

DIRECTOR OF MEMBERSHIP BOARD PRESENTATION
WEDNESDAY, NOVEMBER 15, 2017

HISTORICAL TIMELINE OF MEMBERSHIP PROCESS

A. **MEMBERSHIP COMMITTEE**

- We met from Dec. 2016 to mid-Aug. 2017 (9 mo.) and defined seven key membership areas:

1. **DEFINED SEVEN AREAS OF MEMBERSHIP**

- New Members*
- Retention*
- Communication
- Mitzvah Corps
- Volunteer Coordination*
- Partner Commitment
- Data Analysis

(* = Stacy's areas as Director of Membership)

2. **POLICIES & PROCEDURES DEVELOPED**

- Under the direction of Angela Holmes, the Member Committee next developed Policies & Procedures. These are serving as the foundation and broad steps to take for each area for future generations.

3. **DIRECTOR OF MEMBERSHIP RESPONSIBILITIES (STARRED AREAS)**

a. NEW MEMBERS

GOAL: Increase the number of New Members to TBS by being a welcoming presence for both new and prospective members (via contacting them as well as connecting them to other congregants). Provide new and prospective members with information, assist them in developing engaging connections, and extend a feeling of support as new members assimilate into the TBS community during their first-year as congregants.

b. MEMBERSHIP RETENTION

GOAL: Increase membership retention by increasing the ways and frequency in which we show our current congregants they are valued, respected, and appreciated. Strengthen connections, and provide recognition to current congregants to personally engage them at TBS.

Side Note: Our mission should NOT be a "Hooray we are at +6 units". Of course, this is in the good direction, but cannot be TBS's goal. We lost 15 families this year thus far. WHY? Why do people come to TBS and why do they stay or leave? We need to know their stories and hear their voices.

c. VOLUNTEER COORDINATION

GOAL: Increase the number of active participants at TBS by striving to never say “no” to any volunteer and always say “thanks” to every volunteer --- find a place at TBS for them regardless of the amount of time they can give us or from where (i.e., at TBS or from their home) --- and be sure to somehow acknowledge their participation and contribution.

B. FORM WORK GROUPS (COMMITTEES) FOR EACH AREA OF MEMBERSHIP

1. ADVERTISE THESE AREAS TO CONGREGATION

- a. MITCH, ESTHER & MYSELF CHOSE THREE AREAS TO ROLL OUT FIRST (MOST NEEDED) – we met late August/early September.
- b. CHANGED NAMES TO ATTRACT CONGREGANTS
(New Members = TBS Ambassadors -- name Ann Miller created to give a sense of welcoming)
(Retention = Membership Matters Team -- to emphasize that we want to appreciate, value, and respect our congregants. They matter to us.)
- c. On September 28th, Mitch and I sent a letter out to the Congregation re: the three areas of membership we were focusing on and asking for their support.
- d. I began advertising both the TBS Ambassadors and Membership Matters meetings in early October considering the schedules of those congregants who responded with interest to our congregational letter.

2. TBS AMBASSADORS FIRST PLANNING MEETING – October 22, 2017

THREE ACTION ITEMS FOR 2017-2018 YEAR:

- Set-up New Member Havurah groups (Shani Boone volunteered to organize).
- Welcome Bags to All New Members (contents currently are being chosen, will be Hanukkah themed)
- Personal Contact Through Calls, Small Group Coffees & 1 New Member Event (Ambassadors have selected “buddies” to contact throughout remainder of year, and small group coffees and event will be planned at next meeting)

3. MEMBERSHIP MATTERS FIRST PLANNING MEETING – November 5, 2017

THREE ACTIONS FOR 2017-2018 YEAR:

- Reestablish and rejuvenate the Havurah Program (this is a vital way to connect members to each other and keep them connected)
- Personal Contact Through Phone Calls (calling every single congregant with no agenda other than to greet them and to ask they why they joined TBS and what keeps them here)
- 3-4 Special-Themed Shabbats and/or Small Group Get-Togethers (Marty Graffman’s statement --- “Go to Them”; reach out where folks live first, then bring them into TBS)

C. NEXT STEPS FOR STACY AS DIRECTOR OF MEMBERSHIP:

1. VOLUNTEER COORDINATION P&P IMPLEMENTATION

2. FIND CHAIRS FOR AMBASSADORS & MEMBERSHIP MATTERS TEAM
3. IMPLEMENTATION OF ACTION ITEMS FOR THIS YEAR FOR AMBASSADORS & MEMBERSHIP MATTERS TEAM SO WE CAN ACHIEVE OUR GOALS

D. WHAT WENT WELL

- a. Our Congregation is full of ideas, hope, and excitement! I am too!
- b. Six engaged women and six engaged congregants at the Ambassadors & Membership Matters meetings who want to help and are excited as well.
- c. We have set concrete, focused, obtainable goals for each team.

E. WHAT ISSUES AM I ENCOUNTERING?

- a. EMPTY CHAIRS & EMPTY TABLES WHERE MY FRIENDS WILL MEET NO MORE (OR SEEING “I” to “I” – Ideas to Implementation)
- Is Membership Important at this Congregation? I keep getting told how important it is and I am hearing and seeing lots of amazing, creative ideas. BUT... I get handed these ideas without volunteerism behind them to implement them.

Although I have two dynamic groups of people now, each group only has five or six people. Imagine...only six people showed up to a meeting that's titled "Membership Matters".

And, I also am hearing the "I am burned out" stories --- we are pulling our 50-60 best volunteers in multiple directions. I've worked for over 20 years as a volunteer. This is NOT to brag but just to show you my credentials --- I've been honored to receive the top volunteer awards from the Placentia-Yorba school district, the Orange County Girl Scout Council, and TBS Sisterhood and I've seen it repeatedly --- we burn-out our best volunteers by pulling them in too many directions. At the same time, we alienate those congregants who are not invited to participate, who do not get called to help and they say, "I was never asked".

- b. "WE'RE ALL IN THIS TOGETHER, RYAN & SHARPAY" --- every single one of us is an Ambassador & a Teammate for Membership Matters.

WHAT CAN YOU DO TO HELP? Tell congregants about the Membership Teams still forming and have them contact me. There are calls to be made, bags to be organized, new members to greet, special-themed Shabbats and events to implement. We will find a place for everyone, but we need everyone to want to take their place.

If 450 families each volunteered 1 hour a month to TBS, we would cover over 18 days' worth of time each month with volunteerism. I AM BEYOND EXCITED ABOUT OUR CONGREGANTS --- HEARING THEIR VOICES, THANKING THEM, WORKING WITH AND FOR THEM!
THANK YOU FOR ALL BEING A PART OF THE MEMBERSHIP TEAM!