
NEW ENGLAND REGION USY

Learning to Become a Better USY Leader

**Program Ideas, Suggestions, and Activities for Improving Your
Chapter, Your Board, and Your Personal Leadership Skills**

Revised and Edited by Mike Schachter
NERUSY Programming Vice-President 2000-2001

With material from the 1999-2000 NERUSY Executive Board
(Ben Greene, Ami Hersh, Amy Davis, Jeremy Kempner,
Melanie Shain, Mike Schachter)

Original Leadership Handbook by the 1998-1999 NERUSY Executive Board
(Seth Wax, Ari Paul, Adam Shain, Shira Garber, Rachel Olstein, Jordan Piel)

All Rights Reserved. All original material herein contained is copyright NERUSY 2000 ©.

Table of Contents

Topic Discussed	Page Number
Qualities of Leadership	3
Making Meetings Magnificent	4
The Art of Effective Brainstorming	6
The Ten Commandments of Leadership	7
The Ten Commandments of Conflict Resolution	8
Notable Quotations	9
How to Grab Your Audience's Attention	11

Learning to Become a Better USY Leader: Leadership Convention 2000

Group Problem Solving Activity	12
Religious/Education	13
Programming Ideas	13
Ruach Ideas and Combinations	16
How to Write and Deliver a D'var Torah	17
Creative & Israel Programming	18
Programming Guidelines	18
Social Programs	19
Israel Programs	21
Lots of Programs from A to Z	22
What to Do In the Area	23
Israel Web Sites	24
Project Knowledge (Jewish Books and Movies)	25
Social Action & Tikun Olam	27
The Divisions of Tikun Olam	27
Tikun Olam Projects	28
Social Action Projects	30
Social Action Directory	32
Hotline Resources	33
Membership/Kadima	34
Regional Song	34
Membership/Outreach Ideas	34
Membership Retention Techniques	36
Membership Programs	37
Phone Squads	38
Communications	39
Your Chapter Newsletter	39
The 21 Commandments of Publishing	41
Designing Flyers	42
Tips for Taking Minutes	43
Online Services	43

Qualities of Leadership

A Good Leader should be:

Creative – willing to try new things. Warm, friendly, and sincerely interested in people. Followed because of personal qualities rather than because of vested authority. Dependable and responsible. Constantly interested. Punctual and persistent. Cheerful and always enthusiastic. Humble. Able to make a decision and able to act on it. Analytical of him/herself. (S/he learns from the mistakes s/he makes. S/he faces them squarely and does not rationalize them.) “At home” with members; deserving and gaining their confidence and respect, maintaining a peer level relationship with them. Alert in picking up program leads from conversations and group experiences. Able to exert control based on respect and confidence rather than on punishment, yelling, physical strength or superior knowledge. Broadly interested in social questions (inter-culture, war, religion, government, etc.) to stimulate interest among members. Ready to defend his/her leadership, while being reasonable.

A Good Leader should know:

The behavior characteristics of the age group of his/her members. The activities that are most likely to interest and excite his/her members and satisfy their needs. How to help the group develop an interesting program by utilizing his/her own skills, those of his/her fellow members and other program resources in the community. Fellow members, duties of officers, committees, and how best to work with the president, advisor, and adult community. Those committee members are people and they act in certain ways and have their own personalities. A good leader should be able to accept these people the way they are, and be able to work with them.

A Good Leader helps his/her group by:

Observing closely the cliques and relationships within the group. Serving as mediator in disputes and discussions, clarifying and suggesting alternatives. Encouraging full discussion and group decisions rather than domination by the leader or individual members. Helping to spread and delegate responsibility so as to involve all members and overburden none. Understanding what the entire group wants, not just a few individuals (including yourself). Knowing resources for services and donations in the community. Helping to achieve feelings of success through accomplishment. Always having the time to listen and consult, while never getting caught up with trivia or to be occupied with responsibilities that rightly belong to others. Having goals and acting on them. (Knowing what s/he wants and where s/he is going.) Exercising power “with” the people, not over them. (When s/he does so, s/he steps over the line of leadership into dictatorship.)

Learning to Become a Better USY Leader: Leadership Convention 2000

A **Good Leader** helps individual members in his group by:

Being conscious of individual differences, utilizing the special abilities of each member. Discovering and satisfying individual wants, needs, and interests. Seeking and developing leadership abilities. (Recognizes leadership in others, encourages it, and is never afraid to be replaced.) Working with members on their own level of development while seeking to raise it. Knowing enough about each member to understand the meaning of his behavior and attitudes. Helping to overcome shyness, over-aggression, and other non-social traits.

A **Good Leader** serves the group and community by:

Knowing the goals and objectives of the group. Becoming familiar with the group's relationship to the community at large. Being familiar with the social and cultural factors in the community. Seeking and utilizing opportunities to promote inter-group understanding and activity. Encouraging the group to participate in community-wide projects. Stimulating an interest in broad social problems that relate to the lives of group members.

“A good leader inspires other men with confidence in him. A great leader inspires them with confidence in themselves.”

