

## Tips on How to Grow Your Men's Club

As your year winds down and summer approaches, it is time to begin planning for next year.

Your annual membership drive will require some of that attention. Many clubs spend much time and money just to get their members to renew their membership. They usually mail out a membership renewal form to current members, but often only a small percent respond to the first mailing. Then, a second membership form and often a third or even fourth reminder must be sent, plus a few phone calls just to retain the members in the club.

Members – both those who are active in the club and those who only pay dues – are important for the Men's Club to exist. If your membership is declining, it is time to think of some new strategies to gain new members. There are many things you can try. You do not even have to invent new strategies as there are many already successfully tried and tested by other clubs.

First, take a look at your membership situation. Decide the richest source of new members. If, for example, only 10% of the male members of your shul are members of your Men's Club, then it would likely be more cost effective to spend more time targeting the 90% who are not members.



So, how can you recruit new, first-time members? One approach that many clubs have found to be particularly successful is to have the synagogue bill the entire membership - or at least those membership units that include at least one adult male – for Men's Club dues. When members receive their statement for their annual dues, a separate line for Men's Club is added. Of course, members may opt out of paying dues to the Men's Club, but many will choose to pay the few additional dollars. For this to work, there must be good cooperation from the Executive Director and board members of the synagogue. This will add a bit more work to the synagogue staff in

## FJMC Adds New Activity for Nov 8-14

The FJMC has just announced the creation of a new Community Service Week for Men's Clubs to showcase the fact that they sponsor community service activities. It will be an annual fall event that will take place this year on November 8-14. It is hoped that all Men's Clubs will try to schedule some community service activity during this period. Such programming is a terrific way to attract new members, especially younger men who might want to participate in the activity with their kids.

There will soon be a page on the FJMC website for clubs to register their community service activity, much as they do now for the World Wide Wrap. And it is also hoped that clubs will submit photos and report the number of participants after the event. We recognize that not every club will be able to schedule a project for that specific week, so doing it at another time will work – as long as you do it! Clubs that have specific Men's Club projects as part of a larger congregational Mitzvah Day can specify that project as their Community Service Week event, even if it occurs on some other date. Participation in the Community Service Week program or otherwise sponsoring such an event will be an element of the Quality Club Award competition for 2010-2011.

For clubs that would like some ideas for community service projects, the FJMC will be sending ideas to club presidents in a couple of weeks.

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collecting the dues and sending the money to the Men's Club. However, if the Club agrees to rebate an agreed-upon amount (or percentage) of dues collected to the synagogue, most shuls will be supportive. The Men's Club benefits by gaining new members and by saving time and money in collecting dues.

Another way to attract new members is to offer a one-year free or reduced price membership to either all men who are not current members, or to the new members of the synagogue. A free membership might also be offered to men when their son or daughter becomes b'nai mitzvah. Another nice touch to a b'nai mitzvah ceremony is to present the dad with a kippah with the club or FJMC region logo and color.

A very important means of growing your Men's Club is through personal contact with men in the congregation, especially new members. We all are flooded with mail and emails, so requests to join a Men's Club by these means may not get much consideration before ending up in the trash or eliminated by a touch of the delete key. However, when you make a personal appeal to someone to join the Men's Club, the chance of success is much better.

Your personal contact doesn't have to be just asking someone to join the Men's Club. Perhaps it is even more effective is to ask the person to help out with an upcoming program, such as grilling hot dogs for a Sunday School cookout, helping to put up a sukkah, ushering for the High Holidays, or

getting involved with the World-Wide Wrap and Build-A-Pair programs. Men like to feel needed and many would jump at the opportunity to provide a service, even though they might not be as likely to respond positively to a request to join the Men's Club. After they've participated in a good program, they are more likely to be interested in joining.

What has worked to grow your club? I would love to hear from Club Presidents who have success stories in growing their club with a new idea or even with old ideas. Please let me know what has worked for you, and I will share it with other club presidents in a future issue of the Advantage. Please write me at:

[FJMCAvantage@fjmc.org](mailto:FJMCAvantage@fjmc.org)



## Visit the FJMC Store

Have you visited the FJMC store lately? It is worth checking out (<http://fjmc.org>). There are many items of interest to your Club members. Why not start a club library? You will find a large selection of inexpensive items that would enhance your club. The store has many items besides books: there are FJMC pins, tallitot, tallit bags, tefillin, and - coming soon - personalized yads.

