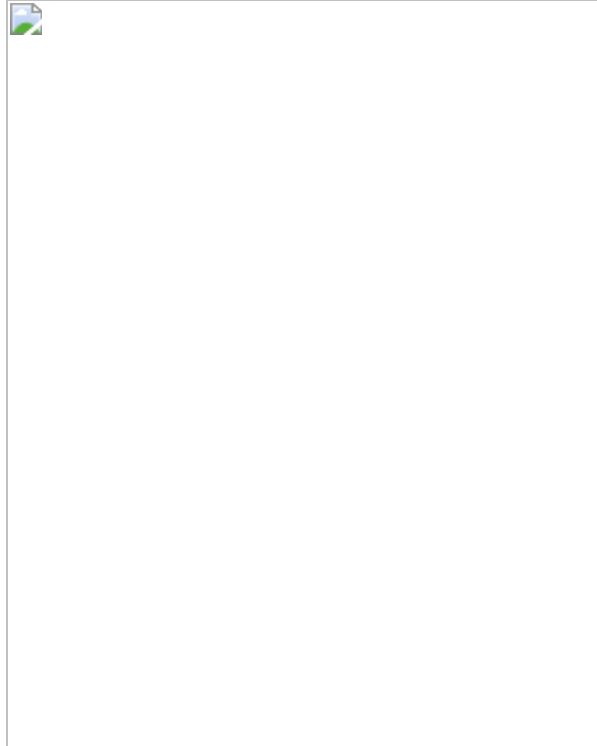


You are receiving this email because you're an FJMC Leader, on the Club, Regional or International level. And we want to keep you informed of what is happening at the International Level.

## Federation of Jewish Men's Clubs From the Office of the President

### *Now You Know* *By Alan Budman, FJMC International President*



December 1, 2023

When I speak with Club Leaders, many will lament that their clubs don't seem to be able to **attract younger members**. When I hear this, my first response is, do you rely on Sunday brunches as your main activity? If they say yes, then my answer (which they are not happy to hear) is that your club is dying. Why do I say that? Because Sunday brunches and other sedentary activities, with or without a speaker, do not appeal to younger men. In short, **brunches skew old!**

And then I hear, but we had a brunch featuring a sports figure and young guys showed up for that. I say, sure, but how many of them committed to being active members of the club? The answer is invariably, zero.

So, if that doesn't work, what does? Surprisingly, it's not running programs that young men generally enjoy. If a program, such as ax throwing, is being run by the same old guard at a club, younger men will generally not attend. When will they attend? When the activity is being run by another younger guy. In that way, the younger person calls his friends and says, I'd like you to come to an event that *I'm* running. That's effective to draw out the young men. Programs run by the old guys do not work.

What if you don't have any young men in your club? Go to the Rabbi and ask for 3-4 names of younger men who have an interest in the synagogue or Judaism in general. It doesn't matter if they have no interest in Men's Clubs. Emphasize that they aren't committing to anything by meeting. Meet with them at a local coffee shop or

bar (keep it informal and friendly) and ask them, if hypothetically, you ran the Men's Club, what events would you want? Then, when they come up with an idea, let them do it! Give support if they ask, but otherwise, stay out of their way! Let it be their event solely, without involvement from the old guard.

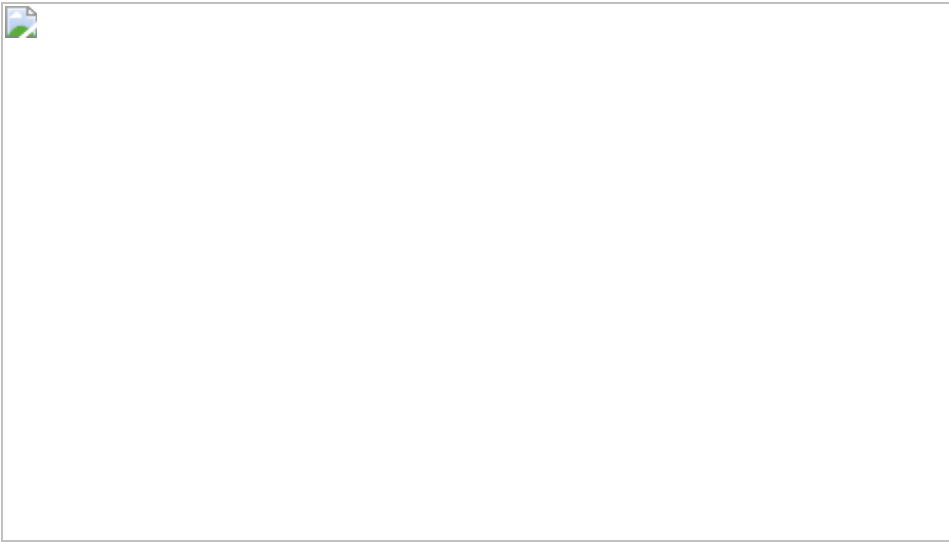
That's how it was done at my club and the younger guys went on to be the leaders of the club.

For more ideas, please click [here](#).

Happy Hanukkah to you and your family!

In Brotherhood,

**Alan Budman**  
**International President, 2023 - 2025**



*FJMC provides opportunities to learn and exercise life/leadership skills which you may not have the opportunity to either learn or use in your work. (Such skills relate to working constructively with a group to accomplish something more than one person alone could not accomplish.)*

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