



SUPPLEMENT 1

Membership Development & Retention: The Importance of Developing & Implementing a Plan

Membership Development Plan

Mission: To grow the Men's Club membership by implementing a variety of retention and recruitment strategies, offering a wide variety of programs and services, and to be hard to ignore in terms of visibility.

Goal 1: To retain as many current paid members (those who joined last year) as possible

Objective – To follow up with those failing to rejoin after the initial membership mailing

ACTION STEPS

- 1) To publish membership reminders in the synagogue's print media (weekly newsletter and monthly bulletin)
- 2) To send regular membership reminders to those on the Men's Club e-mail list
- 3) To send a follow up mailing
- 4) To place a follow up call

Goal 2: To convert to paid status, as many complimentary members as possible (new male members of our synagogue are granted complimentary membership in Men's Club for one year)

Objective – To follow up regularly with all complimentary members throughout their complimentary membership year

ACTION STEPS

- 1) To send follow up promotional mailings throughout the year to stay in touch and encourage participation
- 2) To place follow up calls throughout the year to stay in touch and invite participation
- 3) To set aside aliyot at the annual Men's Club Shabbat program for complimentary members and invite their participation

Goal 3: To recruit as many new members as possible from former paid and complimentary members (those who did not re-join after having missed last year and perhaps several previous years)

Objective – To follow up with those failing to join after the initial membership mailing

ACTION STEPS

- 1) To publish regular membership reminders in the synagogue's print media
- 2) To send regular membership reminders to those on the Men's Club e-mail list
- 3) To send a follow up mailing
- 4) To place a follow up phone call

Goal 4: To plan and implement programs and services to appeal to both older and younger members, as well as prospective members

Objective - To assess the programming interests of our members and prospective members

ACTION STEPS

- 1) To develop a programming interest questionnaire
- 2) To distribute and collect the questionnaire responses at the annual barbecue
- 3) To include programming interest questions on the membership form in the annual membership mailing
- 4) To tabulate and analyze the responses to the questionnaire and membership form questions
- 5) To set up a variety of Men's Club committees to address the programming needs identified in the responses
- 6) To partner on programming with a variety of synagogue arms and committees

Goal 5: To implement a variety of regular promotional strategies to reach all sectors of the synagogue community

Objective – To publicize every Men's Club program and service activity

ACTION STEPS

- 1) To prepare and submit articles in every synagogue weekly newsletter and monthly bulletin
- 2) To send an e-mail announcement about all programs
- 3) To prepare and circulate promotional fliers for every program
- 4) To arrange for announcements about every program to be placed in the Rabbi's bima book for every Shabbat service
- 5) To utilize post card mailings for major events
- 6) To utilize the phone squad as needed to encourage attendance and/or participation

Membership Development Planning Worksheet

Developing Membership Development Plan Goals for Your Club

Developing Membership Development Plan Objectives for Your Club

Developing Membership Development Plan Action Steps and Strategies for Your Club

Assessment of Your Membership Development Plan and Your Members

Sample Men's Club Membership Drive Checklist
(Individualize for your club/synagogue)

May

- ___ 1. Review and finalize membership list for directory
- ___ 2. Follow up with last year's advertisers to determine if they will place directory ads again
- ___ 3. Identify additional ad prospects and follow up with them to determine their interest
- ___ 4. Request ad copy and payment from advertisers

June

- ___ 1. Review membership letter and form for any changes needed
- ___ 2. Send updated letter and form to printer and have outside and return envelopes prepared as well
- ___ 3. Follow up with any advertisers who have not as yet sent in copy and payment; give them a firm deadline of when the book will go to the printer (should be no later than June 15)

July

- ___ 1. Follow up with printer to determine August stuffing/ mailing date
- ___ 2. Prepare and submit article for September Bulletin
- ___ 3. Order labels for Synagogue mailing list through Synagogue office staff (men only) in zip code order
- ___ 4. Set up Membership Committee (under the supervision of the Vice President for Membership)

August

- ___ 1. Order mail bags through Synagogue office staff
- ___ 2. Hold stuffing/ mailing evening
- ___ 3. Prepare and submit articles for October Bulletin and September newsletters
- ___ 4. Follow up by phone with new (complimentary members) to alert them to the mailing and to invite them to attend the Labor Day Barbecue and participate in the Sukkah raising

September

- ___ 1. Prepare and submit articles for the November Bulletin and October newsletters
- ___ 2. Send e-mail reminder
- ___ 3. Have membership table with forms to complete at Labor Day Barbecue

October

- ___ 1. Prepare and submit articles for the December-January Bulletin and November newsletters
- ___ 2. Send e-mail reminder
- ___ 3. Call new (complimentary members) to invite them to the Sukkah program, Sukkah lowering

November

- ___ 1. Prepare and submit December newsletter articles
- ___ 2. Send e-mail reminder
- ___ 3. Organize second membership mailing and/or phone call follow up with those not yet renewing

December

- ___1. Prepare and submit February Bulletin and January newsletter articles re: joining and Paid Up Event (assuming the Paid Up Event is in February)
- ___2. Send e-mail reminder
- ___3. Conduct second membership mailing and/or phone call follow up with those not yet renewing

January

- ___1. Make final phone calls to bring in additional members
- ___2. Send e-mail reminder re: joining and Paid Up Event
- ___3. Prepare list for check-in at Paid Up Event
- ___4. Follow up by phone with new members to invite them to the Paid Up Event

Attracting Younger Members to Men's Clubs

1. **Publicize** programs and events that your club, region or the **FJMC** produces that might be attractive to younger members: youth programs, **RAMAH** activities, social action.
2. Organize **activities** attractive to younger men, or for father-son event:
 - a. athletic activities (e.g. touch football, softball, basketball),
 - b. spectator sports (outings to professional sports event).
3. Organize young **couples** event (e.g. dance, dinner)
4. Organize a "**family** day" - picnic, bus trip (amusement park, zoo)
5. Hold activities that would attract **children**, strongly encourage parents to attend.
 - a. Conduct a Purim party.
 - b. Bicycle safety activity
6. Invite possible **leaders** to your home for a dinner, barbeque or party.
7. Hold Bar Mitzvah preparation sessions
 - a. Religious prep – use **FJMC** Torah Service video.
 - b. Have talk on planning the non-religious part.
8. Have a **Sukkah construction** day. Have demo on how to build one, order material. Include young children if possible.
9. Get (possible) younger members involved - e.g. **invite** them to a gathering to discuss events attractive to younger members.
10. Conduct a charitable event that can involve young kids.
11. Work with the **Hebrew school** on some activity. Get **parents** involved.
12. Very younger members (18 - 25) - **professional mentoring**.

Several of these activities can be conducted with the **Sisterhood/Women's League** of your shul if there is one. What's good for the goose is good for the gander and vice-versa.