



## Attracting Younger Members

- While programs will help you attract members, relationships will be even more important to attracting them.
- Programs which families and/or children can participate with dad, are important, as many households, being two-income, the man won't want to leave the family on a weekend for men's club, as many will view their involvement as imposing another burden on their wife.
- Before Chanukah, you can engage in creative menorah making (which can be directed to almost any age up to 13)
- Making Purim decorations with dad, or your club can sponsor the Purim Carnival, or a booth at the carnival (our Men's Club did a Persian Prison, where Men's Club member acted as 'policemen' arresting the children, putting them in the jail, where the parents 'bailed them out' with the money going to USY).
- Older children might be able to participate in sports or bicycle journeys (Men's Health).
- Is there a 'candy man' at Shabbat Services? If not, the Men's Club could become that, and you could actually have special labels for lollipops.
- Try to engage the younger men with humor. For example, playing off the lollipop theme above, send them a number of lollipops for their children, and with a flyer that says "We don't think you're a SUCKER for a blatant appeal.... but you should get involved in the Men's Club. It will be a 'sweet experience' for both you and your children."