The more you bother an editor, the less that editor wants to deal with you. If a press release was omitted

from the paper, you can ask why. Accept the explanation and thank the editor for their consideration. They probably won't make the same mistake twice, if you are nice about it.

Don't complain that you are being treated unfairly; that will only improve the chances that you will be treated unfairly the next time. And whatever you do, don't think you can hide the truth. Put your own spin on a story, if you like, but don't say it isn't so if it is.

Be helpful to the media when there is nothing in it for you. That way, they will be helpful to you when there is something in it for you. For example, a reporter or editor calls and asks if you know who Rabbi Norman Lamm's predecessor was at Yeshiva University. You know it was Dr. Samuel Belkin, but you don't want to respond because Yeshiva University is not affiliated with the Conservative Movement. That's the wrong attitude.

Script Writing

Sometimes, you will need to write a script for an event. That way, you can be certain that things will keep moving; people who need to be noted will be noted, and so on. Script writing should not be scary. Here are some rules:

Write for the ear.

Use a conversational tone.

Avoid words that are difficult to pronounce or hear.

Avoid foreign words the audience may not understand.

Keep the material believable.

Keep individual segments short and to the point.

Have a strong opening and close.

Use nouns and verbs that sting and rattle.

Use a minimum of statistical data.

Use plenty of punctuation; the script-readers need to know when to breathe.

Use phonetic spellings for difficult-to-pronounce words and names.

And most importantly...

PRINT SCRIPTS DOUBLE SPACED FOR THOSE WHO MUST READ THEM ON THE FLY, AT THE EVENT. USE BIG LETTERS OR ALL CAPITALS FOR EASY AND FAST READING.

MODEL SURVEYS

SURVEY OF MEN'S CLUB MEMBERS

Name of interviewee _____

Name of interviewer _____

Hello, I'm _____ (*name*) from the _____ (*name of Men's Club*).
We are conducting a survey of our members to determine the types of programming they would like to see. Would you mind answering a few questions?

If YES, proceed to the questions below.
If NO, say: "Thank you anyway for your time."

When you think of the Men's Club, what three words come immediately to mind?
A. _____ B. _____ C. _____

There are a lot of reasons people are members of the Men's Club. What are 1 or 2 of the biggest benefits that you get from being a member?

A. _____

B. _____

In order for busy people today to give time to an organization, it has to offer them something that they want or need. I'm going to list a few activities that the Men's Club currently offers or might offer in the future. Please tell me how interested you would be in participating in the activities if they were to be offered: "very interested and would probably attend", "somewhat interested", or "not interested"?

	VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED
Parent & Child programs	_____	_____	_____
Sports programs	_____	_____	_____
Programs of training that could also have an impact on your job or lifestyle (e.g. tax assistance, computer course)	_____	_____	_____
	_____	_____	_____

	<u>VERY INTERESTED</u>	<u>SOMEWHAT INTERESTED</u>	<u>NOT INTERESTED</u>
Attending plays, sports events, or movies elsewhere	_____	_____	_____
Social action / community service	_____	_____	_____

Are there other activities that you would like to see the Men's Club offer?

Would you be willing to help in the implementation of one of the activities you mentioned or anything else?

_____ Yes _____ No

Which activities?

To help us plan programs & activities that you or most people would likely attend:

Would you prefer to meet on Sunday mornings or weekday evenings?

_____ No preference

_____ Sunday mornings

_____ Weekday evenings - any preference?

_____ Monday _____ For Dinner

_____ Tuesday _____ After Dinner

_____ Wednesday

_____ Thursday

Would you need transportation assistance?

_____ Yes _____ No _____ Sometimes

For classification purposes, what is your age group?

_____ Under 25 _____ 46-55

_____ 25-35 _____ 55-65

_____ 36-45 _____ Over 65

What are the ages of your children?

[Indicate the number of children in each age group.]

_____ No children	_____ Ages 9-13
_____ Under 5 years old	_____ Ages 14-18
_____ Ages 5-8	_____ Over 18 years old

Thank you for your assistance. Your answers will be combined with those of other Men's Club members to help us plan future programs and activities.

SURVEY OF SYNAGOGUE PROFESSIONAL & CONGREGATION LEADERS

Name of Interviewee _____

Name of Interviewer _____

Interviewee's position at synagogue _____

[In arranging the personal interview, inform the person that the Men's Club is conducting a survey of its members, other men in the congregation, the synagogue's professional staff, and congregation Officers. The reason for all of this is for the Men's Club ultimately to be more responsive to congregational needs and interests. Everyone's views will be considered, and the Men's Club hopes that this exercise will result in a stronger and more effective Men's Club.]

Give three positive points about our Men's Club.

A. _____

B. _____

C. _____

Give three areas which our Men's Club may need improvement.

A. _____

B. _____

C. _____

In this question, I am not asking you about our Men's Club, but rather about Men's Clubs in general. What do you think a Men's Club should offer a congregation?

A. _____

B. _____

C. _____

How does our Men's Club live up to that expectation?

Although the Men's Club offers many programs on an annual basis, we're always interested in how we can improve them to make them more relevant to our members. Please tell me how you think the Men's Club has implemented the following programs: "very well"; "OK but could stand improvement here and there"; or "not so great." If you are not familiar enough with the program, please indicate, and also tell me if you have any suggestions for improvement of the programs.

	VERY WELL	COULD BE BETTER	NOT GREAT	SO	NOT FAMILIAR
Men's Club Shabbat	_____	_____	_____	_____	_____
Donor Dinner	_____	_____	_____	_____	_____
Sunday Morning Programming	_____	_____	_____	_____	_____
Ushering	_____	_____	_____	_____	_____
Program for Youth	_____	_____	_____	_____	_____
Suggested Improvements	_____	_____	_____	_____	_____

For those same programs, please indicate how effective you think they are, from a standpoint of involving people and meeting their needs and interests.

	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT VERY EFFECTIVE
Men's Club Shabbat	_____	_____	_____
Donor Dinner	_____	_____	_____
Sunday Morning Programming	_____	_____	_____
Ushering	_____	_____	_____
Program for Youth	_____	_____	_____

What types of programs that the Men's Club currently offers you think should be de-emphasized?