Making Meetings Magnificent

- **Give enough notice for meetings, assignments, *everything!*** People need time to plan meetings into their schedules. Try to schedule a number of meetings at once, and keep the times consistent. Also, put those dates in writing and send them (“snail mail”) to your board. Also, assign the D’var Torah and the Israel Update early.
- **Set your agenda in advance.** Tell board members what will be expected of them at the board meeting so that they can prepare for what is on the agenda. This isn’t a good way to surprise people.
- **Make your meetings “Jewish.”** Begin with a D’var Torah and an Israel Update, and daven the appropriate service if time permits (i.e. you could daven Ma’ariv during a meeting at night). This is an easy way to incorporate an educational aspect into your meeting, and it really emphasizes the point that we are a Jewish youth group.
- **Make sure that everyone’s voice is heard.** Begin discussion in a “Go-Around” format. This helps to break the ice and it also lets everyone know the perspectives of everybody at the meeting. If you find someone is reluctant in giving input, while not putting the person on the spot, directly ask the individual to explain what is on his/her mind.

Learning to Become a Better USY Leader: Leadership Convention 2000

- **Encourage note taking.** Personal notes are especially helpful to board members, and it makes it easier for them to take notes if you give them an agenda with lots of extra space.
- **Discuss short *and* long term goals.** While we discuss, at our meetings, what will happen in the near future, it's also important to figure out what's going to happen further down the line. Brainstorm, get new ideas for programs, and start to get concrete ideas. Remember what kind of things *you* wanted to accomplish as chapter president at the beginning of your term, and work from there.
- **Learn good leadership skills together.** Set aside some time (15 minutes up to an hour) in which the board can work with your advisor, youth director, or any other kind of lay leadership to develop leadership skills. You can use some of the things you learned this weekend. You should also use your Rabbi or synagogue president to work on ideas that involve USYers taking an active role in synagogue life.
- **Turn your ideas and dreams into reality.** Make a list of all the things (realistic and maybe **unrealistic**) that you want to do this year. Think big, wild, and outrageous! Next to each dream, write why it is a fantasy, what may be unrealistic or impossible about each. Now, adapt your fantasies to realistic, conquerable goals.
- **Balance everything.** Your personal life, your USY goals, your education, your needs as a Jew and an individual, and the goals of your officers. Be flexible and be willing to accept other's ideas. Being a USY chapter president should foster individual growth, as well as leadership experiences.
- **Be specific.** Don't just say that you want to raise more Tikun Olam money, set a deadline and an amount. For example, "By the end of the year, I want to raise \$1000." You will be more able to plan around a concrete idea than an abstract one.
- **Set dates for your own USY goals.** Break down your goals into monthly and weekly goals. Use a calendar and check yourself as deadlines pass. You will feel success as you complete each of your step-by-step goals.
- **Get a consensus.** Realize that each of your board members may not support every idea, but it is important that feel comfortable with the overall goals. A united front is the most effective way to achieve results.
- **Be persistent.** Commit yourself to your deadlines and schedules, so that you will see the manifestations of your success.

Start today!!! There's no better time to get going than right now, so hop to it!!!

The Art of Effective Brainstorming

Things to remember when brainstorming: Sit so that everyone can see and be seen. It is important that everyone is a part of the group. It is a good idea to have a large easel pad and broad markers to write on. Be sure to place it somewhere where it can be seen by all. Push the limits of wackiness! It's worth it if it leads to a great event. Every opinion counts – even if you end up setting it aside later. During the discussion phase, be sure to *discuss*. Don't just throw out ideas without looking at all the angles and possibilities. Allow people to expand on their ideas and explain what they meant. Focus on the goal. Don't cut off the brainstorming before you've exhausted *all* ideas. As the facilitator, it is your job to make sure that each individual is comfortable sharing his or her ideas. Don't push, but make it clear that everyone is invited – and encouraged – to participate.

Steps Toward Brainstorming

1. **Explain your goal clearly and answer any questions.** It is crucial that everyone begin on the same “page”. If you are brainstorming ideas for a social action activity, don't let fundraiser ideas get thrown in – they'll only throw you off-track. If there are restrictions you already know about regarding future event (i.e., the synagogue is unavailable, little money is left for subsidies, etc.), don't disclose them at this time. Wait until the discussion phase, where this information will have a major impact.
2. **Explain the method and rules of brainstorming.** Everyone needs to understand the rules for your session to go smoothly. The four basic rules are:
 - A. Give ideas only. No explanations – they'll come later.
 - B. No judgments, neither vocally nor in body language/facial expressions.
 - C. No taking turns. Each person can say whatever comes to mind (without interrupting).
 - D. Everything that is said gets written down – no exceptions.
3. **Brainstorm until you hit a significant lull (more than a few seconds)...and then brainstorm some more.** Often the best ideas are at the bottom of the list.
4. **When you've exhausted all ideas, read through the list.** Set aside any ideas that are *totally* unfeasible, but be creative in trying to find ways in which a program could work.
5. **Focus on a few of the best ideas and expand on them.** If you have a fairly large group of people, this could be done in pairs or small groups, and each subgroup could come back and present their thoughts on each idea.
6. **Choose the best idea for your need at that time and begin your planning!**

An important note: Always keep *all* brainstorming ideas on file. You'd be surprised how often something you once thought was impossible can suddenly become a real possibility.

