

Membership Team:

Goal: The membership committee goal is to effectively recruit new members to Beth Hillel Temple, and to follow-up when members leave the temple.

Tasks:

- 1) Follow up on all requests for membership information with personal calls and membership packets, which are sent by the temple administrator.
- 2) Manage the process of tracking new potential members; maintain a database with contact info, personal information, dates, and potential status, etc..
- 3) Maintain relationship with temple tot families attending sessions at no cost, since this is an excellent feeder channel for future membership.
- 4) Develop procedures for temple administrator to maintain proper records of potential member requests, to follow-up with welcome letters and acknowledge receipt of application.
- 5) Coordinate new member Shabbat dinner, to be held in November, to which all new, potential, and current members are invited.
- 6) Work with rabbi and LC to determine advertising options to recruit new members, primarily prior to high holidays, Shabbat Across America, and Taste of Judaism programs.
- 7) Make recommendations to LC and financial committees regarding effective methods of recruiting members and soliciting funds from non-members who attend high holidays.
- 8) Contact resigning members.
- 9) Update membership materials as needed: initial contact letter, application for membership, membership brochure, welcome letter,
- 10) Send out letters to potential members prior to the high holidays, asking them to become members or to make a donation.
- 11) Maintain a sign-in sheet during the year to track any potential members attending services.
- 12) Track the distribution of the temple newsletter to new potential members for one full year.
- 13) Notify newsletter when the LC approves a new member.

Roles of Committee Members:

- Divide up tasks as listed above
- Meet 1x month during summer and prior to high holidays to address strategy. Maintain frequent contact throughout the year as requests are made.

Why be a part of the Membership Team?

It is very effective to have co-chairs for the membership team, with one member being part of an inter-faith family. Most of the outreach efforts involve interfaith couples. At this point there are no other members of the membership committee, however many marketing, advertising, and communication functions are handled by other volunteers in the congregation. At this time, the Lapins family handles the temple newsletter and website, another temple member handles the phone tree, and temple advertising is often initiated by the Rabbi regarding particular programs. Press releases for temple events and requests for articles by local newspapers are currently handled by the temple administrator and the Rabbi. Advertising as mentioned above has been handled by the

membership co-chairs in the past couple years, however, it would be nice to have someone else assigned to this responsibility. The co-chairs could consult with the temple administrator, and she could arrange for and place the ads in the future. The marketing budget should be handled elsewhere. Additional team members would be helpful in advertising, member follow-up, dinner planning, Oneg, and clean up, and to train for future co-chair responsibilities.

It would be nice to have a couple other members of the team to handle the advertising and support the Lapins family with the newsletter and the website.

Current Committee Members:

Anne Rabin, Helene Sobin