From Your Loving "Em-Kad"

I know, I know, I misspelled Mem/Kad… but I did it on purpose! For those of you who don't know me, I'm Emma Jacoba Sandler (hence, Em-Kad) and am Seaboard Region's Membership/Kadima Vice President 2003-2004! I'm a senior at John F. Kennedy High School, and am a member of Tikvat Israel USY, although I've also been members at Ohr Kodesh, B'nai Tzedek, and Har Shalom.

I'm so excited to start off this year with YOU, the chapter board member, the regional general board member, the experienced USY member, or the first timer. Whoever you are, I intend to reach out to you to make this year as memorable and meaningful as possible! The four years you spend in USY fly by, so lets start now to make things happen. Please e-mail me at Pugleberry@aol.com , or call me at 301-871-1164 to let me know about you chapter's upcoming events so I can join you, or just to talk! I also have books and books of event you can hold for your chapter, so if you're at a loss of ideas, call me! I'd LOVE to hear from you!

Topics :

-USY Lingo for first timers
-Goal for Fall Convention
-Places to look for potential members
-Tips for phone calls
-My top 5 ice-breakers
-20 basic programs
-Ideas to attract/keep your members

USY LINGO for FIRST TIMERS!

CHOFESH = Designated free time at conventions. USYers usually spend this time playing sports, sleeping, catching up with old friends, making new friends, or playing games.

KIMA = Rise and shine! This is the time you are woken up at conventions

RUACH = "Ruach" means spirit. A highlight of every convention is when we gather together after meals and sing until we lose our voices! There are a variety of songs that are easy to catch on, even if you've never heard them before!

SICHA = Study groups, made up of about 15 USYers. We talk about all sorts of issues that relate to us, as Jewish teenagers.

T.O. = This is the abbreviation for Tikkun Olam which, in English, means " repairing the world". This is our charity fund, so when our lovely regional SATO (Social Actions/Tikkun Olam), Karen Hochheiser, asks for T.O. money, she is encouraging you to donate to all sorts of worthwhile charities.

KABBALAT SHABBAT = The service that welcomes Shabbat on Friday evening.

SHACHARIT = The morning service.

MUSAF = The service that follows the Torah Service on Shabbat and

holiday mornings.
MINCHA = The afternoon service.
MAARIV = The evening service.
HAVDALAH = The service that ends Shabbat on Saturday evening.
BIRKAT HAMAZON = This is the prayer said after eating a meal. USYers lead the convention in singing *Birkat Hamazon.*

GOAL for FALL CONVENTION!

There's good and bad news. The bad news is that membership decreased last year. At first the numbers are shocking, but **loosing three or four members** in each chapter is enough to do it! We have about **30 chapters** in our phenomenal region, and right there we've lost over **100 members**.

I challenge each chapter to **gain at least 4 members by fall convention.** Together we can get this region's members back up and running! The moment you have four new members added to your chapter from last year's final count, run to your computer and e-mail marvelousmemkads04@seaboardusy.org and let us know! You will be rewarded at Fall Convention! A special prize goes to the chapters who gain eight members by Fall Convention! B'Hatzlecha (good luck)!!

PLACES to look for POTENTIAL MEMBERS!

* Your synagogue
    -have events announced from the Bimah every Shabbat.
    -write to the parents
    -have USY chapter president attend synagogue board meetings
    -make calls
*Hebrew School
    -have USY sponsor an assembly for the Hebrew school
    -be an enthusiastic representative
    -visit the classes
    -keep posters up around the classrooms, building, and youth lounge
*Bar/Bat Mitzvah Class
    -Offer one free year of USY or Kadima to all B'nai Mitzvot
*Local JCC / Jewish Day School
    -hang fliers, get the word out
*Jewish Camps
    -Send a special mailing to kids who attend Jewish Camps

* 8th Graders
    -Invite them to chapter events starting second semester
*Go to services
    -be known and keep an eye out for new kids who could be part of the chapter
*Lead by example
    -LOVE USY

TIPS for PHONE CALLS!

* Smile. Believe it or not you can tell over the phone if you're being smiled at.
*Take time BEFORE you talk about USY to talk about normal things. **BUT IF YOU ASK, MAKE SURE YOU ACT INTERESTED IN THE RESPONSE!!** (if you can't tell that's a pet peeve of mine!)
*Introduce yourself as yourself, not your position. Ex- "Hey, it's Emma, what's up" rather than "Hi, I'm Emma from USY and I'm calling to tell you about an event…"
*If you leave a message, don't mention USY- just say "I'm sorry I missed you, but I'll give you a call later!". Or else, they won't call you back!
*It will impact your chapter's membership more if you make **2, 20 minute phone calls** rather than **20, 2 minute phone calls**. Take your time and spread it out, or else you'll loose your enthusiasm!