The Ten Commandments of Leadership

1. **KNOW THYSELF**
As a human being in relationship to others, as a Jew.
2. **HAVE A VISION**
Identify with the objectives of your organization or group; both long and short term goals.
3. **CARE ABOUT OTHERS**
Every person is special – not to be exploited. Learn and empathize
4. **LEAD BY EXAMPLE**
Never ask someone to do something that you are not ready to do yourself.
Demonstrate your readiness to work
5. **SACRIFICE SOME SELF INTEREEST FOR THE SAKE OF THE PROGRAM**
Being a leader means occasionally giving up a personal pleasure.
6. **AVOID “MACHER”ITIS**
Do not make status the key thing in your life. Develop a degree of humility
7. **TRY TO DEAL WITH PEOPLE OPENLY AND HONESTLY**
Do not complain behind people’s backs. Confront people if you have valid concerns and try to develop a relationship of trust.
8. **BE ENTHUSIASTIC**
Do not allow your own problems to infect the group. Don’t forget that enthusiasm is contagious.
9. **BE A WALKING ENCYCLOPEDIA OF OPTIONS**
Don’t suggest only one way of doing things. Have lots of program ideas from which others can feel free to choose.
10. **SHARE LEADERSHIP**
Leadership is not the role of one person, it is an activity in which all can participate. All leaders are members, and all members are potential leaders.

The Ten Commandments of Conflict Resolution

By Rabbi Howard R. Greenstein

1. You shall be honest but state your opinion in a way that does not offend or insult your adversary.
2. You shall respect the views of those who may not share your opinion.
3. You shall not use gossip to undermine agreements concluded in open discussion.
4. You shall spend more time listening than speaking. Few viable agreements result from one-way conversations.
5. You shall speak TO others, not at them, if your purpose is to persuade and not to dictate.
6. You shall privately respect decisions agreed upon publicly.
7. You shall judge on a proposal by merit, not age.
8. You shall remember that the only feelings you know are your own. You cannot affirm or negate a group's or another's feelings.
9. You shall perceive the conflict from the other side.
10. You shall forgive, for bearing a grudge is a transgression.

Notable Quotations

“A quotation at the right moment is like bread in a famine.”
-Talmud

"We make a living by what we get, but we make a life by what we give"
-Norman MacEwa

Through faith humankind experiences the meaning of the world, through action we give the world meaning.
- Leo Baeck

If you carry your own lantern you will survive the dark.
-Hasidic folk saying

There may be a time when we are powerless to prevent injustice, but there must never be a time when we fail to protest.
- Elie Wiesel

Before a wise man ventures into a pit, he lowers a ladder - so that he can climb out.
- Samuel ha-Nagid

It is much easier to be critical than to be correct.
- Benjamin Disraeli

Teachers learn from the discussions of their students.
-Rashi

Science without religion is lame; religion without science is blind.
-Albert Einstein

Do not attribute a fault within yourself to the person next to you.
-Talmud

Friendship is a very taxing and arduous form of leisure activity.
-Mortimer Adle

Those who do not add to their learning, diminish it.
- Talmud

They say to fruit-bearing trees, "Why do you not make any noise?" and the trees reply, "Our fruits are sufficient advertisement."
-Midrash

Learning to Become a Better USY Leader: Leadership Convention 2000

It is better to ask for a moon that does not exist than to consent to a moonless world.
-Lewisohn

If you talk too much, you'll say what you didn't intend to.
-Proverbs

The splendor of the world is always in accordance with the splendor of the mind that contemplates it.
- Heinrich Heine

The right of the laborer always takes precedence over that of his employer.
- Talmud

Consistency requires you to be as ignorant today as you were a year ago.
- Bernard Berenson

It was a wise man who said that there is no greater inequality than the equal treatment of unequals.
-Felix Frankfurter

One is the type who chops the wood, the other is the type who does the grunting.
-Anonymous

The only interesting answers are those that destroy the questions.
- Susan Sontag

The very incoherence of the Talmud, its confusion of voices, is an index of free thinking.
- Israel Zangwill

I learned much from my teachers, more from my books, and most from my troubles.
-Kaminer

Leadership is practiced not so much in words as in attitude and in actions.
-Harold Green, Founder, MCI Communications

Think like a wise man but communicate in the language of people.
-William Butler Yeats

Conversation is an art in which a man has all mankind for competition.
-Ralph Waldo Emerson

If you want to make peace, you don't talk to your friends. You talk to your enemies.
-Moshe Dayan

Say little and do much.
-Pirkei Avot: Chapter 1, verse 15

Greet everyone with a cheerful countenance.
-Pirkei Avot: Chapter 1, verse 15

How to **GRAB** Your Audience's Attention

Excerpts of "How to Grab... and Hold Your Audience's Attention by Dr. Tony Allesandra

Studies have shown that material at the beginning and end of a presentation will be remembered more than the material in the middle. When the end of a message seems to be coming, the audience pulls their attention back in on time to catch the last material.

But how do you hold people's attention during the main body of a message? It's simple... you create a lot of mini-cycles with beginnings, middles, and ends rather than having one big cycle that lasts through the entire presentation. You should plan a change of pace every 10 to 15 minutes so that you can break up your talk into mini-cycles and keep attention riveted. You can do this by including appropriate humor, stories, exercises requiring people to move their bodies (even if it's just raising their hands), or calls for a verbal response.

In addition to changing your pace frequently, here are seven techniques you can use to help your listeners remember more of your message.