What types of programs or projects would you like to see the Men's Club tackle that it currently is not doing?

[For Rabbi and Cantor] To what extent would you like the Men's Club to involve you in its programming? For example, would you like a program to be built around your area of expertise? Would you like us to consult with you on a more regular basis?

Are there any other points that you would like to make that would help the Men's Club improve itself?

THANK YOU FOR YOUR TIME AND YOUR OPINIONS. WE WANT TO CONTINUE THIS DIALOGUE WITH CONGREGATIONAL LEADERS AND WILL GET BACK TO YOU IN THE NEAR FUTURE.

MODEL INSTALLATION CEREMONY:

ECHAD ESSRAY KIPPOT

The Eleven *Kippot* of Leadership

A Guide for the Installation of Men's Club Officers

This guide to the installation and discharge of FJMC Officers is designed to be both educational and ceremonial. The educational portion is presented in the form of a charge to the Officers and Board of Directors, and presents a picture of what they may be called upon to do when they assume office. This guide also contains a spiritual and religious component. This section serves to remind us of our Jewish role models and the need for observance, decorum and appropriate behavior.

The most successful services are those which are no longer than they have to be. We often lose the attention of our audience because we "present" more than is necessary. Limit your remarks and select details from this service which are most relevant to your group.

Be prepared: have a list of the names of all outgoing and incoming Officers, even those who cannot attend. If you are not acting as the "MC", give that person a script for the ceremony, and review it with him beforehand. Oh yes, remember to enjoy the installation.

Opening

Baruch Haba, Rabbi(s), Cantor(s), Officers and Members of the (name) Men's Club, families and friends of the incoming and outgoing Officers. Welcome to this installation of Officers of the Congregation (Congregation name) Men's Club of the Federation of Jewish Men's Clubs. It is my pleasure to be with you today to share this milestone occasion. Before we begin, though, I'd like to acknowledge the families of these individuals. Without your support the goals we strive to attain could never be realized.

The theme of this installation is the "***Echad Essray Kippot***", the "Eleven ***Kippot*** of Leadership". It contains lessons about leadership and Men's Club activities, and is intended to remind us of the importance of the work we do. The first ten ***kippot*** represent ten different, but interconnected roles and responsibilities concerned with interpersonal relationships, information giving and decision making. The eleventh is a spiritual role. The eleven roles reflect the responsibilities that you as Officers will assume today.

Discharge of Outgoing Officers and Board

First, the outgoing Officers and Board must be discharged. Will the following members of the Board please rise as I call their names...

It is my pleasure to discharge you from the office you have held in the outgoing administration. Thank you for the spirit and hard work you gave to (*name of Men's Club*). I hope that you will

continue to work with the incoming administration to further enhance the role of (name of position) in our community.

Adonai oz l'amo y'tayn.

May God provide you with strength, and may your service be a blessing.

Please be seated.

Discharge of Outgoing President

Will President (*name*) please come forward.

(*Name*), today you are to be officially discharged from the office of President of (*name of Men's Club*). You have served faithfully and responsibly. I know you will continue to serve the (*Men's Club*) and to assist your successor in the conduct of his duties. I trust you feel rewarded in the knowledge that through your efforts people's lives were enriched. Please continue to serve; our people need more models like you. As Installing Officer I would like to present you with this (certificate, FJMC *tallit* bag, etc.) as a token of your Board's respect, and to remind you that retirement is just another way of saying one can return to be an active volunteer. Congratulations.

Installation of Incoming Board of Directors

It is my pleasure to install the incoming Board of Directors of (*name of Club*).

Will the following individuals please rise when I call their names . . .

By assuming the position of member of the Board of (*name of Men's Club*) you are accepting the responsibilities written in our bylaws.

As a member of the Board you will wear a ***kippah*** in the role of FIGUREHEAD. In biblical times the ***Kohanim***, the priests, were our FIGUREHEADS. They represented us in ritual matters and embodied the formal commitment of our people. You now represent the (*name of Club*) on many occasions. For example, you may represent us at a congregational meeting or at a Hebrew School graduation.

You will wear a second ***kippah*** in the role you will assume as LEADER. Moses was our most successful leader because he motivated others and charted a future course for our people. As our LEADERS, you will be responsible for motivating others to work for the (*name of Club*). This might involve bringing members and Officers together to introduce a Hebrew Literacy or Hearing Men's Voices program, or to insure our Men's Club's participation at a congregational event or an FJMC or Region program.

You will wear a third ***kippah*** in the role of LIAISON. As Aaron served as a LIAISON between the children of Israel and Moses, so will you serve us as a LIAISON and maintain contact with

other groups, both within and outside of the Men's Club and congregation. You will be responsible for translating the directives of the Men's Club Officers to our members and advocate the needs of our members and leadership.

Gentlemen, you are hereby installed as members of the Board of this Men's Club.

Please be seated.

Installation of Officers

Will the following Officers-elect rise when their names are called . . .

Gentlemen, you are charged with significant communication responsibilities by virtue of your office. May these models guide you and provide you with strength. As Moses' chief lieutenant, Joshua gathered and absorbed information and developed a thorough understanding of his people and of the outside world.

As officers you will wear a **kippah** as GATHERERS OF INFORMATION. You will receive a large amount of "formal" communications in the form of mail, e-mail and phone calls from our synagogue, Men's Club leaders, and from outside groups. You will also be in a position to gather information "informally" through your daily contacts with the congregation and Men's Club members. Some of the information will be important and some not so important. It is your task to monitor, to learn about our members' needs and to become a "nerve center" for your President and Men's Club.

I would like the following incoming Officers to come forward when their names are called:
Vice Presidents, Secretary, Treasurer . . .

You will wear a fifth **kippah** and serve as our **Sophri'm** did so long ago, as DISSEMINATORS OF THE LAW. These followers of Ezra preserved the **Torah** and explained and distributed its teachings to the community. Our messages may not be as important, but they are critical to the well-being of our group. Your role is to make sure that your Men's Club synagogue members know as much about our programs and activities as you do. Be diligent in your work and you will be effective. An effective DISSEMINATOR builds an organization.