## Dates to Remember

May 12: Yom Yerushalayim

May 19-20: Shavuot

June 29: Tisha B'Av

July 13-17, 2011: Convention

## Tips from around the FJMC



Dear Dave:

*We have a very active club with lots of activities. In order to help keep everyone straight, we do a couple of things. In order to keep the board of directors straight, the secretary keeps a current calendar of the year's events. The current schedule is handed out at the monthly board meetings with a current contact list for the board. Changes are reviewed and marked up by its 24 members. In addition, these two documents are sent to the board electronically with the minutes. This might seem like a small thing to do. However, everyone now knows where to turn for the real info. The rigor gives everyone a sense of stability and efficiency.*

*From the membership point of view, we have an email monthly newsletter and we submit about eight articles a month to the synagogue's newsletter. Our newsletter and the synagogue's newsletter keep the members of the club and congregation current on what is planned, and what has happened. We also put out "blast" emails about specific events. We feel that communication is key to our success. In the coming year, we'll consider new electronic means for communication.*

*Hal Freed, President  
Congregation Har Shalom Men's Club  
Potomac, MD*

**Please send me questions or tips about the operations of your club. I will print them in a future issue. Contact me at:**  
[FJMCAvantage@fjmc.org](mailto:FJMCAvantage@fjmc.org)

## FJMC Quality Club Award 2010

The annual FJMC Quality Club Award program is starting to approach the application deadline. Applications are now being accepted.

The Quality Club Award is awarded annually to those FJMC Men's Clubs that meet the criteria for the award as defined in the attached document.

The award consists of meeting criteria in two separate categories.

The FJMC International Level category requires clubs to do 4 mandatory items and 1 of 4 optional items. The 4 mandatory items are to participate in the World Wide Wrap and the Yom HaShoah Yellow Candle program, to complete payment of FJMC dues and submit an current membership list to the New York office by the award application deadline.

The Regional/Club Level category has only 1 mandatory requirement and 9 of the other 15 optional items. The mandatory item is to participate in FJMC Consultant lead training program for a Region or an individual club. Attending a Regional Retreat, Keruv training, or the FJMC LDI program will also count.

The optional criterion in both levels recognize clubs that are running quality programs for their members.

In order to apply for this award, the individual club must submit a Scorecard. A blank Scorecard is attached. The Club must fill in the blanks with sufficient information to describe the programs that they ran to fulfill the requirements for the item. Program dates, description of the program, participation, etc. can be briefly listed.

The first 4 items on the FJMC International Level and the first 2 items on the Regional Level are verified by the FJMC office and the Regional Presidents.

The completed Scorecard is submitted by email to SANDY VICTOR at [Sandy.Victor.FJMC@gmail.com](mailto:Sandy.Victor.FJMC@gmail.com) or 1009 Providence Lane, Buffalo Grove, IL USA 60089 so that it is **received no later than June 11, 2010.**

Some regions are holding Retreats or other required events in June after the deadline. Attendance at those events will be accepted by having registration completed and accepted by the Region before the June 11 deadline date. They will then not be counted for next year's award.

If you have any questions, please contact Sandy Victor at the address above.

Don't wait to the last minute.

**Download the Quality Club Score Card from the FJMC web site:**

**[http://fjmc.org/images/stories/fjmc/PDFs/2009-10\\_quality\\_club\\_award\\_scorecardb.doc](http://fjmc.org/images/stories/fjmc/PDFs/2009-10_quality_club_award_scorecardb.doc)**

**Federation of Jewish Men's Clubs**  
**Quality Club Award Criteria**  
**2009-2010**  
*(For activity from May 16, 2009 until May 31, 2010)*

\* indicates required

**International Level** (4 required and need 1 of the other 4)

- \*1. Registration for the World Wide Wrap
- \*2. Purchasing and distributing FJMC Yom HaShoah Yellow Candles™
- \*3. Having dues paid in full to the FJMC as of May 31, 2010, and not having any past due balances
- \*4. Having a membership list submitted between June 1, 2009 and May 31, 2010.
5. Sending a club member to the 2009 FJMC convention (other than congregational clergy)
6. Purchasing FJMC books or materials
7. Having a member as an elected regional or FJMC officer (i.e. not a member of a Board of Directors or Trustees)
8. Having a member (other than one in #7) actively serving on an FJMC committee

