

TORCH AWARD ENTRY DOCUMENT

PART I

Submission Identifier Code: (from Club Number 1002) 147

Full Title for Entry: **“Membership Recruiting Efforts Bring Results”**

Entry Category: Membership Enhancement (Non-FJMC Programs)

Contact Person to be listed on Torch Award CD: Ron Gross

Email address to be listed on Torch Award CD: ZaydeRon@msn.com

Club number & Club name: 1002; Temple Beth Emet Men's Club

Synagogue name, city and state: Temple Beth Emet; Anaheim, CA

Club President Name (at time of entry): Bob Oran (OBM)

Club President Name (at time of convention): Allan Koven

Person preparing entry: Ronald M. Gross

Email address of person preparing entry: ZaydeRon@msn.com

Date of entry submission: April 12, 2007

PART II – Summary / Press Release:

PART II a. – Summary Information

Our membership Vice President, Ron Gross, has done an extremely outstanding job of recruitment, and his “Century Club” goal of reaching 100 members will soon be reached. In real numbers we only have roughly 160 male members in the Temple from which to form our Men's Club potential membership base. At this writing we have 97 members (91 paid, 4 complimentary [new Temple members], and 2 honorary). That would factor out to better than 60% of potential members; quite an accomplishment as it stands.

Ron has an aggressive recruitment campaign that begins with the annual Temple membership renewal drive and continues with telephone banking and extensive letter writing. All that is followed by another round of telephone calls to those who still have not joined, and then personal face-to-face contacts.

In all of his communications, verbal and written, he uses the “team” concept that a successful Club is only possible through the support of the masses. He stresses that support is not defined by the time and effort directly given by the members, but that their membership itself helps to carry on our successful programs.

PART II b. – Press Release Body with Title

Membership Recruiting Efforts Bring Results

The Membership Vice President of Temple Beth Emet (of Anaheim) Men's Club, Ron Gross, has done an extremely outstanding job of recruitment, setting as his goal a "Century Club" of reaching 100 members. This is a rather lofty goal with having only about 160 male members in the Temple to form his potential membership base. But that goal will soon be reached. At this writing he's recruited 97 members (91 paid, 4 complimentary [new Temple members], and 2 honorary). That would factor out to better than 60% of potential members; quite an accomplishment as it stands.

Ron has an aggressive recruitment campaign that begins with the annual Temple membership renewal drive and continues with telephone banking and extensive letter writing. That is followed by another round of telephone calls to those who still haven't joined, and then personal contacts.

In all of his communications, verbal and written, he uses the "team" concept that a successful Club is only possible through the support of the masses, and that there is no "I" in TEAM. That support is not defined by the time and effort directly given by the members, but that their membership itself helps carry on our successful programs.

1. Person writing "Press Release":

Ronald M. Gross

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2. Contact information for Temple Bulletin submission:

Ms. Shirley Glowalla

Temple Beth Emet

1770 West Cerritos Avenue; Anaheim, CA 92804

(714) 772-4720

3. Contact information for Local Newspaper submission:

Editor – Local Section; David Whiting

Newspaper – Orange County Register

Address – 625 North Grand Avenue, Santa Ana, CA 92701

Telephone – (714) 796-7000

PART III – Self Assessment of Entry

Reviewed, evaluated, and included (where applicable) within the Entry Documentation (Part IV).

PART IV – Entry Documentation

Our membership Vice President, Ron Gross, has done an extremely outstanding job of recruitment, and his "Century Club" goal of reaching 100 members will soon be reached. Temple Beth Emet is celebrating their Golden Jubilee – 50TH Anniversary this year and, (unfortunately) the median age of our members has risen along with the number of years of service our Temple has provided the community. This is a rather lofty goal as, in real numbers, we only have roughly 160 male members in the Temple from which to form our Men's Club potential membership base. For one reason or another, in all walks of life, people today just don't seem to be "joiners", organizationally speaking that is; and that too affects our membership count. At this writing we have 97 members (91 paid, 4 complimentary [new Temple members], and 2 honorary). That would factor out to better than 60% of potential members; quite an accomplishment as it stands.

Ron's aggressive recruitment campaign begins with the annual Temple membership renewal drive. He then Chairs our annual Sports BBQ, featuring a sports personality guest speaker, as a paid-up membership event. Following that he leads a vigorous telephone banking effort with the help of several Club members, and then conducts an extensive letter writing endeavor to those reached by telephone. This is followed by another round of telephone calls to those who still have not joined, and then personal face-to-face contacts.

Ron always provides information to prospective members regarding what Men's Club means to them as well as to the Temple and to the Federation of Jewish Men's Clubs. He keeps them informed of the many successful events at the Temple sponsored by the Men's Club. In all of his communications, verbal and written, he uses the "team" concept that a successful Club is only possible through the support of the masses, and that there is no "I" in TEAM. He stresses that support is not defined by the time and effort directly given by the members, but that their membership itself helps to carry on our successful programs.

The ultimate goal is not only to have members renew every year, or to recruit new members, but to bring more members out in an active force as “worker bees”. Through efforts such as these we train future leaders for our Club who we would hope would become active in the Region and beyond.