You will wear a sixth **kippah** as you serve in the role of SPOKESPERSON transmitting information from the Men's Club to the larger community. Our biblical judges were men and women who arbitrated differences between parties. People listened to them, not because they had any official authority, but because of their caliber and how they treated others. When you speak about your Men's Club remember to speak positively and to encourage others to participate. The manner you conduct yourself will determine the effectiveness of your message. Congratulations on your new office and please take your seats.

Installation of the Incoming President

Will the Incoming President of (*Men's Club name*), please come forward to be installed.

(Name), by virtue of your position, the leadership you exhibit will determine the success or failure of your Men's Club. The next four **kippot** correspond to four roles that are classified as Executive Roles.

As President of our Men's Club you will wear a seventh **kippah** as you assume the role of ENTREPRENEUR. Benjamin of Tudela lived in the Middle Ages and visited countless cities throughout Europe, Asia, and North Africa in order to learn where our people lived, and what occupations they were engaged in. Benjamin performed an entrepreneurial role when he made connections between various Jewish communities. Through his efforts people were brought together and united in common purpose. By working as an entrepreneur, you will make connections, initiate and oversee new projects and opportunities for your Men's Club in order to help us continue to learn and grow.

An eighth **kippah** symbolizes the HANDLER OF DISTURBANCES. One of our most famous judges, Gideon, organized his community in order to counter a threat from the Midianites. Gideon's creativity and ability to take charge were crucial in resolving what could have been a major crisis for our people. Your role also requires you to initiate corrective action in response to problems within your Men's Club. You may be faced with the resignation of an Officer, a disagreement between two members, or some similar difficulty. As our leader you will have to take charge and handle these very delicate problems.

You will wear a ninth **kippah** in your role as the ALLOCATOR OF RESOURCES. In biblical times, this was the role of the advisor to the king, or the king himself. This role requires that you allocate the human and monetary resources of the Men's Club. You will have to schedule your time and the time of your Officers. You will need to determine which projects our Men's Club should adopt, whether it is Camp Ramah, a social action program, or the development of a **shiva minyan**.

The tenth **kippah** is symbolic of the important role of NEGOTIATOR. Abraham negotiated several political treaties so our people could live in peace. This is a role that demands that you must discuss and negotiate with others in order to achieve the goals set by your Men's Club. At the same time you must always strive for an equitable balance between all parties within your Men's Club and synagogue. As President you will work with all your synagogue groups in order to achieve your goals. Negotiate well, but remember all groups are striving for a common good. Wear this **kippah** well. It has special importance.

Helping your Officers fulfill the ten roles or **kippot** is your responsibility as President of our Men's Club. And this task can best be filled by the special eleventh **kippah**, which represents the spiritual roles all leaders must fulfill. All of you who have accepted positions of responsibility need to wear that eleventh **kippah** all of the time. It will keep you sensitive to our traditions and

remind you to perform deeds of lovingkindness. As leaders you should always remember that your deeds will enrich your own life as well as the lives of your family and community.

It is with great pleasure that I hereby install you as President of *(full name of Men's Club)*.

It is also my pleasure to present you with a little gift to help you remember this special moment in time.

Will everyone please join me in the ***Shehechyenu***.

Installation Concludes

[This Model Installation Ceremony has been adapted by Dr. Harvey Nussbaum, from the landmark study of managerial activities, The Nature of Managerial Work, (New York, Harper & Row, 1973) by Professor Henry Mintzberg of McGill University, Montreal, PQ. Additional editing by Dr. Joel Sperber and Brent S. Sirota.]

SAMPLE SPEECHES

Gender Issues in Synagogue Life

Hospitals all over the country are opening women's health centers, offering breast and pelvic exams, bone density tests, blood and urine tests and counseling on nutrition, weight, stress management and exercise.

There's a reason these centers cater to women: Survey after survey has shown that women pay more attention to their physical and emotional well-being and are more likely than men to take steps to protect their health and check out early signs of possible disease.

The hesitancy to address our health concerns is symptomatic of a host of issues that men need to confront today. Bookstores and magazine stands are filled with literature about what it means to be a man, how men live, and their health -- our health! -- And men's issues -- our issues! It's increasingly common for television magazine shows to do segments on success, or the role of leisure time in our lives, or coping with stress, or asking if our lifestyles are healthy. Raising these issues in women's media has a long history, but increasingly the focus now is on the male population. In fact these shows and magazine articles are succeeding in altering how we perceive ourselves. On the one hand, this is important. It's about time that men began to wrestle with these issues. If we hope to keep our Jewish male population active in Jewish life, we need to recognize the impact the media will have on the nature of the Jewish male population.

On the other hand, our synagogues have prided themselves on being "family institutions" for decades. But times have changed. A study by Professor Jack Wertheimer of the Jewish Theological Seminary indicated that fewer men and their sons are attending synagogue than ever before. The same study noted the increased participation by women. The myth of the synagogue as a "family institution" has begun to erode. The time has come for us to refocus that mission.

Our tradition contains more than five thousand years of wealth and wisdom for fathers and sons of all ages. We need to reach out and establish our synagogues as the place where the physical, emotional, spiritual and gender needs of our congregants can be addressed, as well as the religious needs. It is important that the playing field for this discussion, the place where these concerns will be discussed, is the synagogue, rich in commentary and deliberation on these issues. Sadly, most of us will seek guidance in any direction but the synagogue when we need it.

It seems to me that we need to assist our synagogues to create new marketing plans in order to successfully reach out, attract, and involve men and women in Jewish life. The initiative sponsored by the Federation of Jewish Men's Clubs, **Hearing Men's Voices**, includes innovative and relevant programming that could be one of those new marketing techniques.

The first publication in the series is called **Our Fathers Ourselves** [show the book], which is concerned with being a father and being a son. The second initiative is entitled **Body and Spirit: Men Staying Healthy and Fit**. The third publication **Hearing God's Voice** focuses on men's spiritual issues. Another volume in this series, **Building the Faith**, provides the reader with the tools and programs to institute a serious outreach effort. It addresses relevant concerns about possible intermarriage and dual-faith families on communal as well as individual levels.