- ❖ **Repetition.** Let the beginning of your presentation whet their appetites for the main message and let the wrap-up reinforce the main points of the message and call for action. Main ideas should be stated more than once – but in different ways so that the presentation is not redundant or boring.
- ❖ **Association/connection.** Using stories and analogies that connect your ideas to something the listeners already understand will assist them in grasping and remembering your message.
- ❖ **Intensity.** Your tone of voice can reflect the passion you have about your message. You can also convey the emotional content of your message by telling gripping, relevant stories and by relating the message to the lives and values of the individuals in the audience. You can add intensity to your visual aids with the use of color, photography, and illustrations.
- ❖ **Involvement.** Your presentation should appeal to as many senses as possible because people have different methods of processing information. Use visual aids, hand gestures, sound effects ... anything that gets the audience involved in the message.
- ❖ **Examples.** An appropriate example can quickly and powerfully transmit your message.
- ❖ **Statistics.** When used sparingly and presented simply, statistics can add drama and credibility to your message.
- ❖ **Testimonies.** The personal story or tribute of a credible person can make your message more believable.

Group Problem Solving Activity

This is a list of several situations that we all tend to encounter. This activity can be used as a role playing activity for your chapter board. Keep in mind that it's important for board members to be able to view a situation from many angles. Be sure to keep an open mind and leave ample time for discussion.

1. You are a chapter president. One of your board members rarely comes to chapter events. Who are some people you could approach about this issue? How can the situation be handled?
2. You are a board member. Your president rarely delegates work to your board and when s/h does, it's always at the last minute. S/he gets angry with the board for not completing assigned tasks. Who are some people you could approach about this issue?
3. You are a chapter board. You are discussing a problem you are having with your advisor. S/he vetoes the majority of your activities because s/he doesn't think they sound "fun". Often times, s/he does programming on his/her own without ever consulting the board. As a board, discuss how this situation should be handled. How active a role should your Youth Director play?
4. You are a chapter president. Two of your board members claim that no one responded to his/her calls (left messages or "callee" didn't seem interested). This has been going on for over 5 months. You call a few people on the list and to your surprise, find out that they have not received one phone call about USY all year. Who could you approach about this issue? How can the situation be handled?
5. You are a chapter board. It's February and you've noticed that your board's schedules are continually conflicting with board meetings. You rarely have a meeting where all the members are present. How would you remedy this situation at the present time? How could you prevent this situation from the very beginning?
6. You are a chapter board. You hear by a rumor that a newly elected member of your synagogue's exec board wants to start a BBYO or Young Judea chapter. What do you do? Who do you go to?
7. You are a chapter board. Your synagogue has decided that your USY chapter is the synagogue's "Slave Group". They assume that you will work all shul functions (from coat check to bussing tables). They don't donate any money to USY or show any sort of gratitude. What do you do? Who do you go to?
8. You are a chapter board member. At Monday's meeting, the President told you that phone calls had to be made by Thursday. It's Wednesday. Call me, a sophomore who comes to events time to time, but not on a regular basis. Tell me what's going on in the chapter and why I should come.
9. You are a chapter board. Your board has 2 vacancies and no chapter constitution. You decide how and if you want to fill these vacancies.

Religious/Education

Programming Ideas

Bagel Brunch

Try a monthly (or bi-monthly) Bagel Brunch on a Sunday morning, during which some issue is discussed. Work with your rabbi to come up with materials (not too classroom like or formal, but you want there to be substance). Or, have it be free-form discussion about a contemporary Jewish issue. Remember, good food is always a big draw!

Chocolate Seder

Just before Pesach have a “seder” in which you substitute chocolate and various chocolate related items, or candy, for items in the Pesach seder (i.e. Chocolate milk instead of wine, candy spearmint leaves for the parsley, etc.)

D’var Torah

Give a d’var torah anytime there is any sort of USY get together. Whether it be a board meeting, or social event, giving a d’var torah is a great way to set the mood (see last section on d’vrei torah tips and sources).

D’var Torah On Line

Receive a weekly d’var torah in your email box. You will receive a summary of the weekly portion and insights on how it connects with modern society or current events, all written by USYers. To subscribe click on www.egroups.com/groups/nerusydvar.

Food

Always a big hit! Bake challah, make cookies, fry latkes, etc. Be sure to learn about and recite the appropriate blessing before and after you eat!

Havdallah

Anytime there is a Saturday night activity is a perfect time for religious programming. Simply add Havdallah to the program before you leave. A good way to get a lot of different USYers involved is to have several people lead, and have other people hold the items. Also, if someone knows how to play the guitar, that is a good way to liven up the atmosphere.

Holiday Cookbook

Compile a cookbook with everyone’s favorite holiday meals.

Holiday Programming

Learning to Become a Better USY Leader: Leadership Convention 2000

The holidays are a great time for rel/ed programming! On one of the Yom Tov days of Pesach, Sukkot, or Shavuot, encourage all of your USYers to stay out of school and come to the synagogue for services, followed by lunch which USY provides. You can follow this up with ruach and Birkat Hamazon.

Jewish Movie Night!

Rent a movie by Jews, for Jews, and about Jews. Any Mel Brooks or Woody Allen film is great. Or, you could rent a movie like "Gremlins" and have the USYers figure out why it's Jewish (How do you know that Gremlins keep Kosher? In one scene, a Gremlin eats a plastic apple, spits it out, and says "Treif!") Good movies to rent include "The Chosen," "Yentle," "Sophie's Choice" (if you want a downer), "An American Tail," and "Fiddler on the Roof."

Judaica Workshop

Spend a lounge night or event making Jewish craft and ritual items. You could include making mezuzot, decorating suede kipot, decoupageing challah boards, tie dying challah covers, painting glasses for kiddush cups, etc.