"I won't know anyone" "You'll know people from your chapter! Plus, people are really friendly, and once the convention is over, you'll know people from D.C., N.C., M.D., and V.A!
"Conventions cost too much" "Synagogues usually provide subsidies, or you can contact the regional office about confidential financial aid."
"I just can't miss school" "USY conventions are excused absences! Just bring a note from to saying that you are missing school for religious reasons."
"I can't take all the praying" "Since USY is a Jewish organization, we do pray a lot. But it's up to you how you want to spend that time. You could pray, or you could sit quietly, relax with your friends, and reflect on the past week."
"I already went to an event and it was lame" "What didn't you like about it? This event will be completely different because -------"
"I'm involved in another Youth Group" "There are a lot of differences between the youth groups. Come to ONE USY event and you can get a better idea."
"Umm.. I'm just not interested" "What are some of your interests? We are actually planning an event involving -----! Why don't you help us plan that event?"

MY TOP 5 ICE BREAKERS!

5- Have everyone put one piece of information about themselves in a balloon. Then blow up the balloon and throw the balloon in the middle of the circle of participants. Then one by one pop the balloons and guess whom that piece of information belongs to.

4- Make a giant ball of newspaper by wrapping newspaper around a core, but in between the layers place a piece of candy with a written question wrapped around it. At the ice breaker, pass around the ball and have each person take a layer off. They have to answer the question and then they can eat the candy.

3- Using a group of 26 people, out one letter of the alphabet on everyone's back. Then get one person to say their name and organize the group to spell their name.

2- Split into pair of people who don't know each other. Each partner should spend about 2-3 minutes relating information about themselves to each other, one at a time. The trick is they have to do it SILENTLY. After about 5-6 minutes, re-group, and allow several people to tell about their partners. It will be funny to see how two people can see the same motion/action in 2 very different ways!

1- An Israeli ice-breaker played at Encampment 2003! Everyone must go around and say their name, and their favorite city in Israel - WITHOUT SHOWING THEIR TEETH!! And if you spot their teeth, everyone puts their hands behind their heads, and waves their elbows back and forth chanting "I can see your teeth!" without showing their teeth! Silly? Yes. Fun? Yes. Only works with Israelis? Maybe.

20 BASIC PROGRAMS!

1. Murder Mystery Night
2. Human Israel Monopoly
3. Laser Show
4. Baseball/Football Games
5. Toga Party
6. Pizza/Cookie/Bagel/Challah Making
7. Tie Die/ Candle Making
8. See a play
9. Apple Picking / Hayride / Bonfire
10. Barbecue / Picnic
11. Hypnotist
12. Bowling
13. Theme Park
14. Bowling
15. Movie Night'

16. Car Wash
17. Kindergarten Night
18. Sledding Party
19. Hire-a-USYer Day
20. Field Day with Kadima

IDEAS TO ATTRACT/KEEP YOUR MEMBERS!

*Bring a friend event (the bringer and the brought get a discount)
*Progressive dinners (3 course meal- one home should be of a new member)
*Adopt an underclassmen
*Start a phone chain
*Have a chair for every event… this makes people feel important!
*Have a "member of the month". (Advertise the person - take a picture and post in youth lounge or other visible area. Discount next event.)
*Freshman Kidnap
*New Member Party
*Send out interest cards in September /October to find out what type of events would be most successful.
*Be on the good side with the rabbi/cantor/synagogue president. Send them fliers and ask them to stop by at an event to see how great USY is.
*Pick a freshman representative.
*Do a board bonding with your board..
*If possible, set up a general board to make people feel involved.
*Make sure your youth lounge is a cool place to be. You can even have a "Trading Spaces" event to spruce it up.
*If someone has missed 3 consecutive events, send out a "we've missed you" card
*Send out birthday cards!
*Give members a list of all chapter members so they can keep in contact with each other, and carpool.
*Have pre-convention events to get excited and to answer questions for new-comers.
*Have senior events to keep the seniors involved in the chapter.
*Write a personal note on the fliers.
*Have a welcoming committee at every event.