

BLUEPRINT FOR MEMBERSHIP

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INTRODUCTION

Membership is essential to the success and growth of every organization. The membership team is responsible for the recruiting of new members, the reclaiming of former members and the retaining of the members that you presently have.

Every sisterhood needs a varied membership –new and veteran, older and younger, married, single, with school-aged children, empty-nesters – in order to insure meaningful programs, exciting ideas and successful campaigns. The membership is the core of sisterhood. Members determine the needs, interests and direction of sisterhood.

Today's Jewish woman is bright and educated with distinct tastes and interests. She is a working woman, wife, mother, daughter, sister, and friend. She makes time for her many, many interests. She studies, exercises, supports political issues and candidates, all while maintaining her role as a career person, car pooler, shopper, and chief family cheerleader and organizer. Today's Jewish woman, and potential sisterhood member, must prioritize her time in order to succeed. Each woman seeks time for herself. The challenge of sisterhood membership is to help her find this time and opportunity through sisterhood.

A successful sisterhood membership campaign is a year-round team effort. A strong team – regardless of number – should consist of dedicated and knowledgeable women interested in working on this most important aspect of sisterhood. The *Blueprint for Membership* will give the team the basic guidelines and necessary tools for recruiting, reclaiming and retaining members.

We wish you great success and hope that you will share your ideas and comments with us. Thank you for all you are doing to strengthen Conservative/Masorti Judaism and your sisterhood.

Cory Schneider,
President

Harriet Merkowitz,
Membership Chair

MEMBERSHIP MATTERS

Imagine that you are alone in a room, holding a single building block. It may be a cube or wedge or arc. What can you build with it? What purpose will it serve? What type of structure can you erect?

The answer is: Not much.

*We're not just getting members,
we're building community*

Now imagine yourself in the same room with 50 other women, each holding a single building block. Now what can you build? If there were 100 women, or 200 women, what could you accomplish?

Is there a place for every woman to use her building block? Can you see this structure growing?

In the same way, sisterhood can achieve things that we could not do alone. **Membership is the key.**

It is the job of membership to bring women together. More importantly, it is the concern of membership to connect new women so that they add their 'blocks' to strengthen the sisterhood structure. Membership is the most essential and the most fulfilling position in sisterhood – and it is definitely enjoyable.

Membership touches every aspect of sisterhood. Membership is not a solo project; it requires a TEAM approach – ***Together in Every Action = Membership***. All sisterhood chairs have to understand that their events impact others, and therefore every sisterhood activity is a membership activity. The membership team helps find a purpose within sisterhood for every member so that together we can build a better future.

Weaving this connection is building community – a community of women with shared values and vision. Membership serves the Conservative/Masorti movement by strengthening the bonds of unity among Jewish women through personal growth, education, empowerment, and involvement.

*Our members are our most valuable asset.
Everything you need to do can be summed up in five phrases:*

We're glad you are here!

It pays to be a sisterhood member!

Did you know sisterhood did THIS!

We couldn't have done this without you!

Thank you for all you do and continue to do!

The exclamation points are there because attitude is contagious!

SISTERHOOD MEMBERSHIP TEAM

The responsibility of the membership team is multi-faceted:

An involved member is an asset to sisterhood!

Active membership builds future leadership

- Educates the congregation about what sisterhood is, what it has accomplished in the past, and what it plans to do in the current year
- Brings new members into sisterhood
- Rejuvenates former members
- Sustains all members
- Involves all members in the workings of sisterhood.

The membership team should consist of women representing a cross section of the ages, geography and social groups within the synagogue. Team members should be personable, committed to sisterhood and its goals, knowledgeable about Judaism and sisterhood and interested in developing the potential in others.

Invite onto your membership team:

- Membership chair who works directly with potential new members
- Sisterhood president who is the official spokesperson for the sisterhood
- Financial secretary who maintains the official list of members
- Program chair who creates programs and events that meet members' needs
- Publicity chair who informs others of sisterhood projects, events, and accomplishments
- Z'havah chair who works directly with under age 45 members to meet their needs
- Retention chair who maintains and involves members

Be creative when developing your team. Its makeup will be dictated by your sisterhood's needs and strengths. Enlist your most effective volunteers.

Whether your sisterhood is large or small or just struggling for volunteers, you can establish an effective membership team by utilizing the material in this **Blueprint for Membership**. Be creative and **adapt the material to meet your sisterhood's needs**.

THE ROLE OF THE REGION

Each region has a membership vice president who is part of a regional and international team. She can offer guidance and the resources you need for a successful membership year. The region membership vice president and the sisterhood membership chairs form an effective, productive team throughout the region. Share your successes and almost successes with your team.