Parsha of the Week Program

Combine a USY event with the parsha of the week. Assign a USYer is to give a d'var torah on the particular parsha, then hold a related activity. For example, Parshat Noah is a story about Noah and the flood. Appropriate activities would be visiting the zoo, a car wash, or a trip to a water park or pool (weather permitting). Parshat Beshalach describes the song the Children of Israel sang after crossing the Red Sea. An appropriate activity for this parsha would be going to a concert or some sort of musical event. Be sure to use your creativity, imagination, and your Chumash for inventing your own ideas!

Post-Pesach Pizza Party

What is the one thing we all hate about Pesach? No, it isn't the spilling of wine during the ten plagues silly, it's the fact that we cannot eat bread! A Post Pesach Pizza Party is one way to see all of the USYers again after the holiday of Passover. Plus, you get to indulge yourself with something everyone missed for over a week; bread! And not just any bread, bread with cheese and sauce on it! Also have a make your own pizza bagel station. Be sure to check with your rabbi as to what chametz may be eaten.

Pray to Play

Plan an event that incorporates Judaism and sports. For example, have a Jewish sports trivia contest, discuss the implications of being a Jewish "jock" and the effect it has on one's high school experience, plan a Sunday game of basketball, softball, etc. after you hold a schacharit or mincha service, invite a famous Jewish sports figure to speak about his/her experiences.

Project Daven

Audio tapes of all the services are available to buy through the regional office.

Learning to Become a Better USY Leader: Leadership Convention 2000

Purim Costume Contest

Run a USY costume contest on Purim. Have a very appealing prize, so that the contest will not only encourage USYers to dress up, but will also encourage those who were not planning on coming at all to come to services.

Ritual Round Robin

Set up different stations, each teaching a ritual aspect (i.e. how to put on t'fillin, having an aliyah, Shabbat Zmirot /songs). Have USYers rotate to each station and learn about various rituals and costumes.

Shabbat Services

Shabbat is a great time to relax and get together with friends. Holding monthly USY Shabbat services is a great way to get USYers to experience what the Sabbath is all about. Hold your own separate USY service, or if possible, you can take over the regular minyan at your shul. Ask your rabbi or ritual director if the USYers can have the different parts of the services. Afterwards, have a nice Shabbat lunch with lots of ruach!

Shabbat Services - Friday Nights

If Saturday mornings don't work, try Friday nights. Have a USY service followed by a full Shabbat dinner. Add education to the program with a text study, d'var torah, or a discussion about a topic relating to Judaism. Conclude the evening with strong ruach and Birkat Hamazon.

SATs/ACTs on Sunday

Encourage your chapter members not to take standardized exams on Shabbat. Go together to take exams on Sundays.

Selichot Program

Plan a fun USY event out of the synagogue then come back for Selichot and attend your synagogue's services together.

Study Chevra

Organize a small group of USYers to meet once a month, who want to study Jewish text together.

Sukkah Hop

USYers meet at the synagogue and go hopping to homes with Sukkot to eat and enjoy various parts of a meal in a Sukkah.

T'fillat Haderech (Prayer for a Safe Journey)

Before your chapter goes on any trip, be sure someone recites t'fillat haderech on the bus (in Hebrew and English) to ensure a safe journey.

Weekday Minyan

Get a group of USYers to fulfill the mitzvah of t'fillah (prayer) and tzorchai tzibur (community responsibility) by attending your synagogue's minyan before or after school one day a week.

Ruach Ideas and Combinations

One of the major problems concerning ruach sessions all across this country is the fact that too many of the leaders do not have enough experience. It is to no fault of their own that they lack this experience; it is the simple fact that no one has ever taught them what to do or given them some sort of guide. This lack of experience by the leaders usually causes one major problem; a break in the flow of the ruach.

The following ruach list serves two purposes; one, to provide the leaders and the participants with suggestions for songs which are fun and easy, and most everyone knows; and two, to provide the leaders and the participants with a flow of songs (songs with the same rhythm which can be done one after another) so as to decrease the interruptions during the ruach sessions. Pages are from the USY B'kol Echad songster.

Group 1

Tzion (pg. 95)
Ufaratzta (pg. 96)
Ani Ma-amin (pg. 78)
Lo Yisa Goy (pg. 89)
Eilah Chamda Libi (pg. 82)
V'nomar L'fanav (pg. 98)

Group 2

Esa Einai (pg. 84)
Od Yishama (pg. 91)
Hoshia Et Amecha (pg. 85)
Min Hameitzar (pg. 91)

Group 3 (songs with parts/responses)

Az Ich Vil Zingin (pg. 80)
Yism'chu B'mal'chut'cha (pg. 100)
Dodi Li (pg. 81)
David Melech Yisrael (pg. 81)

Group 4 (Motzei Shabbat Z'mirot):

D'ror Yikrah (pg. 31)
Y'rushalyim Shel Zahav (pg. 114)
Eili Eili (pg. 83)
Mizmor L'David (pg. 40)
Al Kol Eileh (pg. 102)
Yidid Nefesh (pg. 41)
Sharm-A-Sheich (pg. 111)
Tov L'Hodot (pg. 95) (leads into Shir Hamalot)

How to Write and Deliver a D'var Torah

Writing and giving D'verei Torah are often thought to be impossible tasks. However, this misconception is very far from the truth. The process of creating a d'var torah can be fun and exciting, and most importantly, it has the possibility to sprout new ideas that may never have occurred to you before. Here are some tips on writing a d'var torah: Read the text. This seems obvious, but rarely occurs to people. There are so many good translations out there, with and without commentary. Even oft-read passages viewed from a new angle offer something new to say.