Our Men's Club has begun to address many of these issues because we think they are important and basic to our efforts to continue to build successful Jewish men for the future. Surprisingly enough, these programs were immensely successful. To date we have (LIST CLUB ACTIVITIES HERE which reflect the new men's initiative.)

Our success with these programs has convinced us to expand our attempts to explore these issues. In the future we hope to expand these efforts by (FILL IN YOUR PROGRAMS HERE.)

Our Men's Club looks forward to providing the men of our congregation with the latest information and discussion of a variety of spiritual, health and relationship concerns. Our Men's Club looks forward to finding new ways to involve our members with some exciting programs. Our Men's Club looks forward to your support.

Where We Are, Where We're Going

The role of the Men's Club in a congregation has been evolving for decades. What began in the late 1920's as a vehicle to provide social activity for men, and through that to draw them closer to synagogue life, continued into the mid-1940's when the leadership of what was then called the National Federation of Jewish Men's Clubs, began to seek ways to introduce study and **mitzvot** into what had been primarily a secular program calendar. During this period a series of pamphlets were developed on topics ranging from the "Prophets and their Message" to "How to be A Jewish Father." As a result of a series of "laymen's institutes" and **Torah** Study luncheon programs, Men's Club programming began to change by incorporating an increased emphasis on Jewish learning.

The Men's Club Movement has matured greatly since those early years. Today we are known across the continent as a group that traditionally has been concerned and involved with the needs of our teenage and college populations. At different times in our history our organization has sponsored programs with names like LTF, **Ometz**, The Young People's League (which was the original name of USY), on behalf of the Conservative Movement.

In addition, many of our Regions have financially supported our local Camps Ramah through Region projects, while our Clubs in turn provide the necessary funds for scholarships

Today the FJMC supports seven Camp Ramah programs through its Regions, as well as a wonderful program, The Burning Bush Fund, which provides scholarships for North American

students who participate in the Ramah Israel Seminar. This year funds are also being made available through the From Darkness into Light Scholarship for United Synagogue Youth to participate in the Israel Pilgrimage/Poland Seminar.

In addition to our efforts with the youth population, many of our Clubs have expanded their efforts to present informal education programs. **Yom HaShoah** and **Hebrew Literacy** programs are often sponsored by the Men's Club in their synagogues. Our wonderful **Art of Jewish Living Series** is used in adult education programs in many synagogues as well.

But Men's Clubs are also Brotherhoods and as Brotherhoods, they focus on the needs of our members. Many have built strong friendships through our activities. When any of our Board members miss a meeting, all of us are concerned, because we are connected in fellowship.

It is true that most of our Clubs are involved in at least one annual social action program. Recently, our Clubs are beginning to notice that they have some work to do closer to home. Two of our Regions initiated, "job banks," where employers can list openings and individuals can post ads. An increasing number of Clubs have begun to focus programming on male issues, such as:

How do we value success in our lives?

How do we become more sensitive to our physical beings?

How do we become more sensitive to our spiritual selves?

These programs reflect an increasing trend among our Clubs to provide services to our members in the communities in which we live. We are more than Clubs; we are fellowships. There are other areas we see. We need to begin to address the needs of divorced fathers who have not been granted joint custody. We need to spend more time talking about health issues. We need to articulate our understanding about men's spiritual nature. We need to develop an understanding of the Christian and Muslim worlds and learn how to answer their questions. We need to be concerned with the rising tide of fundamentalism in our country and we need to educate one another how to respond. We need to show that we care and that the function of a Men's Club/Brotherhood is to care for others and in doing so bring them closer to Jewish life.

We are more than Clubs; we are fellowships.

FJMC HISTORY

1929 - present

Over eighty years of programs and activities cannot be fully detailed in a few pages; however, this abridged history of the Federation of Jewish Men's Clubs ("FJMC" or "Federation") demonstrates that the organization consists of dedicated and resourceful individuals who have worked very hard to serve their congregations and communities in a spirit of caring and brotherhood.

In the Beginning

The history of the Federation of Jewish Men's Clubs can be measured by how well its leadership adhered to its mandate: *To build a network of Men's Clubs in order to strengthen the Jewish home, synagogues and the Conservative Movement.* In the mid-1920's, Rabbi Samuel M. Cohen, then the Director of the United Synagogue of America, conceived of bringing together leaders from existing Conservative Movement Men's Clubs into a "National Federation of Jewish Men's Clubs of the United Synagogue of America." He envisioned that this group would foster an interchange of ideas that would help them focus on their common needs. NFJMC members served on United Synagogue committees and held positions of leadership. In addition, they developed several programs such as the Pocket Calendar/Diary and the Tract Series, which were entrusted to United Synagogue because it was in a better position to distribute and maintain them.

Initially, the NFJMC was housed in the Jewish Theological Seminary and was supported financially by United Synagogue through the Joint Campaign. Beginning in the 1940's, that financial support was gradually reduced, and in 1967 the NFJMC relinquished any subvention and became an independent 501(c) (3) not-for-profit organization.

The early NFJMC leadership came from the New York and Philadelphia areas; it was not until 1952, when Albert Jacobson from Chicago was elected President, that the organization had its first leader from somewhere other than the East Coast. From that point on, the NFJMC became unique among Conservative Movement organizations in that it did not view New York as the center of the Jewish community in North America. As a result, FJMC remains the only Conservative Movement organization to have elected Presidents from Canada and was the first Conservative Movement organization to have elected Presidents from the Midwest and the West Coast.

With the growing strength of Canadian Men's Clubs, the adjective "National" was dropped from the organization's name in 1983. Today, the international Federation of Jewish Men's Clubs is known simply by its acronym, **FJMC**.

Club President's Manual

In 1937, the FJMC developed a Men's Club President's Manual to provide a philosophy and structure for member Clubs. Early on, it suggested programs and procedures to forge links between Men's Clubs and synagogues. Initially, the programs were holiday-centered and were designed to further the role of the Men's Club in the community, as well as to heighten the social, religious, and cultural awareness of Jewish community life.

Revised in 1953 to reflect a national unity among FJMC members Clubs, the Manual was entitled, "A Handbook for Organized Men's Clubs." It stressed the role of organizational planning and programming in the formation and maintenance of strong Men's Clubs.