Women's League Training Services can assist via phone, on site or with a mentor. Ask your area director or region membership vice president for a training seminar.

MEMBERSHIP IS EVERYONE'S RESPONSIBILITY

Every committee in sisterhood has a role in building sisterhood. If a woman shows an interest in an activity, ask her to join the committee. Encourage each chair to be a recruiter. Examples of committees that can draw potential members are:

Judaica Shop

- Display sisterhood materials for purchase such as the Women's League Calendar Diary
- Display sisterhood's calendar of events
- Indicate prominently that the Judaica Shop is a sisterhood activity

Programming

- Involve as many members as possible in every program
- Meet the needs of your membership and community
- Involve other synagogue and community groups

Ways and Means

- Organize fundraisers that appeal to the members
- Involve new and veteran members
- Inform members and potential members of the purpose of the fundraiser

Adult Education

- Learning is for everyone. Encourage participation
- Take an active role in the synagogue adult education program

Youth/School

- Publicize your contributions to the synagogue's youth programs
- Be an advocate of the synagogue programs
- Encourage all women with children in the programs to work on joint programs

Community Service

- Build a community of doers who are also sisterhood members
- Be an advocate for the less fortunate while building sisterhood participation

Torah Fund

- Aspire to 100% participation
- Encourage an investment in the future of Conservative/Masorti Judaism

RESOURCE MATERIALS that can assist you in your membership campaign:

- Membership mailings from the past several years
- Public relation materials for membership including camera-ready art for invitations, flyers and brochures, nametags, etc.
- Department mailings
- Leagrams
- Certificates
- *New Directions & Directives: A Handbook for Sisterhood Presidents*
- Join the Women's League Partnership brochure
- Membership cards
- Web page, www.wlcj.org

Contact

Women's League for
Conservative Judaism
212.870.1260, ext 7150
orderdept@wlcj.org

PREPARING THE TEAM

Setting goals

Long and short-term goals should help determine your programs and projects. They will also help the sisterhood plan its complete schedule of activities for the year.

Make your goals SMART

Specific, Measurable, Attainable, requires Reach to achieve, and Timed

Possible goals

- An increase in new members
- More members of long-standing attending and participating
- Larger membership turn-out at meetings and events
- Committees and teams consisting of a broader cross-section of the membership
- Greater participation by the members in the planning, promoting and helping with events, programs, and fundraising
- Special interest groups
- Programming that touches all sisterhood members
- Better publicity to the membership and to the community
- Increased enthusiasm; a decrease in apathy
- More community service projects
- More social actions projects

SMART GOALS

Specific: what do we really want to do?

Measurable: how will we know we've done it?

Achievable: can we do it?

Reach to achieve: do we have to work for it?

Timed: how long do we have to reach this goal?

AN ACTION PLAN

You have a team. You have Women's League resources of at your fingertips. Now, what to do?

First, analyze:

1. Take a look at the various groups within your **synagogue**. Identify the ages, interest groups and geography of your members. Women will often fall into more than one category – our interests and experiences are multi-faceted.
2. Take a look at the current state of your **sisterhood**. Who belongs? Do the demographics of your sisterhood reflect the demographics of the synagogue? Which groups do you want to target so that sisterhood reflects the congregation?
3. Take a look at the membership **numbers**. Identify trends. Are new synagogue members joining sisterhood? Are long-time members maintaining their memberships? Are the same women coming to your events? Do different programs attract different participants?

Second, target:

1. Set **SMART** goals. What do you want to accomplish? Whom do you want to attract? What percentage of women do you want to participate? What is an acceptable number to be considered a success?

2. Assign numbers to these goals. Be specific – an increase of 10% attendance at meetings over the next six months is SMART; more women at meetings is admirable but not SMART.
3. Brainstorm with your membership team. Good ideas are often developed by sharing thoughts with each other.
4. Share your membership Team goals with your sisterhood Board.

Third, prioritize:

1. Pick the easiest to achieve as your first goal. Success will build momentum.
2. Develop an action plan.
3. Evaluate your results. Don't be afraid to adjust your initial plan.

YEARLY PLANNER FOR MEMBERSHIP

July

- Meet your membership team
- Begin to brainstorm and develop SMART goals
- Begin to design an action plan
- With the program chair, survey your membership to find programs that best meet their needs (See Appendix for a sample survey). Be sure that your survey includes new and veteran members.
- Prepare new member kits

*Every member of sisterhood
is a part of the membership team;
some are just more active.*

August

- Present your plan to the sisterhood board and ask for their involvement
- Send invitations and/or letters to prospective members
- Send out informative dues statements describing what their dues will be used for. Send statements to **all** women in the synagogue.

