

Welcome to the Wonderful World of Communications!

"We goin worldwide, across the nation now that we've activated our communication"

Hey Communication VP's! It's Lindsay Steinbach, your Regional Executive Communications Vice President! You are at LTI this weekend to learn a whole bunch of new things about leadership, including how you can use your position to the best of your abilities to make your chapter and Hagalil the best it can be! I am here to help you get through the year as smoothly as possible and assist you with any problems that you might encounter. Your position is vital to your chapter board. Without communications and all that you do, nothing would get done. The responsibility of the Communications VP is to take charge and make sure everything is run perfectly. Although you may not have a huge role during events, you're the brains behind all the action! Without communications, no one would know about events, SATO, or how awesome chapter events, dances, and conventions really are! Bottom line—COMMUNICATION VPs are awesome!!! If you ever need any help or have any questions, feel free to call me at (908) 370-6026, or email me at Linzatart100@comcast.net.

MAKE PHONE CALLS: It is vital to have a chapter phone chain or board members who make calls monthly, or before chapter or regional events. This is an awesome way of letting people know what's going on! A phone call is much more personal than an email going out to all the members, and could definitely change a USYer's mind if they were hesitant on attending your event. I know everyone's not into phone calls these days, especially with the phenomenon of Facebook, twitter, text messaging, email, etc. But here are some tips that will help you out!

1. **Rehearse WHAT YOU ARE GOING TO SAY BEFORE YOU CALL** - write a phone script for yourself and board members who are making the calls. Remind them to rehearse!
2. **SPEAK CLEARLY AND POSITIVELY**
3. **CALL MORE THAN ONCE** - if you get an answering machine, leave a message asking for them to call you back! If they don't call you back, be sure to call back one more time!
4. **DON'T PUT ON AN ACT** - talk to them as if they were one of your good friends. If they are in your chapter, you have most likely seen or talked to them previously. So start off the conversation asking them about what's new, and then ease into the USY information.
5. **DON'T GIVE UP AFTER ONE EVENT**
6. **DO NOT CALL ON SHABBAT OR on JEWISH HOLIDAYS (Yom Tovs)**
7. **MAKE SURE EVERYONE IS MAKING THEIR PHONE CALLS**—phone calls are vital to ensure that you get good participation at events - EVERYONE must be called!

FLYERS are an awesome way to keep your chapter informed about what's going on! Be Creative and make them *eye-catching* with *bright colors* and *clever headings/titles* so you know everyone is bound to look at them! Make sure that all the important information (location, date, time, activity, RSVP, etc) is obvious on the flyer and easily understood by your USYer!

Bulletin Boards are essential to your chapter's publicity. Make sure that your chapter has some place in your temple that is dedicated to USY/Kadima. On your bulletin board, you should put pictures of recent events that show everyone how much fun you had. Also, you can make pockets and put membership forms, bright colored flyers, applications to upcoming regional conventions, and brochures displaying all the awesome programs USY has to offer (USY on Wheels, pilgrimage, NATIV, International Convention). Bulletin Boards are also a great way to inform temple members in your synagogue about USY... and to attract new members or have parents get their kids involved.

Temple Newsletters are useful to let everyone know what's going on. The more temple members see your success, the more they will be willing to support you. Have different USYers write articles each month, and have fun things included like games (Sudoku or word searches). You could even put in a few jokes so everyone can get a good laugh. These are important, especially for smaller chapters because it will make your chapter seem larger, as well as attract more members. If your temple has a website, make sure there's a link to your newsletter or website!

WATCH THE CLOCK!

Taking minutes at all board meetings is your responsibility. You need to write down all that is discussed at meetings, and email it to the entire board no more than a week after the meeting. This is crucial so everyone on your board is aware of the most current events going on, and what needs to get done for the next meeting. If someone is absent from the meeting, minutes will inform them of what they missed and let them know what they need to accomplish for the future.

Be Online

☎ *Make sure your chapter has its own website.* This is an awesome way for your current and prospective members to see what's going on in your chapter. They can check out upcoming events as well as see pictures from past events. Including a calendar is also wise so everyone can see when chapter and regional events are. Put fun things on your website! You can have games, surveys, or even a place for USYers to leave comments and suggestions!

☎ *It is important that you send out emails frequently.* If someone doesn't read the flyer, they will still have the information anyway. With every flyer or phone call made, an email containing the same information should go out. We want to make sure that members are getting the information—and if they receive it more than once, they will be more motivated to attend! Also, reminder emails should be sent a few days prior to the event just so no one forgets!

☎ *Be on Facebook!* Although we should all be checking our email daily - the reality is that we don't. Make a page for your chapter and be sure to list information about events on it. You can also send out notifications when it gets closer to the event.

There are some things that every Communications VP should do that will make your chapter awesome! Keep the list of the following things and make sure you implement them! These techniques are a necessity to make your chapter successful! So check them off as you complete each one:

- ___ Flyers (creative, colorful & eye catching!)
- ___ Bulletin Board
- ___ Phone calls/Phone chain
- ___ Chapter Newsletter
- ___ Emails (all the time!)
- ___ Chapter Website (remember to link temple's site)
- ___ Collage/Scrap Book-to see the chapter's accomplishments!
- ___ Minutes after every meeting
- ___ Parent Contacts
- ___ Facebook group
- ___ Word of Mouth

CHAPTER COLLAGE!

Have pride in your chapter! Having a collage or a scrapbook that shows all of the year's past events is a great way to show new members or incoming freshmen what USY is all about! A collage could be put onto your bulletin board so everyone can see how much fun you had in your chapter the past year. Make sure you take pictures at your events (action pictures, as well as "smile" pictures) that really capture the essence and fun of USY. This is a great thing to have so curious minds, such as new members, incoming freshmen, or even the youth chairman can learn about your chapter's events.

REGIONAL COMMUNICATIONS!

Yearbook: The Hagalil Yearbook is published once a year and is given to the USYers who attend Spring Convention. It contains tons of collages and pictures from all of the regional events that will remind you of the awesome year you had in Hagalil! As the Communication VPs of the region, we need you to get the word out and help us get everyone's support! We encourage that your chapter buys an ad that will be displayed in the yearbook. Also, please send us pictures so that you and your friends will appear in the yearbook! If you have any questions, feel free to contact the yearbook editor-in-chief **Erica Wise**. Her phone number is **(908)370-8246** and her email address is **redhed92@verizon.net**.

Kolenu: Kolenu is the regional newsletter and is published for every convention. All of the articles in Kolenu are written by USYers and is a good way to get your voice heard! Kolenu is open to anyone who would like to contribute. Encourage your chapter and board members to write for Kolenu as much as they can. If you or anyone you know is interested in writing an article, contact **me** with any questions.

Publicity and Marketing: Our newest Regional General Board position is publicity. It's all about getting the word out there to new potential members about how awesome and amazing Hagalil USY truly is! If you have any ideas about publicity or about how to attract new members, please contact our awesome publicity man **Andrew Podob**. You can reach him at **apodob@verizon.net** or **call him at 732-589-5950**.

"Did you get my message, the one I left while I was trying to condense everything that I meant, in a minute or less, when I called to confess and make all of my stresses go bye-bye" -Jason Mraz