A second revision in 1981 synthesized Men's Club Presidents' administrative needs with concrete programs. Its basic premise was that Men's Clubs often represented a person's first contact with the organized Jewish community, and that part of the FJMC's role is to teach Men's Club leaders how to involve their members more actively.

In addition to a thorough rewrite of model guidelines for budgeting, bylaws, and publicity, today's Manual includes sections that highlight outstanding social action and educational programs developed by affiliated Men's Clubs, as well as sections on administration, membership, and FJMC programs and services.

The Torch Magazine; Torchlight; CJ: Voices of Conservative/Masorti Judaism

The Torch, introduced in 1941, was the first journal of Jewish thought published by the Conservative Movement. For more than thirty years, *The Torch* provided a forum for the greatest minds of Conservative Judaism and served as a platform for issues on the Jewish agenda.

Martin Buber, Louis Finkelstein, Robert Gordis, and Abraham Joshua Heschel were among those who wrote for *The Torch*, which also provided a forum for many rabbinical students who rose to prominence in the Jewish community. In 1958, *The Torch* developed into *Torchlight*, a quarterly newspaper highlighting the expanding list of programs developed by FJMC. In 2000, *Torchlight* became a semi-annual magazine. However, in 2007, FJMC recognized that *Torchlight* had run its course. That year, FJMC ceased publication of *Torchlight* and joined with the United Synagogue of Conservative Judaism and the Women's League for Conservative Judaism (which ceased publication of their own magazines *United Synagogue Review* and *Outlook*, respectively) to publish a combined magazine of and for the entirety of the Conservative Movement: CJ: Voices of Conservative/Masorti Judaism.

In 2003, FJMC instituted the *e-Torchlight*, now known as HaShofar, to provide Club members leaders with timely information to aid them in their programmatic efforts. In addition, The "FJMC Advantage" is FJMC's newsletter directed to Club Presidents. Each bi-monthly issue contains

program ideas, articles about new and developing initiatives, upcoming FJMC programs and an "Ask the Editor" column. Distributed via snail mail to Club Presidents, "The FJMC Advantage" also is available as a full-color PDF; the current and back issues are available on the FJMC website.

Rabbi Joel S. Geffen

In 1945, the Jewish Theological Seminary appointed Rabbi Joel S. Geffen as FJMC's spiritual advisor. His initial responsibility was to travel throughout North America to expand the influence of the Seminary and to build future synagogue leadership through Men's Clubs. Rabbi Geffen guided the organization for 40 years, during which he linked FJMC to the Rabbis in the field and to Seminary leadership. In 1987, FJMC established the **Rabbi Joel S. Geffen Leadership Development Institute** dedicated to training lay leaders for the Conservative Movement.

Programs of the 1940's

During the 1940's, FJMC introduced several programs to facilitate both its internal growth and public awareness of the role of a national Jewish men's organization. The first was the creation of regional *kallot*. These began as a Layman's Institute in 1944, which brought Men's Club leaders to the Seminary for a Shabbat of prayer and study. Today, all 16 FJMC Regions have replicated the Institute program; the New England Region's Laymen's Institute (now known as TheRetreat) has maintained its vitality for over 65 years, and annual Region Retreats serve as a tool to enrich the quality of our members' Jewish lives and to build awareness of current FJMC endeavors.

The second innovation was the Toraharians, a business lunch-study program conceived by NFJMC President Arthur Bruckman. In addition, FJMC published a series of pamphlets dealing with the importance of ritual life. These publications included: "When Religion becomes Vital" by Mortimer Cohen; "The Sabbath" by Abraham Millgram; "Jewish Dietary Laws" by Samuel Dressner; "Jewish Ethical Living" and "The Ideals of the Prayer Book."

Regional Development

FJMC's growth was very strong in the years following World War II, paralleling the growth of the Conservative Movement. A regional structure was developed to provide more direct service to member clubs. The New York Metropolitan Region was established in 1944. The Middle Atlantic, New England, Pacific Southwest (later changed to Western), Seaboard, Tri-State, and Midwest Regions were established between 1949 and 1951. The Great Lakes Region was created in 1953, followed by the Connecticut Valley Region (1956), Northern New Jersey Region (1957), Florida (1964), Northeast (1966), and Southwest (1967). More recently, the FJMC added four new Regions - Anshei Darom (Men of the South; originally called the Southeast Region) in 1999; KIO (Kentucky, Indiana and Ohio) in 2001; Hudson Valley Region in 2004; and the Michigan and Lake Ontario Regions in 2007.

Conventions

Conventions have played an important role since the first one in 1931. Initially held annually, the Conventions became biennial in 1979. They have proven to be an important opportunity for Men's Club Officers, members and the international leadership to meet, share experiences, and learn from each other.

In 1983, FJMC expanded its Convention programming to provide training for Club and Region Officers, with lay leaders as instructors. Two years later, FJMC established the Ma'asim Tovim Award to be presented at each Convention to men who have made outstanding contributions to their Regions and communities. Torch Awards are presented to Clubs to recognize outstanding programming. New FJMC programs and initiatives are unveiled and showcased at the biennial Convention, such as the first **Art of Jewish Living** program in 1985, Hearing Men's Voices in 1999, and Keruv in 2003.

The first Conservative Movement Convention to be held on the West Coast was the FJMC Convention in Los Angeles in 1974. In 1977, the FJMC Convention was held in Montreal where, for the first time, a major arm of the Conservative Movement elevated a Canadian to its presidency. In 2009, the FJMC Convention was held during Independence weekend in Philadelphia, PA, the city which gave birth to the United States. In 2011, the FJMC Convention went west again to Orange County, Southern California. In 2013, the Convention will be held in Danvers, MA, a short drive north of Boston.

Breaking New Ground

The first organized trip to Israel by a Conservative Jewish organization was sponsored by FJMC in 1961. FJMC's **Rosh Hashanah Greeting Card Program**, introduced in 1970, was the first of its kind among Jewish organizations and since has been adopted by B'nai B'rith, Jewish War Veterans, and others.