September

- Hold at least one membership event. Vary the time of day to meet the needs of potential members.
- Contact you region membership vice president for ideas
- Share *your* ideas with the region membership vice president

October

- Call prospective members who did not attend an event
- Invite them to your next meeting. Offer transportation
- Analyze your survey and responses and create programs/events that answer the needs of your membership
- Involve as many members as possible in your activities

November/December

- Make every event a membership event by welcoming new members and showing your appreciation to new and veteran members
- Work with the financial secretary to establish your membership list and send the per capita to Women's League. If you have any questions on per capita, the area director or region membership vice president can help.

January-June

- Continue to welcome and involve members
- Evaluate your membership program and begin to plan for the next year
- Draft others to be involved with the team
- Thank the women who have been members of your team
- Send Women's League any additions or corrections to your per capita

MEMBERSHIP AGENDA

Your agenda for the year could include:

Educating potential members of the benefits of sisterhood (see appendix for samples)

- Sisterhood brochure (place on seats or in prayer books for high holidays)
- Sisterhood bookmark (place on seats or in prayer books for high holidays)
- Bulletin spots and/or columns in the synagogue bulletin and web page
- Publicity in local Jewish press and shoppers
- Personal contacts
- Rabbinic support and enthusiasm
- Pulpit announcements
- Coordination with other arms of the congregation, including the synagogue board, youth groups, religious school, men's club, nursery school

Campaigns could be directed simultaneously to:

- Potential members from current synagogue membership
- Unaffiliated women
- New synagogue members

MISSION STATEMENT

It is important for your sisterhood to have a mission statement that reflects its goals. The statement should explain why sisterhood is so important to the individual woman, the congregation, and the Jewish community.

If your sisterhood does not have a mission statement, you should begin to craft one together with your board. A valid and compelling mission statement can energize and reconnect the women of your congregation to sisterhood. To create a mission statement, use the Women's League mission statement as a guide:

The mission of Women's League for Conservative Judaism is to strengthen and unite synagogue women's groups, their members, and individual members; support them in mutual efforts to understand perpetuate Conservative/Masorti Judaism in the home, synagogue and community; and reinforce their bonds with Israel and with Jews worldwide.

PROFILING YOUR SISTERHOOD

The goal of the membership team is to create members who are personally connected to sisterhood, not just who pay their dues. But do not discount women who have not **yet** made the time to be active and involved. Use the Profile of a Member (see appendix) to determine the interests of all of your members.

DESIGNING YOUR SISTERHOOD FOR MEMBERSHIP

Membership is a continual activity and should be the concern of every woman in sisterhood. But your role, as members of the membership team, must be active and welcoming. Be sure to:

- Meet and greet all members and potential members. Don't forget to smile!
- Use name tags at all functions
- Encourage veteran members to meet and greet new participants
- Introduce new members at each meeting
- Assign mentors and big sisters
- Advocate for all the activities with which your sisterhood is involved
- Have materials available at every program explaining who you are, what you represent, and how a woman can join your efforts
- Hold an event targeted to new, potential and reclaimed members
- Put potential members on your mailing and e-mail lists
- Collect sign-in sheets and contact anyone who was missing
- Ask women to join, personally
- Encourage sisterhood chairs to invite new members onto their committees

*A complaint
means an
unhappy
member.
Listen.
Find a
solution.*

Ideally, every sisterhood woman should receive:

- Welcome note from the president and membership chair
- Sisterhood calendar
- Directory of board members
- Women's League brochure
- Dues invoice

If you are only sending one or two of these items, a SMART goal might be to do more. Women who know what's going on are more inclined to participate.

*Make sisterhood
the place to be!*

FREE MEMBERSHIP

*We're so glad
you're here!*

Entice new synagogue members into joining sisterhood by offering a free first year of membership. By including her on your per capita list, she will receive all the benefits of membership in Women's League as well as in your sisterhood and region.

A free member will become a dues paying member when:

- She understands what sisterhood is all about because she was given a New Member's Welcome kit
- She knows everyone's name because you use name tags at meetings
- She has someone to sit with because you have a mentor system
- She finds activities and programs that interest her because you evaluate survey responses
- She feels valued and important because you thank members for supporting programs and events
- She feels valued because you have taken the time to make a phone call or to meet with her personally

The membership team should make sure that new members are aware of their complimentary membership. After the first year, it is the responsibility of the membership team to encourage complimentary members to become dues paying, active members.

EFFECTIVE COMMUNICATIONS

The Telephone

Use the power of the telephone to stimulate interest and answer questions.