**Regional and Club Levels** (1 required and need 9 of the other 15)

- \*1. Having a member attending an FJMC consultant-led regional or individual club training, **OR** a regional retreat. *(The January 2010 LDI and Keruv training will count for this criteria.)*
2. Having a member attending a regional honoree program, such as a man-of-the-year event, **OR** some other regional event that is not training
3. Holding a program to enhance Jewish observance (other than distributing candles or holding a Wrap) *(Examples: Hebrew Literacy; Art of Jewish Living course; Torah study with the Rabbi; selling sukkah kits; Build-A-Pair Program.) This is meant to include some kind of hands-on activity and not simply a Sunday morning speaker on the matter.*
4. Holding a Men's Club Shabbat (Friday night, Saturday morning, or both)
5. Holding a Hearing Men's Voices program or Keruv program *(Examples: any program on men's health other than that counted for in the wellness program in (6); discussion of father-son relationships; men's spiritual being; or men and their work, Keruv programs are eligible only if the Men's club is directly involved)*
6. Holding an active club participation wellness program (other than a Hearing Men's Voices program) *(Examples: group exercises, weight loss, biking and running programs)*
7. Holding a Shomrei HaEretz project *(Examples: solar powered Ner Tamid; JNF carbon offset program; "greening" the synagogue project)*
8. Holding a synagogue service project *(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)*
9. Holding a community service project *(Examples: delivering food to the needy; holding religious services at an assisted living home; collecting books and toys for an orphanage)*
10. Holding a 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)*
11. 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)*
12. Having someone in place as of May 1, 2010, to be the next club president *(does not need to have the formal title of First Vice President, but a person must acknowledge his willingness to serve, and his name must be submitted to satisfy this criteria)*
13. Regular activity to inform members of activities and/or meetings *(Examples; club newsletter; group e-mail; telephone tree; postcards; regular program advertising in synagogue newsletter)*
14. Has a written and adopted budget for the 2009-10 program year
15. Has a published calendar of activities for the 2009-10 program year
16. Participated in a joint program with another Men's Club (other than a regional activity) (can be with a Men's Club outside of the Conservative Movement) *Name(s) of other Men's Clubs must be submitted to satisfy this criterion.*

**THE EXTENT OF A CLUB'S ACTIVITIES SHOULD BE SENT TO SANDY VICTOR AT**  
**[Sandy.Victor.FJMC@gmail.com](mailto:Sandy.Victor.FJMC@gmail.com)** or 1009 Providence Lane, Buffalo Grove, IL USA 60089 so that it is received no later than June 11, 2010.



# Quality Club Award Scorecard 2009-10

- Now we have a way that you can let us know about your club's local programming without waiting for a regional officer to contact you.
- And, letting us know what your club is doing, makes your club eligible for the FJMC's Quality Club Award.
- Simply fill in the blanks below with respect to your club's activity from June 1, 2009 to May 31, 2010. Most clubs will not have done each of the criteria, so don't feel that you have to fill in each blank.

**You do not need to fulfill all of the criteria to earn the award.**

Club Name \_\_\_\_\_ # \_\_\_\_\_ Submitted By \_\_\_\_\_  
 City, State/Province \_\_\_\_\_ Club Position \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 No E-mail, Tel. # \_\_\_\_\_

**International Level -** (Criteria with \* are required. In order to win the award, you must fulfill all of the criteria marked with an \*, plus 1 of the remaining items.)