Argue with authority. You are no less qualified than Rashi to interpret text. Find an explanation you disagree with and debate it with an absent opponent (you'll nearly always win). It is helpful to start by asking a question (rhetorical), whether you pose the question directly or by anecdote.

Finally, just do it! It's not the most difficult thing you'll ever be asked to do. The text is so rich and so revealing, when you become familiar with its thoughts, questions, and problems, profundities will jump out at you.

Suggested Sources for Writing a D'var Torah

To Pray as a Jew, Rabbi Hayim Halevey Doni

A Guide to Jewish Religious Practice, Isaac Klein

To be a Jew, Rabbi Hayim Halevy Domin

The Jewish Book of Why, Alfred J. Kolatch

The Collective Works of Abraham Joshua Heschel

G-d in Search of Man

The Shabbat

Torah Today, Pinchas Peli

The Midrash Says, Volumes 1-5

Siddur Sim Shalom, Rabbi Jules Harlow

Hertz Chumash

Living Each Week and Living Each Day, Rabbi Abraham Twerski

Lilmode Ul'lamed (insights of the weekly portion), Rabbi Mordechai Katz

Insights: A Talmudic Treasury, Rabbi Saul Weiss

Pirke Avot: Ethics of our father

(may be found in your siddur or in many other books)

Teaching Torah, Sorel Goldberg Loeb, et al.

The Jewish Catalogs (volumes 1,2,3), Richard Seigel et al.

Higher and Higher (USY Sourcebook), Steven Brown

Creative and Israel Programming

Programming Guidelines

- Keep a well-balanced schedule of your programs. Make sure to allow time for all facets of USY.
- Be creative. Ask others for ideas – people love to participate in an event they helped to create.
- Be enthusiastic. Spread your excitement – before and during a program. Don't have a negative attitude, even if you're disappointed with an event.
- Be a digma. People look up to you, so be sure to act accordingly.
- Remember that USY is a Jewish youth group. Be sure to make time for T'fillat Haderech, a D'var Torah, HaMotzi and Birkat Hamazon, Havdalah, Services, etc.)
- Remember the laws of Shabbat, Kashrut, and other observances pertinent to Conservative Judaism when running your programs.
- Give credit when it's due. Be sure that USYers involved in organizing a program receive due credit. Show your gratitude both publicly and privately.
- Evaluate your programs. Review the strengths and weaknesses of your events after they occur.
- Publicize inter-chapter, regional and international events. Also, don't forget to spread the word about Pilgrimage, Wheels, Nativ and USY High.
- Congratulate yourself and others on a successful event. Programming is hard work and you deserve a pat on the back.

Have fun and learn. That's what USY is all about!!

Social Programs

Apple Picking

Visit a local farm where USYers pick apples and pumpkins if in season. USYers can also go on a hayride. Teach about tithing ones property. The "tithe" can then be donated to a local food shelter. Also you can make apple pies and donate them to a local shelter.

Around the World Cafe

Have a program or lounge night with foods from around the world as a theme (kosher of course). You can even present something unique (an item or information) about Jews living in that location along with the food.

Billiards Night

USYers go to a billiards hall to hang out, play pool, and video games.

Beautiful Baby Contest

Have the members of your chapter bring in a baby picture and display them. Have a contest to see who can identify the most babies.

Blue Man Group

A small group of USYers can usher at Blue Man Group for free. The USYers escort people to their seats and clean up afterwards. This could be a great 12th grade program.

Chanukah Candle Making Lounge

USYers make Chanukah candles from scratch. Various colors of wax are melted and then a string is dipped several times, or you can buy beeswax and roll it up. USYers can also spin dreidels and watch a movie.

Coffee House/Open Mike Night Lounge

Bring in a coffee machine. Try to get coffee donated from Starbucks. Also bring in a hot water container to make hot chocolate, hot apple cider and tea. USYers can display their talents that night as well.

Cosmic/Atomic Bowling

USYers go bowling with black lights, glowing pins, and crazy music. Many alleys do this now.

Family Shabbat Dinner

Invite your chapter to spend Friday night enjoying Shabbat dinner at your shul. Teach new songs and impress your parents with your ruach!

Human Poker

A great ice breaker. Give each USYer a playing card and instruct them to find people with cards, which will help the USYers to come up with the best poker hand. Once in the smaller group, you can discuss a question or do an activity.

Jerry Garcia Lounge

Learning to Become a Better USY Leader: Leadership Convention 2000

Tie-Dye and make bead necklaces. Of course have Haagen-Dazs Cherry Garcia Ice Cream for a snack.

Karate Self Defense

Bring in a black belt instructor from a local Karate Dojo. The instructor gives a few general safety tips and shows the USYers a few defense moves.

Laser Show

Visit the Museum of Science to see a laser show at the planetarium. Combine this with a kosher dinner in Brookline.

Mall Scavenger Hunt

USYers are brought to a mall where they must use clues to identify stores and find out weird facts (e.g. how many red shoes are on display...) for prizes. USYers can then go out for ice cream or a movie.

Movie Theater Morning

On Sunday mornings some movie theaters will rent out the place. First go to say Shacharit, have a bagel breakfast then watch a movie of your choice.