*It pays to be
a member of
sisterhood!*

1. Be prepared before you call. Have at your fingertips the answers to:
 - Activities and programs of your sisterhood
 - Dates of future events
 - Goals and purposes of sisterhood
 - Benefits of membership
 - Dues and costs
2. Since you want to speak directly with the prospective member, choose your phone time well – dinner time may not be a good time for a conversation. If it isn't a good time, offer to call back at a better time.
3. Identify yourself as a volunteer from your sisterhood and establish a connection. Be enthusiastic and smile as you speak.
4. Make your phone calls positive. You might begin with "Let me share with you."
5. If you already have met the woman, remind her, and discuss the interests you share.
6. Do not argue. You can say "I understand, but.."
7. Be sure to invite her to the next event and offer to sit with her

TIPS FOR TELEPHONE CALLS

DO...

Smile before you dial
Be confident, friendly, enthusiastic
Use notes
Be a good listener
Control the flow

DON'T...

Speak too quickly or too slowly
Ask open-ended questions
Argue
Belittle other organizations
Interrupt

Email

Use your email wisely. It is a wonderful instrument to establish an appointment time for a conversation or as a reminder of upcoming events and programs. But don't let email replace phone calls and face-to-face conversations.

*Email
is for content
not intent*

The Sisterhood Dues Statement

A dues statement is more than a request for money. It is an opportunity to inform members and potential members of all that sisterhood does, so make the most of it!

Include some or all of the following with your sisterhood dues statement:

- Calendar of activities
- List of officers and activity chairs with contact information
- Sisterhood brochure
- Profile of a Sisterhood Member (indicating to whom it should be sent when complete)
- Description of how sisterhood benefits the synagogue
- Women's League brochure
- The following statement:
*The sisterhood of _____ is affiliated with **Women's League for Conservative Judaism**, the world's largest network of synagogue women. By joining sisterhood you add your voice to an international organization grounded in Jewish observance and tradition that is committed to repairing the world in which we live. Women's League supports the Jewish Theological Seminary (New York), Ziegler School of Rabbinic Studies (Los Angeles) and Schechter Institute of Jewish Studies (Jerusalem).*
- Torah Fund brochure

Some sisterhoods have increased their membership by sending a dues statement to every female member of the synagogue. The membership team still has to follow up with personal phone calls.

Online and In Touch

Take advantage of the Women's League website at www.wlcj.org. There is a lot of material available to even a casual visitor; but members of Women's League (whose names have been sent to Women's League together with their per capita dues by a sisterhood) have access to a treasure trove of information, materials, publicity guides, clip art, and more. There is an entire section on Membership. To access it, log-on to MyWLCJ using your Women's League Identification Number (your sisterhood president has the list, or call Women's League).

Another benefit of membership in Women's League is the opportunity to be part of WLCJNet, the online "Sisterhood without Walls." More than 500 women from around the world --who care about sisterhood just like you -- share their ideas and concerns. To join, send your name, email address and sisterhood name to womensleague@wlcj.org.

WHO ARE YOUR POTENTIAL MEMBERS?

Sisterhood members come in many guises. Here are some techniques for different groups. Many women fit into more than one category.

Nursery School Mothers

- Have a coffee hour after school drop-off
- Ask a nursery school mother to be the liaison between sisterhood and the nursery school
- Z'havah

Religious School Mothers

- Give out sisterhood brochure and calendar with school registration packets
- Invite mothers to assist at sisterhood-sponsored celebrations
- Request a sisterhood liaison to the religious school committee
- Ask the school to tell parents of sisterhood activities
- Start special interest groups during religious school hours
- Z'havah

Day School Mothers

- Provide special interest groups to meet their needs and invite religious school mothers to participate, as well
- Ask the day school to tell parents about sisterhood activities
- Plan joint programs with the day school's parents association
- Z'havah

Working Women

- Sponsor membership activities and sisterhood programs at times they can attend
- Ask them to use their professional skills for sisterhood

Single Women

- Activities that have a cost should be charged on a per person basis
- Be sure that your activities are not just family or couple oriented

Something for Everyone

- Special interest groups
- Classes
- Committees that appeal to many needs and interests
- Joint programs with other synagogue groups

I didn't know we did that!

NOW WHAT?

You have signed up a new member, so what do you do now? Let her know how delighted everyone in sisterhood is that she is now a part of a group of committed Jewish women.

- Present each member with a New Member kit. In a colorful two-pocket folder include letters of welcome from the president, rabbi and membership chair; a sisterhood calendar; directory of officers and board; a Women's League brochure
- Welcome each new member with a small gift. It might be symbols of Shabbat (candles, hallah, wine) or of a Jewish holiday (honey, apples). Or give them a publication from Women's League (Calendar/Diary).
- Call to let her know she will be introduced at the next general meeting when you will present her with the gift.
- Assign a member of your team as a special friend to each new member.

