

Where Does Your Club Go for the Summer?

During summer, does your club go the way of your lap when you stand up? If so, your club is not taking advantage of the most important part of the year.

Summer – a time most people take vacations – is also a great time to plan your programs for the coming year. Most clubs have few programs in the summer. By using this time to plan for the coming year, you will not be distracted from all the happenings in your club and shul that occur between the High Holidays and May. You will also not fall into the trap of planning programs on the fly – trying to fill that open date that is only a couple of months or maybe even a couple of weeks away.

Also, by planning programs in the summer, you have the best chance of locking in dates on the synagogue and community calendar, minimizing



chances of conflicts. In short, if you want to have a successful year in your Men's Club programming, it is essential that you use the summer to do your planning.

While planning your programs, be sure to give some thought to their content. If you have been doing the same types of programs for years, but the attendance has been steadily falling, consider why that is and definitely explore some new programs to rejuvenate your club.

If your club has a problem attracting younger members, think about what programs would interest them. What programs can you do to support the shul?

And don't limit your summer planning just to developing programs. While you have your officers together planning programs, summer is a good time to give some thought to your annual budget. Prepare flyers to place in the pews for the High Holidays for your membership drive to recruit and retain members and to collect dues.

Decide what fundraising activities you will do — both how to make old ones more effective and what
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new ones might be added. As you prepare a budget, decide what activities you might subsidize. Perhaps you can subsidize a local Hillel chapter so they can provide Shabbat dinner to college kids in your town.

Or you could provide bagels for your Religious School students, gifts for B'nai Mitzvah kids (free membership for Dad might be a nice way to attract new members), and subsidies for a local Holocaust center. You might also organize a Passover wine sale, both as a service to the congregation and as a club fundraiser.

Another important item on your summer agenda should be to decide how to best publicize meetings and events. Do you mail post cards, include items in the synagogue bulletin, or use email lists? All of these are effective but require some planning and people to do the work.

Don't overlook the most effective means of communication: personal contact, either by a phone call or talking in person.

May you and your club both have a good summer. If you are driving to the convention, have a safe journey.

FJMC Convention, Philadelphia, July 1-5

“I would rather be living in Philadelphia.” Who said that? W.C. Fields, of course. The rest of the quote that preceded the above was: “Here lies W.C. Fields.”

You, too, would rather be in Philadelphia for the FJMC Convention, July 1-5, for a very lively week. As club leader, please plan on attending for your own enrichment and also to bring back some of the ruach and new ideas to your Men's Club. And be sure to encourage your younger members – especially those who would be attending for the first time – for they are the future of your club.

You have to attend a convention to realize what you would be missing.

By the way, W.C. Fields also said: “Last week, I went to Philadelphia but it was closed.” I guarantee you Philadelphia will not be closed this July 4 week. It will be jumping!



What to bring to the Convention

Here is a checklist of what to bring to the convention:

- ✓ casual clothes (dressy casual for dinners, Shabbat)
- ✓ tallis
- ✓ tefillin
- ✓ regional yarmulke and tee-shirts (if any)
- ✓ pen and paper pad
- ✓ business cards (if any)
- ✓ club presidents should bring some examples of their program and advertising ideas to exchange with other club presidents

Update your club officers with the FJMC

Has your club elected new officers? Have any addresses changed? The FJMC needs to hear from you. Please submit a list of any new officers, home address, email address and phone numbers (home, office, and cell, indicating which is preferred).

Ask Dave

Quality Club Award Rules for 2009-2010 Announced

Dear Dave:

What is the FJMC's position on allowing non-Jewish men to be members of a Men's Club?

Uncertain

Dear Uncertain:

The FJMC actually doesn't have an official position on this. Rather, we leave the matter to the policy of the individual congregation. But we do encourage Men's Clubs to be as broad as possible in their definition of who can become a member. Most clubs allow all Jewish men (whether or not they are actually congregation members) plus all husbands of congregational members to join Men's Clubs. This is consistent with our keruv policy of inclusiveness.

Dave Edwards is the new editor of The Advantage. He is the Past President of the Tri-State Region. He lives in Pittsburgh with his wife, Mary Dawn, a retired pediatrician. Dave is still working as a biochemist. You can reach Dave at david.edwards.tristate@gmail.com

The FJMC began offering Quality Club Awards in 2007. Like a restaurant achieving a five-star status, the Quality Club Award is an easy way for clubs to gain the recognition for activities it may already be doing.

The award is a handsome engraved 15 year perpetual plaque. A club must meet established criteria at the International, Regional, and local levels to qualify for the award. It is presented at the FJMC Convention (in odd-numbered years) and at regional events (in even numbered years).