The program has since been adopted by the **Century Club** established in 1978 to provide seed money for new projects through individual \$100 annual contributions. The Century Club (later **FJMC 100**, and merged since 2004 into the **Foundation for Jewish Life**, created as a stronger vehicle to provide effective funding to serve our constituency), provided seed money for the development of the **Hebrew Literacy** campaign, the **Art of Jewish Living** series, the **Shabbat Morning Torah** service DVD, and the "**Prayers and Invocations**" booklet. In 2012, the **FJMC 100** was renamed **Heneni** (Here I Am).

Professional Staff; Executive Director

In 1977, Rabbi David Blumenfeld became the first full-time FJMC Executive Director. Rabbi Blumenfeld served until 1981, and was succeeded by **Rabbi Charles E. Simon** the following year. FJMC now has two additional full-time staff members and is assisted by rabbinic interns from the Jewish Theological Seminary.

Hebrew Literacy

In 1975, FJMC introduced the first of several educational programs that have moved the organization to the forefront of the Conservative Movement. Rabbi Noah Golinkin created for FJMC a lay person-to-lay person method of teaching synagogue Hebrew. The unique approach was designed to provide members of congregations with lay role models and a sense of comfort within the synagogue. The Hebrew Literacy Program consists of two volumes: “Shalom Aleichem” (1975) was based on the Friday evening service, and “Ayn Kelohenu” (1981) focused on the Shabbat morning service. Since the inception of this program, more than 180,000 people have developed the ability to follow and participate in synagogue services.

Ramah Projects

In 1981, the Middle Atlantic Region built an indoor recreation center for Camp Ramah in the Poconos with funds raised through an annual concert series. This effort marked the first time an FJMC Region took an active role in supporting other Conservative Movement programs, greatly enhancing the image of the Men's Club movement in the Region.

Similarly, in 1983, the Western Region adopted the Tikvah program, which provided a Jewish camping experience for children with special needs at Camp Ramah in California. In 1989, the Great Lakes Region committed itself to building a guest facility for Camp Ramah in Canada, and dedicated it in 1995. That same year, the New England Region adopted Camp Ramah in New England's Tikvah program while the Southeast and Florida Regions began the drive to create Ramah Darom, which had its inaugural summer in northwestern Georgia in 1997. In 1999, the New York Metro Region laid the groundwork for an innovative program for challenged children at Ramah Berkshires.

Art of Jewish Living

FJMC enlisted Ron Wolfson in 1985 to develop materials to create a total living and learning environment around key Jewish holidays. Tens of thousands of our synagogue members and Russian immigrants have developed a sense of competence with ritual matters and a sense of ease in the synagogue through the Art of Jewish Living series. The first book, on the Shabbat Seder, was followed in 1987 by the Passover Seder book (subsequently translated into Russian). Next followed the Hanukkah volume and then a final publication entitled “A Time to Mourn, A Time to Comfort.”

Shoah Yellow Candle Program

Originally developed by the Beth Tzedec Men's Club of Toronto in 1983 to provide Jew and non-Jew alike with a meaningful ritual which would enable them to observe Yom HaShoah in their homes, the Yom HaShoah Yellow Candle Program was adapted and expanded, subsequently

becoming one of the most successful and far-reaching of FJMC activities. By 1991, its third year as an FJMC international program, more than 100,000 families lit Yellow Candles in their homes to commemorate the Holocaust and keep alive the memories of the six million who perished. The program has been expanded beyond FJMC-member households to: Women's League chapters; Hillel/B'nai Brith campus organizations; Reform, Reconstructionist, and Orthodox congregations; Jewish Community Centers, Holocaust Memorial Centers; church groups, and others. In 1998, FJMC created the "From Darkness into Light" scholarship program whereby United Synagogue Youth members at congregations participating in candle distribution can receive scholarships for USY Eastern European Pilgrimage programs. As the need for Holocaust remembrance continues to grow, the FJMC continues to expand its programmatic efforts. Current efforts include a) the expansion of the Yellow Candles to be used as a memorial of the Shoah not only on Yom HaShoah, but also for other days of the year, and the opportunity for our synagogues to provide candles to Masorti Congregations throughout the world.

Shabbat Morning Torah Service Video

The Shabbat Morning Torah Service video was produced and distributed in 1989 as the first FJMC educational videotape designed to teach a synagogue skill and reduce anxiety in synagogue members who do not feel competent in ritual matters.

The Global Conservative Movement

Since the late 1980s, the FJMC has played an increasingly important role building the global Conservative Movement. FJMC leaders serve on the boards of: the Jewish Theological Seminary; the Leadership Council of Conservative Judaism; the World Zionist Congress; Mercaz; the World Council of Synagogues, and as members of other Conservative Movement round tables. For an overview of the Movement and its various arms, please review the Appendix, pp. 132-135.

Recent Program Initiatives

After the successes of the Hebrew Literacy program, the **Art of Jewish Living series**, and the **Shoah Yellow Candles™** program, FJMC produced a series of innovative hands-on manuals devoted to meeting the needs of men and to create new and attractive ways of involving them in Jewish ritual life. At the 1995 Convention, two new programs were introduced - one on the ceremony for affixing a mezuzah to a door post and the other on encouraging the wearing of non-leather sneakers to synagogue on Yom Kippur. Also in 1995, FJMC began working with Rabbi Tovia Singer, National Director of Outreach Judaism, to counter efforts of cults who specifically target Jews for conversion. For the next several years, FJMC featured programs on Hebrew-Christian missionaries at its Conventions and organized speaking engagements before congregations and youth groups across North America.

In 1997, the FJMC introduced its Hearing Men's Voices initiative, which includes six program guides devoted to men's concerns in a changing Jewish and secular world: **Our Fathers/Ourselves** (1997), which explores concerns relating men's relationships with, and legacies from, their fathers; **Body and Spirit: Men Staying Healthy and Fit** (1999), examining men's health issues; **Listening to God's Voice**, focusing on men's spiritual lives; **Building the Faith** and **Let's Talk About It**, which assist men in dealing with issues of intermarriage; and **Work and Worth**, addressing men's self-identification with their work and jobs.