DON'T TAKE ANYONE FOR GRANTED!

Don't forget to recognize your members throughout the year for all they have accomplished.

*We couldn't
have done this
without you!*

- Thank members for their participation at each meeting
 - Host a Membership Appreciation event
 - Say it in writing. Bulletin articles that say thank you are good publicity and always make the subjects feel good.
 - Ask your members for assistance with programs, ideas, service, etc.
 - Be specific when you ask for help. Thank them always and often.
- Remember the member you do not see. Call or send a "We miss you" card.

Z'HAVAH

Are there young women in your congregation searching for:

- Interaction with their peers?
- Jewish study on their level?
- Opportunities to help others?
- Friendship and camaraderie?
- Support and encouragement?
- Leadership skills?
- Child rearing tips and opportunities?



Sisterhood can meet their needs and schedules with Z'havah, which gives younger members a point of focus and connection with the larger organization. Z'havah is the feminine Hebrew word for gold, the acronym for **G**enerating **O**ur **L**eadership **D**evelopment. It is organized and run by younger members who are sponsored and encouraged by sisterhood. This is a wonderful way to introduce young women to sisterhood. Once your sisterhood has established a Z'havah program, be sure to sponsor events and meetings together once or twice a year.

SPECIAL INTEREST GROUPS (SIGs)

Although you always hope your entire membership will attend every program and event, you know that doesn't happen. We are all individuals with different interests. One solution: plan diverse activities for smaller groups at times that meet their needs. Similar groups can meet at different times.

How to create SIGs for your sisterhood:

1. Survey your members for their interest and their time availability. A sample survey is included in the Appendix. Survey your members face-to-face, by phone, by e-mail or mail
2. Match women with similar interests
3. Identify potential leaders to lead the groups
4. Publicize the initial meetings of the SIGs and continue to publicize the SIG's existence
5. Be creative – leaders and instructors can be young or old
6. Ask each SIG to share something at a special event at the end of the year. This will encourage others to join in the future.

BENEFITS OF SISTERHOOD

It pays to be a sisterhood member. Women are constantly changing because their lives are constantly changing. Sisterhood should provide the warm, friendly environment that encourages and supports those changes. Explain to your members how that happens in sisterhood:

- **Camaraderie:** Many women find their first friends in the neighborhood through sisterhood. Shared interests foster friends.
- **Community:** Sisterhood can involve women in the greater community. Working for a common goal as a group has more of an impact than one individual working alone. As a member of Women's League for Conservative Judaism, sisterhood members are represented in many international organizations working to repair the world.
- **Religious skills:** Today's women have more synagogue skills than ever before. It is often through sisterhood that they gain these skills, whether by preparing for sisterhood anniversary Shabbat, participating in a rosh hodesh group, or as a member of Women's League's Kolot BiK'dushah (cadre of those who can lead services or read Torah), sisterhood helps grow synagogue skills.
- **Leadership skills:** By attending a Leadership Institute, region workshop or sisterhood training seminar, sisterhood members gain skills readily transferable to other areas of life.

- **Organization skills:** A sisterhood activity chair is never alone. She can call on the parallel region chairs or the Women's League chair and/or director. Women's League, region and sisterhood form a network that can make everyone an accomplished and successful chair.
- **Networking opportunities:** By attending area events, region conferences and Women's League conventions, women meet other like-minded Jewish women from other communities, states, and countries.

ELEMENTS FOR SUCCESSFUL SISTERHOOD RETENTION

Awareness

- Do prospective members know what sisterhood is? Until someone knows what sisterhood is and what its goals are, they are unlikely to join.

Engagement

- Prospective members believe in the cause. Appeal to the interests of members; find out what their needs are with a survey.

Recognition

- Everyone wants to be appreciated. Acknowledge your members and their participation, talents and contributions.

Interdependence

- A member who identifies with the mission of sisterhood and Women's League takes ownership in the organization. You have a common vision and goal.

MEMBERSHIP, THE REGION AND WOMEN'S LEAGUE

Every Women's League sisterhood is an important asset of its own region. Each region has officers, area directors and chairs who want to serve you!

Women's League & You

- *Every sisterhood is entitled to a training seminar each year.*
- *Request a training seminar on membership.*
- *Attend region and area conferences and workshops.*
- *Share with your counterparts in your region.*
- *Use the Women's League website: www.wlcj.org*
- *Speak with the Women's League membership chair.*

Region Membership Vice President assists each sisterhood membership chair with resources and materials to make your job easier. She can give you advice, run a workshop on membership and she knows how to get additional help when necessary.

