

Abby's
DECLASSIFIED

**MEM/KAD Survival
Guide**

Compiled and Written by:

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Exec. Membership/Kadima Vice
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Adapted from previous regional and
international Mem/Kad handbooks

 USY
Seaboard



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To the INCREDIBLE, OUTGOING, WONDERFUL, FRIENDLY, and ENERGETIC Chapter Mem/Kads and Mem/Kad RGB,

Welcome to Mem/Kad-hood! Being a Mem/Kad is a very exciting and honored position, so get ready for an amazing year! I am thrilled to be able to work with every single one of you over the next year, and I know that together we can make this Seaboard's best year yet!

I know that having a leadership position can be a kind of scary or overwhelming, but I want you all to know that I am always here to support you! Whether you need help with a program, an idea, some membership tips, planner organization, or just want to send me a funny dog video, PLEASE reach out to me! I will try to get back to you as soon as I possibly can!

In my opinion, without Mem/Kads, there wouldn't be USY. Members are the key to fun programming and what they're what make USY such a special community. In addition, Kadima, if executed correctly, is the future leadership and members of USY, and we MUST work to make that happen!

Your job as a Mem/Kad is to be the person that everyone is friends with, always be energetic and engaged at programs, and most importantly NEVER be exclusive. The goal of USY is to provide a great place for Jewish teens to bond together and have fun, and as a Mem/Kad it is our jobs to make sure that goal is achieved. However, just because it's your position, it shouldn't feel that way! Remember: **You aren't friendly because you're a Mem/Kad, you are a Mem/Kad**

because you're friendly! You have special qualities that a lot of people don't have, so take advantage of it and really make a difference!

Take action in your position this year to make your chapter and region the best it can possibly be!

Xoxo,
Abby

P.S. Please help me spread the hashtags **#makingMEMories** **#KeepingUpWiththeKadimanicks**

RGB are friends, not food!

(I give you permission to laugh at everyone's embarrassing emails that they made in 2nd grade!)

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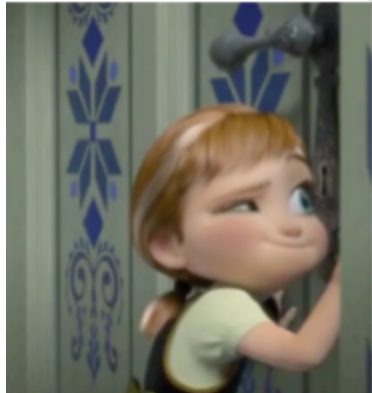
Call Me Maybe... but not on Shabbiz!

How to Mem #makingMEMories

What is a member? Officially, a member is someone who has paid dues and filled out paperwork to register themselves as a member of your chapter. While these members are important, your goal is to have as many “active” members as possible! Active members are those who love the community of USY and what the organization stands for! They come to events, help to continue building the community, and maybe even want to consider running for a leadership position in your chapter or region!

How to Kad #KeepingUpWithTheKadimanicks

Kadimanicks are middle schoolers who are part of our sister organization, Kadima. While they are younger, Kadimanicks are really cool! Most of them think USYers are really awesome, so you should act as a role model for them! The more you talk to them, the more appreciated and popular they feel- and are more likely to continue coming to events! At the same time, just because Kadimanicks are the future of USY doesn't mean they aren't important as their own organization! Don't let Kadima be an afterthought! Hold special events for just Kadima as well as joint Kadima-USY events!



Do you wanna be a member???

How to Talk to Strangers and not be Creepy!

Adapted from:

Talia Bromberg, Membership/Kadima VP, Far West USY 2014-2015

“Don’t talk to strangers,” it’s a saying we’ve heard all our lives. In general, it’s pretty solid advice. However, for the sake of membership, you need to throw the mantra of “stranger danger” aside (in certain cases) and talk to people you don’t really know. It may be awkward and strange at first, but the more you try it, the better you’ll get at it. Talking to strangers, or people we might not know very well is an essential part of recruitment. Below are a couple of different ways to communicate when face to face communication isn’t available. Each has its drawbacks and its merits. Use your judgement to decide which form best fits each situation!

Actual Face-to-Face Communication

The most important way to get people involved is simply being friendly. You should always go up to someone and introduce yourself. It’s really important that you really get into the conversation and not just leave it at the introduction. It’s also crucial that you encourage the rest of your board to do so as well. The more people you

introduce them to, the more likely they are to build a connection with at least one of those people, and return in the future.

Mass Sharing

Sharing on mediums such as Facebook, Twitter, and Instagram can be a great way to peak the interest of lots of people and remind currently active members about events. However, it isn't very personal and may be a less likely way to recruit new individuals or to convince a new member to come back.

Text or Facebook Messaging

Sending someone a personalized message is always nice and show that you're thinking specifically of them. Its great for dispersing specific details about an event or following up with a new member after an event. It's a great and fairly easy way to let a person know you're thinking of them.

Telephone

Retro is in! A good old fashioned telephone call never goes out of style! It's much more personal than a message because it involves one on one interaction. Phone calls allow you to be candid and honest, making the conversation easier for you and more enjoyable for the member. This is not like that one great aunt that your mom hands you the phone to call her, this is a fun convo! Here are some tips to help you seem super cool on the phone:

- Ahead of time, write down the info you need to give and receive.
- Be prepared to offer solutions to problems (like transportation).
- Introduce yourself and fully explain why you are calling.
- Be personal when calling members, do **not** be pushy about USY- advertise it as just teens hanging out
- Be enthusiastic and exciting; do not bore the person you are talking to with details.
- Don't tell them the "what" details about USY, tell them **WHY** come to the event!
- When pitching an event or lounge, be concise. Only give a few important details.
 - Email details to them. If you can, get their email to send them the full details.
- Make USY sound appealing and mention friends, **food**, activities, etc.