Mystery Bus Ride

Spend a day transporting your USYers to various locations and fun stops – just be sure it's all a surprise. You may want to ask them to each bring a couple of items, for example a pail (for a stop at the beach) or a Ping-Pong ball (for a relay race). Don't tell them what the item is for in advance– keep everyone guessing! Be sure the stops are short and fun!

Polaroid Scavenger Hunt

Divide your group into teams. Each team has to take a Polaroid picture of themselves (the entire team) in front of various locations or with various items on your list.

Regressive Dinner

Have a regressive meal beginning at one house with dessert and working your way backwards to other homes until you get to the appetizers.

Senior (12th grade) Programs

College Fair (be sure to get information on Jewish life on these campuses), make senior pins, have college freshman come in to share their experiences and discuss concerns, usher at Blue Man Group or other theater presentations, create senior kipot with puffy paint on suede kipot.

Shul In

Invite your chapter to sleepover at your synagogue and spend the night watching movies and making sundaes.

Sports

To keep down expenses go to a game from a local college team.

USY's Funniest Home Videos

Learning to Become a Better USY Leader: Leadership Convention 2000

Divide into a couple of groups and have your USYers create their own home videos. (HINT: Call your local cable company, sometimes they rent out their space and equipment for a nominal cost).

Visit the Shapiro House at the Strawberry Banke Museum

Take your chapter to Portsmouth, New Hampshire and visit an authentic Russian-Jewish immigrant house. For more information, contact the Strawberry Banke Museum at (603) 433-1106.

White Water Rafting and Fun-Yaking

USYers head to Western Mass. or Maine for a day of white water rafting and fun-yaking.

Israel Programs

Ben Yehuda Street Carnival

USYers set up booths with imitating different stores along Ben Yehuda Street (i.e. falafel, Judaica craft station, hair braiding, etc.)

HeChalutzim Membership

This is USY's club to promote Israel awareness. For just \$10 you can become a member and receive a membership card, newsletter and invitations to special HeChalutzim events at regional and international programs. Help promote HeChalutzim membership in your chapter by adding this as an option on your membership forms, by sponsoring an event (such as an Israeli dinner, Jerusalem Cafe Night or Israeli dancing) for HeChalutzim members only, or by offering chapter discounts or gifts for those who join. (HINT: you can get free Israeli posters from the Israeli Consulate in Boston).

Israel Night

Gather your chapter together for an exciting night of Israeli food, singing, and dancing. Promote the USY Israel trips and invite past trip participants to come and share their experience. You can also have a discussion about Israel or the peace process.

Israel and Ice Cream

Place a large map of Israel on a table or on a piece of plywood and cover with plastic wrap. Have members build Israel with different flavors of ice cream toppings, and candy...then eat it! (HINT: Rocky Road makes good mountains and Mint Chocolate Chip does great for grassy areas).

Israel Jeopardy

USYers test their knowledge of Israel by asking Israel related trivia questions.

Israeli News

Stay up to date on what's happening in Israel through e-mail and Israeli newspapers. Post interesting articles on a special bulletin board in your youth lounge.

Israeli Pen Pals

Have USYers write letters to their peers in NOAM in Israel.

Israeli Songs

Learning to Become a Better USY Leader: Leadership Convention 2000

At the next ruach session make sure to teach and sing a wide variety of Israeli songs. Or have a sing-down and give extra credit for Hebrew songs.

Israel Theme Lounges

Have discussions, decorate your lounge like Ben Yehuda Street, serve falafel and hummus, play Israeli music and have an Israel Update!

Israel Updates

Have Israel updates at every event and at every board meeting. Easily found in newspapers under "world news." It is also easy to get Israel information through the World Wide Web.

Mock Knesset

Hold a mock Knesset to provide a greater understanding of the Israeli political system. USYers learn about different political parties in Israel and make a presentation on their party's view of a specific topic.

Night At an Israeli Restaurant

Take your chapter to Rami's in Brookline or convert your Synagogue into a restaurant. Serve falafel and other Israeli food. Have waiters, get napkins from Israel, have a menu in Hebrew etc!

Plant a Tree in Israel on USY's Hill

USYers can help Israel by planting trees.

Promote HeChalutzim

Include HeChalutzim on your membership registration forms, send HeChalutzim brochures with chapter flyers, make a HeChalutzim poster/banner for your chapter lounge and display it at chapter events!

USY Summer Programs

Promote the various Pilgrimage programs, Nativ and USY High by having past bring their pictures and talk about their experiences. Invite parents too!

Write Pro-Israel Letters

USYers can write letters urging the government to complete the U.S embassy in Jerusalem, and to free Israeli MIAs such as Ron Arad.