Promoting the Use of Tefillin

FJMC's premier educational and motivational film about the traditions behind the use of tefillin coupled with instruction on how to wear them, **The Ties That Bind**, was released in 1999. Sunday, January 28, 2001, marked the first World Wide Wrap in which Conservative Jews from around the world celebrated the mitzvah of tefillin at their morning minyanim. The WWW, now an annual highlight for most Men's Clubs, allows them to twin with Masorti synagogues from around the world.

Sefer Haftorah Scroll

FJMC's desire to make men more ritually sensitive and to foster Jewish learning, while enhancing awareness of the importance of local Men's Clubs resulted in the creation of the FJMC's **Sefer Haftorah** scroll in 2003. The scroll, consisting of all the **Haftarot** and written on parchment with vowels and cantillation, is circulated among Men's Clubs and at FJMC events. In addition, synagogues can purchase their own **Sefer Haftarot** scrolls and congregants can purchase their own individual Haftorah hand-written on the highest quality parchment.

Intermarriage Concerns; Keruv

In 2003, FJMC undertook to study the impact intermarriage and changing families have on the Conservative Jewish population in North America. Since that time, two volumes and a host of seminars have been developed as FJMC continues to innovate and lead the Conservative Movement. In actuality, FJMC's **Keruv** initiative began in 1999 with the goal of placing intermarriage on the agenda of the Conservative Movement. To date, more than 150 rabbis and 90 lay leaders have taken part in FJMC **Keruv** training programs. Currently, 54 congregations in North America have **Keruv** programs supervised by FJMC trained lay leaders and professionals.

Shomrei Ha'aretz – The “Green” Initiative

FJMC accepted the mandate of the Leadership Council of Conservative Judaism in 2008 to create new vehicles to “green our Movement.” This effort, named **Shomrei Ha'aretz** – “Guardians of the Earth” -- has resulted in the creation of soy based Shabbat candles, a solar eternal light (Ner Tamid) kit, partnering in North America and Israel with carbon offset efforts,

joint purchasing of bio-degradable products for institutional use, and forming a partnership with GreenFaith.

FJMC, a volunteer-led organization with minimal staff and maximum effectiveness, continues in the 21st Century to be an innovative, thinking and planning organization which understands the importance of the Conservative/Masorti movement and the strength of commitment of members of Conservative synagogues.

FJMC successfully involves Jewish men in Jewish life by promoting Leadership, Innovation and Community in its Clubs and across Conservative/Masorti Judaism.

PAST INTERNATIONAL PRESIDENTS

National Federation of Jewish Men's Clubs

Term	President
1929-33	Edwin Weinrib z"l
1933-37	Theodore Charnas z"l
1937-41	Louis Schwartz z"l
1941-43	Abraham Leonard z"l
1943-45	Milton Berger z"l
1945-47	Stanley Garten z"l
1947-49	Arthur Bruckman z"l
1949-50	Barnet Lieberman z"l
1950-52	Milton Nevins z"l
1952-54	Albert Jacobson z"l
1954-56	Albert Kaufman z"l
1956-58	Abraham Satovsky z"l
1958-60	Bernard Rackmill z"l
1960-61	Morris Spelfogel z"l
1961-63	Philip Goldstein z"l
1963-65	David Rosenzweig z"l
1965-67	Mannye London z"l
1967-69	Herman Rothenberg z"l
1969-71	Morton Tabas z"l
1971-73	Max Goldberg z"l
1973-75	Murray Jacobs z"l
1975-77	Abraham Silver
1977-79	Morton Lang
1979-81	Samuel Berlin z"l

1981-83

Jacob Lish

Federation of Jewish Men's Clubs

Term	President
1983-85	Joseph Gurmankin z"l
1985-87	Jules Porter z"l
1987-89	Jerome Agrest
1989-91	Lawrence Allen
1991-93	Harold Nissen
1993-95	Allen Brown
1995-97	Sidney Katz z"l
1997-99	Stephen Davidoff
1999-2001	Leonard Gimbel
2001-03	Bob Levine
2003-05	Daniel Stern
2005-07	Robert E. Braitman
2007-09	Norm Kurtz
2009-11	Mark Berlin
2011-13	Mike Mills

z"l - Zichrono Livracha - Of Blessed Memory

THE CONSERVATIVE/MASORTI MOVEMENT

Welcome to the Conservative/Masorti Movement



The Conservative/Masorti Movement represents the passionate and engaged center of the Jewish people. At home in both tradition and modernity, Conservative/Masorti Judaism strives in everything to express and communicate a deep commitment to the values, concepts and rituals of our tradition. It is equally committed to the values of individual conscience, democracy, equal rights, and protection for all humanity and other hallmarks of Western

culture to enrich and deepen our lives as practicing Jews.

That tradition not only belongs in the synagogue and in the home, but in business or the public marketplace of ideas. Conservative/Masorti Judaism seeks to integrate the best of tradition with the best of modernity. Conservative/Masorti Judaism does this because we believe that integrating the Jewish tradition with our own contemporary culture is the best way to create a vibrant and meaningful form of Judaism for ourselves and our descendants.

Conservative/Masorti Judaism meets these challenges through its institutions – synagogues; schools on all levels; camps; and its local, regional and national organizational structures – and through the many religious, educational, social, social action, and Zionist activities these institutions foster. Through these organizations and activities it seeks to enable multiple points of entry to every Jew on all levels of Judaism – spiritual, rational, familial, communal, aesthetic, interfaith, political, Zionist, and in many other ways across the life span. In doing so, it espouses a sincere pluralism, with understanding and appreciation for the multiple ways that Jews express their Jewish commitments and contribute to the Jewish community and to civilization.

For more information on the Conservative/Masorti Movement, please see the Movement's website: <http://www.conservativejudaism.org>, and become familiar with the various arms and organizations of the Movement so you can serve as a resource to Men's Clubs and be effective ambassador of the FJMC and your Region. ***As a leader in the Conservative Movement, it is important for you to understand the structure of our Movement.*** Unfortunately it is complicated because many organizations fill overlapping, but not duplicating roles. Here is list and brief description of these organizations:

Leadership Council of Conservative Judaism

The LCCJ was formed in 1987 and serves as a deliberative forum for its constituent partners (FJMC, USCJ, WLCS, JTS, RA – see below for descriptions of these organizations) to strengthen the organizational unity and public presence of the Conservative/Masorti Movement.