Where to Find Potential Members: Recruitment and Retention....

Now that you know how to talk to potential members, you need to know where to find them. Every community is different, but every community contains potential members, so always be on the lookout.

- **Synagogue-** Your synagogue is full of Jewish teens, many of whom may be looking for the fun sense of community that USY offers. At services or other synagogue events make an effort to talk to synagogue members who are not yet active USY members.
 - Getting on the bima at shul to lead a fun and classic USY tune is a great way to introduce the congregation to the spirit that is USY services!
- **Religious School (or Day School)-** Synagogue Religious Schools are especially great because they include teens who are already interested (or at least their parents are interested) in Jewish life. A great way to connect your chapter with the religious school is by hosting joint events to introduce potential USYers and Kadimaniks to the idea of USY.
- **Camp-** Jewish summer camp offers a community feeling very similar to that offered by USY. You can introduce USY to your camp friends as a little bit of camp during the year.
- **Bar and Bat Mitzvahs-** This is the perfect way to reach out to Kadimanicks! Maybe you get up on the bima and offer a free year of membership or a B'Kol Echad as a present for the simcha. Make sure to present the gift in public so that their friends hear about USY as well!

- **School-** Regardless of whether you go to a Jewish or secular school, chances are you know some Jewish kids. Why not bring your school peers into your USY chapter. It's a great way to grow your friendship!
- **Parents-** Parents are an essential recruitment tool, especially for Kadimaniks. Kadimaniks are younger, so their parents have more control over their schedule. Reaching out to Kadimaniks can usually be done by e-mailing or calling the parents. This strategy can work on some USYers as well. Many parents are even more eager for their children to get involved in Jewish life at an older age. Parents can be helpful in convincing a reluctant USYer to attend his or her first event.

Perfect Programming 101....

Exciting programming is the key to pulling in new members and keep older members wanting to come back! While many events are centered around certain topics covered by other board members, it's important to have social programs as well to bring in new people!

Some things to remember about programming for USY are:

1. **Be trendy!** People love a cool event that keeps up with a cool trend right now.
2. **Get wacky!** Even something totally weird can be a really fun time! Doing something funny can be good for getting people out of their comfort zones!
3. Think to yourself, **"if I saw a flyer for this, would it sound fun?"** Sometimes something that a board member gets into their mind wouldn't always be fun for just anyone who saw the flyer. Be sure to take a step back and think about what you would think if you weren't already involved. And always be sure to have a fun name for the event!
4. Figure out the **best time for your chapter events!** Some people like events on weeknights, while some might prefer events on a

Saturday night after havdallah. Mix up the times and locations of events to assure different mixes of people can come!

5. **LISTEN TO YOUR CHAPTER!** Every chapter is different and want different kinds of events! Don't be afraid to ask members of your chapter what's something they would enjoy doing, and take that into account during the planning process!

Quick Notes about Programming for Kadima!

- Keep it active- Kadimanicks cannot keep still for long!
- Don't just simplify USY events for Kadimanicks, they can and will do more than you think! Make sure their events are something that you would like to do as well!

The Ten Mem/Kadmandments

Adopted from Allison Richards, 2014-2016 Seaboard Mem/Kad VP

1. Remember the program dates and keep them holy by being in attendance at all functions.
2. Thou shalt be pleasant and friendly at all programs, especially because first impressions are the most important for potential members.
3. Thou shall move around and meet all potential members because potential members want to feel welcome. (Thou shall honor all friends by not being preoccupied by them at functions. Your attention should be on potential new members - at least for a portion of the event.)
4. Thou shalt not leave membership programs early; we need your input and manpower.
5. Thou shalt not covet a potential member, but instead, you should introduce him/her around.

6. USY is your organization and you are to push it with all your heart and mind, because you chose/choose to belong and you should strive to make it a better chapter.

7. Remember always that new membership drives are a sharing experience so work sincerely and share your enthusiasm, because without new members, we will soon die out.

8. Thou shall meet newcomers at Synagogue. It is often the first place people that have moved in will go. Make sure USY announcements are made at the pulpit.

9. Thou shalt have food at every event.

10. Thou shall always look really, really ridiculously good looking.

Mem-Support Blog

<http://seaboardmemsupport.weebly.com/>

A brand new resource made for you, the Mem/Kads! This blog is a platform for you to ask membership questions, suggest solutions, share ideas, etc! I will be posting some special membership tips periodically, but the main purpose for the blog is for **you** to get help with whatever membership issues your chapter is facing!

PLEASE take advantage of this new system, and don't be afraid to come to me with feedback! I want to be

updated on how I can make this better and the most useful to you!



#SquadGOALS

This group of Mem/Kads is taking #SquadGoals to a whole new level! Goal setting is extremely important for making this year great and takin' care of business! Whether that's reaching a membership number goal, planning a new program, or anything related, I am here to help you! If you have goals that you need my help with or my opinion, you can ALWAYS reach out to me if I don't reach out to you first!

The key to achieving goals is having a plan of action! Below, please fill out the worksheet with at least one goal of yours for the year. It's ok if these goals change throughout the year, but it's great to start somewhere!



In the first column: list, in priority order, the goals or projects that you would like to reasonably accomplish throughout the rest of the year.

In the second column: list the specific steps that need to be taken to implement your program or project. It may or may not be helpful to do this in order from start to finish or to work backwards.

In the third column: list the people who will be responsible in helping you with each step and when the work will be completed by.

When the project has been completed, feel the satisfaction by checking off the fourth column with a fun sticker!

Goal/Project /Program	Steps	By Whom & When	Done