If your club hasn't participated before, it is well worth looking at the criteria for the award. You may be surprised to find that your club already meets many if not all of the categories. Even if your club does not meet all of the criteria now, don't despair. Qualifying may simply be a matter of paying some attention to one or two additional activities. The key is to have a broad program and involvement in regional and FJMC activities.

You should view the Quality Club criteria as a blueprint to strengthen your club. They will help you identify new activities to enhance programming at the local level and participation in regional and FJMC programs.

One simple way of satisfying the category of attending a regional training session is to host a FJMC consultant or officer to your club. The FJMC has made a commitment for an international officer or consultant to visit every club in the next two years.

Note that the FJMC Quality Club Award Program for 2009-2010 will run from June 1, 2009 to May 31, 2010. There are some minor changes in the rules, so please familiarize yourself with the criteria that follows on page 4. While you are planning this summer for your Club's programming for the coming year (you did read the article on page 1, I hope), see how many of these criteria you already meet and how you might be able to meet some of the others.

Federation of Jewish Men's Clubs Quality Club Award Criteria 2009-2010

(For activity from June 1, 2009 until May 31, 2010)

* indicates required

International Level (4 required and need 1 of the other 4)

- *1. Registration for the World Wide Wrap
- *2. Purchasing and distributing FJMC Yom HaShoah Yellow Candles™
- *3. Having dues paid in full to the FJMC as of May 31, 2010, and not having any past due balances
- *4. Having a membership list submitted between June 1, 2009 and May 31, 2010.
5. Sending a club member to the 2009 FJMC convention (other than congregational clergy)
6. Purchasing FJMC books or materials
7. Having a member as an elected regional or FJMC officer (i.e. not a member of a Board of Directors or Trustees)
8. Having a member (other than one in #7) actively serving on an FJMC committee

Regional and Club Levels (1 required and need 9 of the other 15)

- *1. Having a member attend an FJMC consultant-led regional or individual club training, **OR** a regional retreat. *(The January 2010 LDI and Keruv training will count for this criteria.)*
2. Having a member attend a regional honoree program, such as a man-of-the-year event, **OR** some other regional event that is not training
3. Holding a program to enhance Jewish observance (other than distributing candles or holding a Wrap) *(Examples: Hebrew Literacy; Art of Jewish Living course; Torah study with the Rabbi; selling sukkah kits; Build-A-Pair Program.) This is meant to include some kind of hands-on activity and not simply a Sunday morning speaker on the matter.*
4. Holding a Men's Club Shabbat *(Friday night, Saturday morning, or both)*
5. Holding a Hearing Men's Voices program or Keruv program *(Examples: any program on men's health other than that counted for in the wellness program in (6); discussion of father-son relationships; men's spiritual being; or men and their work, Keruv programs are eligible only if the Men's club is directly involved)*
6. Holding an active club participation wellness program (other than a Hearing Men's Voices program) *(Examples: group exercises, weight loss, biking and running programs)*
7. Holding a Shomrei HaEretz project *(Examples: solar powered Ner Tamid; JNF carbon offset program; "greening" the synagogue project)*
8. Holding a synagogue service project *(Examples: ushering; printing a synagogue directory; a clean-up project around the synagogue; project to look through synagogue tallisim to pick out those that are worn and need to be retired)*
9. Holding a community service project *(Examples: delivering food to the needy; holding religious services at an assisted living home; collecting books and toys for an orphanage)*
10. Holding a father-child program or youth support activity *(Examples: father-child bowling or attending a pro sports game; youth art contest; Camp Ramah scholarships; program on safe driving)*
11. Participating directly in activity on the international level to help Masorti Judaism *(Examples: contributing mezuzot, FJMC books, prayer books, tallisim, tefillin, etc. to foreign congregations; corresponding with foreign synagogues to encourage their participation in the World Wide Wrap; contributing funds to Masorti synagogues or other institutions affiliated with the international Masorti/Conservative Movement)*
12. Having someone in place as of May 1, 2010, to be the next club president *(does not need to have the formal title of First Vice President, but a person must acknowledge his willingness to serve, and his name must be submitted to satisfy this criterion)*
13. Regular activity to inform members of activities and/or meetings *(Examples: club newsletter; group e-mail; telephone tree; postcards; regular program advertising in synagogue newsletter)*
14. Has a written and adopted budget for the 2009-10 program year
15. Has a published calendar of activities for the 2009-10 program year
16. Participated in a joint program with another Men's Club (other than a regional activity) (can be with a Men's Club outside of the Conservative Movement) *Name(s) of other Men's Clubs must be submitted to satisfy this criterion.*

REPORTS OF YOUR CLUB'S ACTIVITIES (June 1, 2009 – May 31, 2010) SHOULD BE SENT TO SANDY VICTOR AT Sandy.Victor.FJMC@gmail.com or 1009 Providence Lane, Buffalo Grove, IL USA 60089 so that it is received no later than June 1, 2010.