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Synagogue Service Resource Bank:

<https://www.ou.org/synagogue-resources/>

Youth Leader Training Guide:

<https://www.ou.org/community/files/2014/11/YPN-training-guide-web-2014.pdf>

PUTTING OUT THE WELCOME MAT!

STRATEGIES TO A CREATE WARM AND INVITING
ENVIRONMENT IN YOUR SYNAGOGUE
EMBRACING ALL AGES

- I. Corporate America
 - A. Disney
 - B. Home Depot
 - C. Nordstrom
 - D. NASA
- II. First and Last(ing) Impressions
 - A. Signage
 - B. Lighting
 - C. Cleanup
- III. Personal Touches
 - A. Greeters (Male and Female)
 - B. Changing the culture
 - C. Seating – *makom kavuah*?
- IV. J.F.K. (Just For Kiddush)
 - A. Set up and structure of Kiddush
 - B. Private Kiddushim
- V. Getting the Word Out!
 - A. Quality of Flyers
 - B. Rabbi Einhorn—Top 5 reasons
- VI. New families: Turning ticket holders into shareholders
 - A. Shabbos invitations
 - B. Communal Resources
 - C. Welcome Basket
 - D. How to make someone welcome in the shul – conversations to have/not have
- VII. Chessed: From Cradle to Grave
 - A. Meals – mealtrain.com
 - B. Rosh Hashanah Chessed Appeal
 - C. Youth Programming: The key to synagogue growth

RECRUITING AND MAXIMIZING *VOLUNTEER ENGAGEMENT*

- I. It's all about them
 - A. Parlor meetings: What floats their boat among peer group
 - B. E.g. – Fishing trip, Murder mystery, Rafting trip
 - C. What stimulates them – where are their skills and interests?
 - D. Programs come from grassroots vs. top down
 - E. 10% of people do 90% of work – turning 10/90 to 20/80
- II. What does it mean to “Chair” an event?
 - A. Kavod for Volunteers
 - B. Task force short-term assignment
 - C. Clearly-defined strategies, goals, tasks
 - D. Division of labor between volunteers and paid staff
 - E. From committee member to chairman
 - F. Acknowledgment and Gratitude
- III. Home and Office-based programs vs. Shul-based programs
 - A. Kavod costs nothing
 - B. Phone vs. Electronic Communication
 1. Phone is communication
 2. Email is informative
 - C. Success is contagious
- IV. Timing
 - A. Captive audience moments: Purim, Simchas Torah
 - B. Volunteers need to do things that speak to them (it's all about them)
- V. Turning a large institution's weakness into strength
- VI. Who are the people in your neighborhood?
 - A. Skills
 - B. Use of data
 - C. The same people
 - D. Problem of apathy
 - E. Beth Jacob-Atlanta

SYNABLOG: SIGN UP AT:

<https://www.ou.org/community/synablog/>



SynaBlog is a new innovative blog that shares tips, tactics, strategies and best practices that enable Shul growth and promote Shul vitality.

What to do With New Guests

Rabbi Shlomo Einhorn

March 23, 2015

How many new guests do I need to retain to grow my shul? Comparative church research seems to suggest that a shul must keep around 15 percent of its first time guests in order to experience a minimal growth of 5 percent annually. Synagogues that are in decline seem to only keep around 5-8% of their first time guests, if that. A fascinating study has shown that guests who come back a second week in a row after their first visit are probably going to become members (85% retention rate!).

The point of these numbers is to illustrate the importance of capitalizing on that first visit. By the way, don't announce "we welcome our **visitors**". The word "**visitors**" feels like outer space. Try "we welcome our guests". Back to capitalizing on that first visit. Visitors make a whole bunch of decisions about their future in this shul in the first few seconds of entering. Considerations such as: 1) are they friendly? 2) is the room pleasant to sit in? 3) is the Rabbi likeable? Etc, etc.

Make sure when a new face enters the room that there's a friendly contact, personal contact, prompt contact, and ultimately a continual contact.

To receive the OU Synablog to your inbox, please sign up at:

<https://www.ou.org/community/synablog/>

The Art of the Army: Building Volunteerism within your shul

Rabbi Shlomo Einhorn
August 10, 2015

Too often shul programs fail or under-produce because there simply isn't enough help. I'd like to share with you an approach that will assist you in activating your membership base and turn them into a mobilized supporting group.

This week let's focus on the building blocks for engaging volunteers.

1. They need a personal **invitation** – the members you really need to assist you are not going to run to help out. They're simply busy with their own lives. They need you to reach out to them and call them to action.
2. **Equip** them for assignments and projects – don't just throw them in cold. You can embolden your prospective volunteers by giving them the tools for success.
3. People expect **follow up** and **encouragement** – let them about the job they did. Everybody needs feedback.
4. People expect it to fit in their **schedules** – your *baaley batim* are extremely busy, respect their time.
5. People expect to **make a difference** – this is especially true for millennials. Why do they get involved? Less out of a sense of loyalty and more out of a will to make a difference.
6. People expect that their **unique skill set** will be used – make sure the task at hand is suitable to the prospective volunteer's nature.
7. People expect to **build relationships** – many of your volunteers come to meet others with similar interests. Some of your volunteers are joining your ask to get to know YOU.
8. People expect **to grow**

Rabbi Shlomo Einhorn is a Musmach of Yeshiva University. He has served as the founder of WINGS a Synagogue Consulting group. Prior to moving to Los Angeles, Rabbi Einhorn was the Rabbi of Manhattan's West Side Institutional Synagogue where he helped grow the membership by 70% over 4 years. Currently, he is the Rav and Dean of Yeshivat Yavneh.