

# MEMBERSHIP RECRUITMENT & RETENTION

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- I. Define your club and establish an identity.
  - a. Create a Mission Statement:
    - i. Why does your club exist?
    - ii. What is your club's role in the Synagogue and Community?
  - b. Create a Vision – where do you want your club to be in 1, 2 – 5 years
    - i. How many members do you want? (Percentage of synagogue membership?)
    - ii. What Programs offered/events run?
  - c. Promote Your Club - ADVERTISE
    - i. It is imperative that your clergy and synagogue leadership know what your club does for the Synagogue and offers to synagogue and men's club members.
    - ii. Tell your Synagogue what you do.
      1. Synagogue Bulletin
      2. Shabbas Brochure / Announcements
      3. Synagogue Website
    - iii. Tell your Men's Club members what you do.
      1. Regular Membership letter – past events/successes and upcoming programs.
      2. Men's Club Website.
    - iv. Show Off (ADVERTISE) – have a bulletin board or display where you publicize upcoming programs and events, display Quality Club, Torch and Man of the Year Awards.
- II. Recruitment – Sell Your Club
  - a. Give Men a Reason to Join
    - i. Friendship & Fun (Social)
    - ii. Ritual
    - iii. Service to the Synagogue & Community
    - iv. Educational
  - b. Target Your Audience
    - i. Existing Synagogue Members
      1. Current paid members
      2. Current "complimentary" members
      3. Former paid and/or complimentary members
    - ii. New Synagogue Members
      1. Are "complimentary" (free) memberships offered?
    - iii. Don't Forget the Young Guys
  - c. The "Personal Touch"
    - i. Personally invite men to attend Men's Club programs & events
    - ii. Schmooze at Shabbas – talk to prospective members at Oneg Shabbat and/or Kiddush;
  - d. ADVERTISE
    - i. Synagogue Bulletin
    - ii. Shabbas Brochure / Announcements
    - iii. Synagogue Website
    - iv. Religious School / Early Childhood Bulletins
  - e. Offer Interesting & Diversified Programming – You need to appeal to a broad range of men. Remember, not everyone will be interested in every program.
    - i. Social – Breakfasts, Poker Nights, Sports Events

- ii. Ritual - World Wide Wrap, Men's Club Shabbat, "How to" sessions (Lead Services, Read Torah/Haftorah, Make Shabbos/Havdalah)
  - iii. Service to Synagogue - Ushering for High Holidays/Shabbat/Yom Tov, Set Up/Take Down for High Holidays, Set Up/Take Down Sukkah
  - iv. Educational/Spiritual - Hearing Men's Voices Programs, Speakers
  - v. Men's Club Enrichment- Man of the Year Dinner, President's Dinner, Paid Up Membership Event, Annual Bar-B-Q or Picnic
  - vi. Young Men's Programming – Sports (Softball, cycling), Poker Night, Scotch and Steak (or Scotch and anything) Night, Monday Night Football Get-togethers
  - vii. Family Programs - Date Night (USY'ers babysitting), Shabbos Dinner, Parent/Child activities, Bowling, Synagogue Picnic, Sunday Matinee, Ball Games
- f. Make it EASY to Join
- i. Reasonable Dues
    - 1. Direct Billing by Synagogue
      - a. Automatic Check Off ("opt-in") or "opt-out" on Synagogue Bill
        - i. Reaches all Synagogue members, early in the year
        - ii. No separate checks needed
        - iii. Synagogue keeps track of billing, reimburses club
      - b. Terrific Boon for Membership
        - i. Ease in payment/registration leads to members who wouldn't ordinarily send checks
        - ii. Members likely to join because they see benefit to shul because dues go directly to synagogue
      - c. Downside to Direct Billing
        - i. Synagogues may not want to be "dues collector" for Men's Club
        - ii. Men's Club gets paid last – Men's Club is relying on Synagogue to be paid for dues collected.
    - ii. Paper & Online Sign-ups

### III. Retention

- a. Find out "what works" – what keeps your members interested
  - i. Track Attendance at events
  - ii. Surveys - Pass out at and collect before the event is over
  - iii. Ask individuals – the personal touch is always the best
    - 1. About the program/event just completed
    - 2. What programs/events would they like to see from Men's Club
- b. "Keep them interested"
  - i. Ask for Help in planning/running an event – personally; it's hard to say no.
  - ii. Invite new and old members to help planning the calendar
  - iii. Leadership Development – invite members to sit on General Board, develop them for future leadership.
- c. Recognize your "helpers"
  - i. At the end of every program and event, give a "shout out" to those that helped plan and run it.
  - ii. Personally thank those that helped plan and run the program
  - iii. Invite them to help out again
  - iv. Write ups after events/programs in Synagogue and Men's Club Bulletins
    - 1. Mention those that were involved in planning/running of event.
- d. Recognize your Board and Leaders
  - i. Men's Club Shabbat
  - ii. Man of the Year
  - iii. End-of-the-Year Bar-B-Q or Dinner
- e. Develop and Maintain Detailed Membership List - The more data the better.

- i. Keep track of Birthdays, Anniversaries, Yahrzeits, names of spouses & children. List if Kohen, Levi or Yisrael.

IV. Did I Mention ADVERTISE? This cannot be stressed enough

- a. Everything your club does, no matter how small or large, whether it's a single member or the whole club involved, make sure EVERYONE KNOWS ABOUT IT.
- b. ADVERTISE past events and upcoming ones
- c. ADVERTISE successful programs (x number of people attended; \$X raised for Synagogue; "So and So" named Man of the Year)
- d. ADVERTISE HOW TO GET INVOLVED