Women's League Membership Chair helps the region membership vice president and develops membership materials for sisterhoods. If there is material you would like to see, ask her; or if you have produced a successful campaign, let her know so she can share it with the network of membership chairs.

Z'havah Chair brings younger women into leadership roles. There are Z'havah chairs on the region level and at Women's League. They will help you develop a group for women under 45 or, if you already have one, help you keep it thriving.

Financial Officer is knowledgeable about the status of members within your sisterhood and the timely payment of your per capita. If you want, she will help establish a current membership list.

Region Area Director is your liaison to the region. Each region is divided into areas and area directors will work with the membership vice president to ensure that you have all the tools needed for a successful membership campaign.

Women's League and your region are there for you. When they contact you, please make the time to speak with them!

Thank you for all you do and continue to do!!

MYTHS YOU MIGHT HAVE HEARD ABOUT SISTERHOOD

Sisterhood's only goal is to raise money (for the synagogue)

In fact, our main goal is to perpetuate Conservative/Masorti Judaism, emphasizing love of family, observance of mitzvot, the Jewish people and the land of Israel. Our educational programming fulfills this goal.

The study of Torah is very important. We are proud to support our individual synagogues, the Torah Fund Campaign on behalf of Conservative Jewish educational institutions and the land of Israel through fundraising efforts.

Sisterhood is a very insular organization, interested only in itself

In fact, we play an important role in the quest for a healthier quality of life for the entire community. Environmental and political issues are also a concern of sisterhood.

Participating in programs to help the homeless, aged, addicted, and needy members of our communities is one of our most important concerns.

Biennially at its convention, Women's League considers resolutions that advocate for the community and Klal Yisrael

Sisterhood's activities resolve only around the kitchen

We are really a multifaceted organization meeting the needs of all our women through educational activities, community service projects, special interest groups, and general programming. Our goal is to create a cohesive body of women with varied interests who will participate in areas of synagogue life.

We offer women an opportunity for personal growth by participating at a Women's League Leadership Institute.

Sisterhood has no national clout

Our organization is a vital part of Women's League for Conservative Judaism, which is the largest group of synagogue women in the world. Our voice is heard actively on the international scene through Women's League's representation at the Conference of Presidents of Major American Jewish Organizations, the Jewish Council for Public Affairs (JCPA), Religion in American Life (RIAL), Leadership Council of Conservative Judaism, United Synagogue of Conservative Judaism, MERCAZ, Masorti and Masorti Olami, and many other such organizations.

Sisterhood cannot do anything for me personally

We provide opportunities for each member to become a more informed Jewish woman. She can develop her volunteer and professional skills in a warm and friendly atmosphere. Women, who share similar interests, work together to achieve spectacular results. Women are invited to enhance their leadership skills through the Women's League Leadership Institute.

Sisterhood is only for women who do not work and who have a lot of free time

Sisterhood is actually for all women concerned about the future of Judaism. Sisterhood activities are scheduled at all times of the day and night and sisterhood can be flexible in scheduling activities to meet the needs of interested members.

Sisterhood is my grandmother's organization

Special interest groups, Rosh hodesh groups, community service projects, and social advocacy are all part of sisterhood and are all age-blind. Z'havah is designed for women under age 45. Sisterhood is for every age group.

BRANDING YOUR SISTERHOOD FOR SUCCESS

Women's League has designed four branding logos that each represents an area of our shared agenda. You and your public relations team can use these images throughout your printed material to indicate that you share the interests of Women's League and to illustrate the breadth of your sisterhood's agenda. You can copy them from this page or download them at www.wlcj.org/MyWLCJ/publicity materials.



LIVING



LEARNING



LINKING



SHARING

APPENDIX I: SAMPLE LETTERS

Adapt to fit your sisterhood.

To the woman who has just joined the synagogue.

We are delighted you have chosen to join our synagogue. Sisterhood would like to welcome you by extending a one year complimentary membership.

Our sisterhood is affiliated with Women's League for Conservative Judaism, the world's largest network of synagogue women. By joining sisterhood you add your voice to an international organization grounded in Jewish observance and tradition that is committed to repairing the world in which we live.

Although our members span a wide range of interests, ages, and backgrounds, there is unity within our diversity. As sisterhood members, our common goals include:

CONNECTION to Jewish women of all generations

COMMITMENT to our synagogue and its children

CONTRIBUTION to the greater Jewish community

We sponsor a variety of educational, cultural and social programs which enrich our minds, as well as create a sense of community. We schedule these meetings events on varying days and times to accommodate the individual lifestyles of our members.