- \* 1. Registration for the World Wide Wrap \_\_\_\_\_  
**TO BE CERTIFIED BY THE FJMC**
- \* 2. Purchasing and distributing FJMC Yom HaShoah Yellow Candles™ \_\_\_\_\_  
**TO BE CERTIFIED BY THE FJMC**
- \* 3. Having dues paid in full to the FJMC as of May 31, 2010, and not having any past due balances \_\_\_\_\_  
**TO BE CERTIFIED BY THE FJMC**
- \* 4. Having a membership list submitted between June 1, 2009 and May 31, 2010. \_\_\_\_\_  
**TO BE CERTIFIED BY THE FJMC**
- 5. Sending a club member to the 2009 FJMC convention (other than congregational clergy)  
**NAME(S)** \_\_\_\_\_
- 6. Purchasing FJMC books or materials  
**DETAILS** \_\_\_\_\_
- 7. Having a member as an elected regional or FJMC officer (i.e. not a member of a Board of Directors or Trustees)  
**NAME(S) & POSITION** \_\_\_\_\_
- 8. Having a member (other than one in #7) actively serving on an FJMC committee  
**NAME(S) & POSITION** \_\_\_\_\_

**Regional and Club Levels -** Criteria with \* are required. A club must also achieve 9 others for a total of 10.

- \* 1. Having a member attend an FJMC consultant-led regional or individual club training, OR a regional retreat. (The January 2010 LDI and Keruv training will count for this criteria.)  
**TO BE CERTIFIED BY THE REGION**
- 2. 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.  
**TO BE CERTIFIED BY THE REGION**
- 3. Holding a program to enhance Jewish observance (other than distributing candles or holding a Wrap) (Examples: Hebrew Literacy; Art of Jewish Living course; Torah study with the Rabbi; selling sukkah kits;

*Build-A-Pair Program*) This is meant to include some kind of hands-on activity and not simply a Sunday morning speaker on the matter.

**PROGRAM & DATES** \_\_\_\_\_

4. Holding a Men's Club Shabbat (*Friday night, Saturday morning, or both*)

**PROGRAM & DATES** \_\_\_\_\_

5. Holding a Hearing Men's Voices program or Keruv program (*Examples: any program on men's health other than a wellness program - see item #6 below; discussion of father-son relationships, men's spiritual being, or men and their work. Keruv programs are eligible ONLY if the Men's Club is directly involved.*)

**PROGRAM & DATES** \_\_\_\_\_

6. Holding an active club participation wellness program (other than a Hearing Men's Voices program) (*Examples: group exercises, weight loss, biking and running programs*)

**PROGRAM & DATES** \_\_\_\_\_

7. Holding a Shomrei HaEretz project (*Examples: solar powered Ner Tamid; JNF carbon offset program; "greening" the synagogue project*)

**PROGRAM & DATES** \_\_\_\_\_

8. Holding a synagogue service project (*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*)

**PROGRAM & DATES** \_\_\_\_\_

9. Holding a community service project (*Examples: delivering food to the needy; holding religious services at an assisted living home; collecting books and toys for an orphanage*) (*Distributing Yom Hashoah candles does not qualify for this criteria.*)

**PROGRAM & DATES** \_\_\_\_\_

10. Holding a father-child program or a youth support activity (*Examples: father-child bowling or attending a pro sports game; youth art contest; Camp Ramah scholarships; program on safe driving*)

**ACTIVITY & DATES** \_\_\_\_\_

11. 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.*)

**ACTIVITY & DATES** \_\_\_\_\_

12. Having someone in place as of May 1, 2009, to be the next club president (*does not need to have the formal title of First Vice President, but a person must acknowledge his willingness to serve, and his name must be submitted to satisfy this criteria*)

**NAME OF SUCCESSOR** \_\_\_\_\_

13. Regular activity to inform members of activities and/or meetings (*Examples: club newsletter; group e-mail; telephone tree; postcards; regular program advertising in synagogue newsletter; Facebook, or other web-centered communication*)

**ACTIVITY** \_\_\_\_\_

14. Have a written and adopted budget for the 2009-10 program year. \_\_\_\_\_

15. Have a published calendar of activities for the 2009-10 program year. \_\_\_\_\_  
(*If web-based, provide web address*)

16. Participated in a joint program with another Men's Club (other than a regional activity) (can be with a Men's Club outside of the Conservative Movement).

**ACTIVITY & NAME(S) OF OTHER MEN'S CLUBS** \_\_\_\_\_

Send your completed information to [Sandy.Victor.FJMC@gmail.com](mailto:Sandy.Victor.FJMC@gmail.com) or mail it to:

**Sandy Victor**  
**1009 Providence Lane**  
**Buffalo Grove, IL USA 60089**  
**by June 11, 2010.**