Conservative Movement Forum

This organization meets bi-annually in order to promote the Conservation/Masorti Movement through a process of thinking and joint planning. In addition to the five LCCJ members, it

includes nine other organizations, each with its own unique focus (see below for descriptions of these organizations).

United Synagogue of Conservative Judaism (www.uscj.org)

The United Synagogue was created to help affiliated congregations function effectively and to enrich the spiritual lives of Conservative Jews. In recent years, the United Synagogue has been actively engaged in identifying and training leaders in its member synagogues and in reaching out to small and/or isolated congregations. USCJ creates the spiritual, intellectual and managerial network that enables each of its kehillot to fulfill its sacred mission and connects them with a common sense of community, shared mission and purpose.

Women's League of Conservative Judaism (www.wlcj.org)

Women's League is the largest synagogue based women's organization in the world. As an active arm of the Conservative/Masorti movement, we provide service to hundreds of affiliated women's groups in synagogues across North America and to thousands of women worldwide.

Jewish Theological Seminary (www.jtsa.edu)

The Jewish Theological Seminary, one of the world's leading centers of Jewish learning, integrates rigorous academic scholarship and teaching with a commitment to strengthening Jewish tradition, Jewish lives, and Jewish communities. The leaders trained by JTS—rabbis, cantors, scholars, educators, communal professionals, and lay activists serve Conservative Judaism, and our society as a whole.

Rabbinical Assembly (www.rabbinicalassembly.org)

The Rabbinical Assembly is the international association of Conservative/Masorti rabbis. Today its ranks include rabbis ordained at the seminaries of the Conservative/Masorti movement as well as rabbis of other accredited rabbinical schools who accept the tenets of Conservative Judaism. Since a major concern of the Rabbinical Assembly is the relationships of rabbis to the congregations, communal institutions and organizations they serve, it administers the affairs of the Joint Placement Commissions for the Conservative movement. Its Committee on Jewish Law and Standards responds to inquiries on Jewish law and practice for the Conservative movement.

Mercaz (www.mercazusa.org)

Mercaz is the Zionist membership organization of the Conservative Movement, the voice of Conservative Jewry within the World Zionist Organization, the Jewish Agency for Israel, the American Zionist Movement and the Jewish National Fund to support religious pluralism in Israel and strengthen the connection between Israel and the Diaspora.

Cantors Assembly (www.cantors.org)

The Cantors Assembly, the largest body of Hazzanim in the world, is the professional organization of Cantors which serves the Jewish world. With offices at the Jewish Theological Seminary and affiliated with the United Synagogue of Conservative Judaism, it serves the needs of its members, synagogue congregations and helps preserve and enhance the traditions of our people. It is the official placement agency for Hazzanim in the Conservative Movement.

Masorti Olami (www.masortiworld.org)

The World Council of Conservative/Masorti Synagogues (Masorti Olami) builds, renews and strengthens Jewish life throughout the world, with efforts that focus on existing and developing communities in Europe, Latin America, the Former Soviet Union, Africa, Asia and Australia. We conduct our activities within the context of the overall Conservative/Masorti movement, in close cooperation with our brothers, sisters and affiliated organizations in North America and Israel.

National Ramah Commission (www.campramah.org)

The mission of Ramah is to create educating communities in which people learn to live committed Jewish lives, embodying the ideals of Conservative Judaism. Out of such communities, Ramah continues to “raise up” committed volunteer and professional leadership for the Conservative Movement and contemporary Jewry. The core of Ramah's program is directed toward two target populations: Campers (ages 9-16) and Staff (ages 17-25). Ramah pursues its mission through two unique, powerful educational settings: summer camp and winter retreats. Ramah affirms the centrality of home and synagogue as the primary institutions of Conservative Judaism. Its work carries with it the obligation to support and elevate the quality of home and synagogue life.

North American Association of Synagogue Executives (www.naase.org)

NAASE is a membership organization serving the professional needs of Jewish Executive Directors of the Conservative Movement, as an affiliate of the United Synagogue of Conservative Judaism, and in association with the Jewish Theological Seminary of America and the Jewish Communal Service Association. It is the mission of the Association to:

- Bring together synagogue Executive Directors in order to further the development of their profession, and to enable each administrator to serve his/her congregation effectively
- Stimulate interest in professional synagogue administration, and to enhance the profession by promoting the advancement, growth, value, and role of the Executive Directors in the synagogue setting and Jewish communal life
- Foster the advancement of Conservative Judaism.

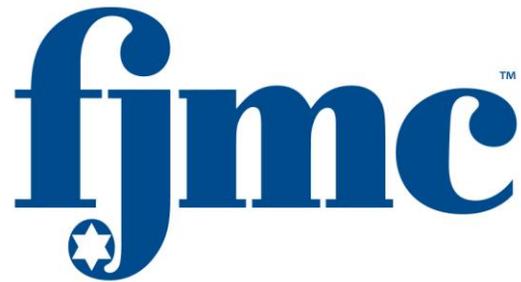
Jewish Educators Assembly (www.jewisheducators.org)

The mission of the Jewish Educators Assembly is to promote excellence among educators committed to Conservative Jewish Education by advancing professionalism, encouraging leadership, pursuing lifelong learning and building community.

Solomon Schechter Day School Network (<http://schechternetwork.org>)

The Schechter Day School Network is a voluntary association of Jewish day schools spanning 19 states in the U.S. and 2 provinces in Canada. The Network operates under the umbrella of The United Synagogue of Conservative Judaism. The member schools are independent and each has its own board of directors or board of trustees. However, they share an affiliation and identification with the religious philosophy, principles, beliefs and practices of the Conservative movement. The Schechter Day School Network provides services, resources, professional development, leadership training and support to its affiliated schools and their professional and lay leaders throughout North America. It strives to promote collaboration among member

schools and to foster the development of curriculum, materials, and methods for acquiring knowledge of the spiritual and ethical values of Judaism, the traditions of Judaism, the skills of Jewish living, and the performance of mitzvot.



FJMC

Federation of Jewish Men's Clubs

www.fjmc.org

Leadership - Innovation - Community