We support our nursery school, religious school and youth groups. We sponsor educational, social action and community service projects. Our annual Torah Fund campaign raises money for the Jewish Theological Seminary (New York), Ziegler School of Rabbinic Studies (Los Angeles) and Schechter Institute of Jewish Studies (Jerusalem), the spiritual and academic centers of the Conservative/Masorti movement worldwide.

As a sisterhood member, you will receive all our communications, as well as region information and CJ magazine. We look forward to greeting you at our next sisterhood event. Please make the time to complete the enclosed Profile of a Sisterhood Member and return it to me.

I will be calling you in the next few days to welcome you personally to our sisterhood community.

To the member of the congregation who is not a member of sisterhood.

This letter comes to you, a member of our congregation, to urge your support of sisterhood. We invite you to become part of the women's voice in our synagogue. Sisterhood is a proud group of women who are actively enriching our congregation, supporting the religious school, and enhancing our youth programs. We also provide educational opportunities to help you grow as a concerned Jewish woman.

Our members span a wide range of interests, ages and backgrounds. Our programs are designed to enhance your personal growth, Jewish involvement and feeling of community.

Enclosed is a brochure to tell you more about us. We will be in touch with you soon to answer any questions. I hope to see you at our next function.

To each new member immediately after she joins sisterhood.

The sisterhood of _____ is delighted to welcome you, our newest member.

Many opportunities await your participation. I am enclosing a sisterhood brochure that describes the many educational, social, cultural, communal, and social action programs we offer. Choose what interests you and become an integral, active part of our sisterhood.

I am also enclosing a calendar of meetings and programs for the year. As you can see, our next event will be taking place on ----- . I will call and arrange to join you for this meeting. If you need a ride, I will be glad to arrange for it. I look forward to meeting you in person.

Once again, welcome to sisterhood.

APPENDIX II: PROFILE OF A SISTERHOOD MEMBER

Date _____

Name _____

Address _____

Telephone Days _____ Telephone Evenings _____

Fax _____ Cell phone _____

E-mail _____

Birth date _____

Marital Status _____ Husband's Name _____

Anniversary _____

Occupation _____ Full Time _____ Part Time _____

Children

Name _____ Age _____

Name _____ Age _____

Name _____ Age _____

Name _____ Age _____

The best time for me to attend meetings is:

_____ Morning _____ Early Afternoon _____ Evening _____ Sunday Morning
_____ Other (please specify) _____

If child care were available, it would make a difference in my participation: _____ Yes _____ No

If transportation were organized (e.g. carpooling), it would make a difference in my participation:
_____ Yes _____ No

I come to sisterhood meetings primarily for:

_____ Entertainment _____ Education _____ Camaraderie _____ Dialogue _____ Religious Concerns

_____ Other (specify) _____

Hobbies _____

Special Skills _____

Special Interests _____

Comments _____

APPENDIX III: SISTERHOOD TALENT SURVEY

We are always looking to utilize the skills and talents of our members. We are asking that you let us know of any talents and skills you would like to share with our Sisterhood.

Please check any that apply to you

- ☐ Dancer (style _____)
- ☐ Israeli Dance Teacher
- ☐ Singer
- ☐ Pianist
- ☐ Other musical instrument player _____
- ☐ Stage producer
- ☐ Actress
- ☐ Writer
- ☐ Poet
- ☐ Artist (medium _____)
- ☐ Calligrapher (_____ Hebrew _____ English)
- ☐ Graphic designer
- ☐ Photographer
- ☐ Judaica (subject _____)
- ☐ Data processor
- ☐ Computer programmer
- ☐ Website designer
- ☐ Knitter/crocheter
- ☐ Textile artist
- ☐ Seamstress
- ☐ Exercise/fitness expert
- ☐ Yoga instructor
- ☐ Librarian
- ☐ Beautician/aesthetician
- ☐ Teacher (subject _____)
- ☐ Chef/gourmet
- ☐ Medical expert (subject _____)
- ☐ Early childhood specialist
- ☐ Lamaze coach
- ☐ Laleche teacher
- ☐ Travel professional
- ☐ Naturalist
- ☐ Lawyer (subject _____)
- ☐ Appraiser (subject _____)
- ☐ I have expertise I could share on _____

APPENDIX IV: SPECIAL INTEREST GROUP SURVEY

Name _____

Address _____

Phone _____ E-Mail _____

Indicate your preferences below:

SPECIAL INTEREST GROUP		PREFERRED TIME		FREQUENCY
		DAY	EVENING	
Creative Handcrafts:	___ Knitting	___	___	_____
	___ Crochet	___	___	_____
	___ Needlepoint	___	___	_____
	___ Quilting	___	___	_____
	___ Judaic Handcrafts	___	___	_____
	___ Other (specify) _____	___	___	_____
Fine Arts:	___ Painting	___	___	_____
	___ Sculpture	___	___	_____
	___ Calligraphy	___	___	_____
	___ Other (specify) _____	___	___	_____
Study Groups:	___ Film/Media	___	___	_____
	___ Contemporary Jewish Women	___	___	_____
	___ Other (specify) _____	___	___	_____
Judaic Studies:	___ Basic Hebrew Reading	___	___	_____
	___ Bible Study	___	___	_____
	___ Bat Mitzvah Class	___	___	_____
	___ Jewish History	___	___	_____
	___ Synagogue Skills	___	___	_____
	___ Other (specify) _____	___	___	_____
Kosher Culinary Arts:	___ Cooking Class	___	___	_____
	___ Dinner Club	___	___	_____
Language Arts:	___ Hebrew	___	___	_____
	___ Yiddish	___	___	_____
Literary:	___ Book Discussion	___	___	_____
	___ Creative Writing	___	___	_____
	___ Poetry	___	___	_____
	___ Other (specify) _____	___	___	_____

APPENDIX V: TIPS FOR A SISTERHOOD BROCHURE

One of the most important tools for publicizing your sisterhood is a brochure or pamphlet. Brochures are informative reference pieces that generate both immediate and future interest in the programs and services that your organization provides.

There are always computer-proficient women in the sisterhood who are very capable of designing a beautiful brochure. It should be printed on attractive, good quality paper. Whether you produce a threefold or four fold brochure, the most important part is the content. It is your image to the community and prospective members.

Information to include (assume the reader has no previous knowledge of your organization)

- Name of your sisterhood or women's group and the synagogue address, phone, email
- The president's name, address, phone number and e-mail address
- The membership chair's name, address, phone number and e-mail address
- The benefits of membership to the individual
- How sisterhood benefits the congregation, the community, and Klal Israel (the Jewish people)
- Affiliation with Women's League and how that impacts what sisterhood accomplishes
- Calendar of meetings, events, classes, special interest groups
- Officers, board of directors, activity chairs with their addresses, phone numbers and email addresses
- The cost of membership
- Indicate that membership includes access to the Women's League website and CJ magazine
- Use photographs, if possible, to personalize your message
- Encourage reader reaction by the return of a form, or a phone call, or an RSVP to an event

APPENDIX VI: PER CAPITA

Per capita—the individual payment for membership—to Women’s League is among the lowest of any international women’s organization.

Every member’s \$10.00 helps provide:

- Services to sisterhood and sisterhood members
- Training services for every sisterhood
- Operation funds for the regions, whose main goal is to strengthen sisterhoods. Among the services provided are conferences for sisterhood presidents and activity chairs and area activities
- Women’s League publications
- Women’s League website: www.wlcj.org
- Representation at the Conference of Presidents of Major American Jewish Organizations and other international organizations
- Maintenance of the Women’s League offices and staff salaries

Im ein kemah ein Torah;

im ein Torah ein kemah

If there is no bread (flour)

there is no Torah;

if no Torah, no bread.

Your per capita is returned to you through these service and programs. An increase in membership increases the per capita and results in an increase in services.

If your sisterhood offers complimentary membership, per capita must be paid by your sisterhood for the member.

APPENDIX VII: SAMPLE SISTERHOOD STATEMENT

[Name of Sisterhood]
Affiliated with Women's League for Conservative Judaism

Member's name _____
Phone _____ Email _____
Address _____

Membership Dues for 20____/57____: \$ _____ *

Please make check payable to: _____ Sisterhood
Mail to: _____, Financial Secretary
Address _____

*Dues include per capita to Women's League for Conservative Judaism.



Women's League for Conservative Judaism is the world's largest network of synagogue women. By joining sisterhood you add your voice to an international organization grounded in Jewish observance and tradition that is committed to repairing the world in which we live. Women's League supports the Jewish Theological Seminary (New York), Ziegler School of Rabbinic Studies (Los Angeles) and Schechter Institute of Jewish Studies (Jerusalem). **Women's League** represents you at major Jewish, international, national, religious, and public advocacy organizations.

_____ **Region** offers annual conferences, parallel activity workshops and training services.

Please answer these questions so that sisterhood can better meet your needs and expectations:

I would like to see more sisterhood programming in _____.

I prefer programs and meetings on: ____ Sunday mornings ____ weekdays ____ evenings.

I might be interested in joining a Special Interest Group focusing on _____.

[Notes]

[Notes]