Lots of Programs from A to Z

Adopt a Highway • Aerobics • AIDS Speaker • Apple Picking • Arts & Crafts • Baby • Photo Night • Bagel sale • Bar-B-Q • Baseball • Basketball • Beach Party • Broom Ball • Bonfire • Bowl-a-thon • Candle Making • Canoe trip • Capture the Flag • Car Wash • Casino Night • Chinese Auction • Chapter Banner Night • Chapter Song • Chapter Scrap Book • Chocolate Seder • Coffee House • College Night • Comedy Night • Concert • Crazy Olympics • Creative Service • Cult Awareness • Dating game • Dance-a-thon • Deli Night • Dinner with Rabbi • Drive-in Movie • Fashion Show • Family Feud • Fishing Trip • Ga-Ga • Game Night • Hay Ride • Hospital Visit • Human Bingo • Hypnotist • Israeli Dancing • Israeli Cafe Night • Jewish Jeopardy • Karaoke • Kipah Painting • Kidnap the Rabbi for TO • Laser Show/ Laser Tag • Looney Tunes Festival • Maccabiah • Make Jewish New Year's Cards • Make Your Own Sundae • Mall Scavenger Hunt •

Learning to Become a Better USY Leader: Leadership Convention 2000

Mezuzah Making • Miniature Golf • Murder Mystery • Movie Overnight • Mystery Bus Ride • Name That Tune • Nature Hike • New Members' Day • Nursing Home Visit • Paper Bag Dramatics • Paper Mache • Pen Pals • Plant a Garden • Polaroid Scavenger Hunt • Pet Show • Pool Party • Picnic • Progressive Dinner • Puppet Show • Purim Baskets • Purim Schpiel • Racquetball • Raffles • Regressive Dinner • Roller-skating • See a Play or Improv • Shavuot Torah Study • Shelter Visit • Sing Down • 60s or 70s Party • Soup Kitchen Volunteer • Spa Night • Sports Marathon • Super Bowl Party • Swing Dance • Square Dance • Talent Show • Tallit Making • Toga Party • Trip to New York • Trust Games • Tu B'shvat Seder • Unroll Torah/ Find Parsha • USY Programs Fair • Visit a Prison • Volleyball • Zoo Scavenger Hunt

What to do in the Area

Theater

Blue Man Group, Charles Playhouse, Boston (617) 426-6912
Improv Asylum Theater, North End, Boston (617) 263-6887
Shear Madness, Charles Playhouse, Boston (617) 426-5225

Sports

Fleet Center, Boston (Bruins, Celtics, other events) (617) 931-2000
Fleet Center Tours (617) 624-1504
Providence Civic Center, (Providence Bruins) (401) 331-0700 ext.155
Red Sox, Fenway Park, Boston (617) 262-1915
Red Sox, Fenway Tours (617) 236-6666

Museums

Children's Museum, Boston (617) 426-8433
Museum of Science, Boston (laser show, Omni) (617) 723-2500
N.E. Aquarium, Boston (617) 973-5206
N.E. Sports Museum (at the Fleet Center) (617) 787-7678
Salem Witch Dungeon, Salem, MA (978) 741-3570
Salem Witch Museum (978) 744-1692

Amusements/Entertainment

Amesbury Sports Park, Amesbury, MA (snow-tubing) (978) 388-5788
Atomic Bowling at Town Line Bowling, Malden, MA (781) 324-7120
Attitash Bear Peak, Bartlett, NH (Alpine Slides) (888) 554-1900
Boston Bowl Family Fun Center (bowling, billiards, arcade) (617) 825-3800
Boston Duck Tours (boat ride through Boston) (617) 723-0820
Canoby Lake Park, Salem, NH (603) 893-3500
Chunky's Movie Theater, Haverhill, MA (978) 374-2200
Cranmore Mountain Lodge, North Conway, NH (800) 356-3596
Davis Mega Maze at Davis Farmland, Sterling, MA (978) 422-6666
Easton Family Golf Center, Easton, MA (mini-golf, batting cages) (508) 238-6007
Fun World, Nashua, NH (arcade) (603) 888-1940
Good Time Emporium, Somerville, MA (arcade) (617) 628-5559
In Sports Center, Northborough, MA (large fields for sports games) (508) 351-9800
Jillian's Boston, Boston (arcade, pool, virtual reality) (617) 437-0300
Jordan's Furniture M.O.M, Avon, MA (motion ride) (508) 580-4600

Learning to Become a Better USY Leader: Leadership Convention 2000

Lazer Quest, Danvers, MA (laser tag)	(978) 762-8778
Mad Maggies, Norwood, MA	(781) 769-1888
Riverside Park, Agawam, MA	(413) 786-9300
Roll On America, Leominster, MA (roller skating, laser tag)	(978) 537-4573
Star Land, Hanover, MA (games, batting cages, mini golf)	(781) 826-3083
Water Country, Portsmouth, NH (water park)	(603) 436-3556 ext. 12
Water Wiz, Wareham, MA (water park)	(508) 295-3255
Wilderness Golf Links, Taunton, MA (indoor mini-golf)	(508) 821-9961

Physical Activities

Boulder Morty, Nashua, NH (Indoor Rock Climbing)	(603) 886-6789
Charles River Canoe and Kayaking	(617) 965-5110
Crab Apple White Water Rafting, Berkshires, MA	(800) 553-7238
Polar Caves, Plymouth, NH (grottos, caves)	(603) 536-1888
Ropes Course River School, Natick, MA	(781) 235-9300
Thompson Island Outings, Boston (Ropes Course)	(617) 328-3900
UMass Lowell Ropes Course, Lowell, MA	(978) 934-4677
Davis' Mega Maze, Sterling, MA	(978) 422-8888
Frog Pond, Boston Commons, MA (ice skating in winter)	(617) 635-2197
2 Cool, Pembroke, MA (Velcro Wall, Sumo Wrestling, Rock Climbing)	(781) 826-2333

Kosher Restaurants

Cafe Aviv, Brookline, MA (Israeli/Moroccan Food)	(617) 731-9780
Cafe Shiraz, Boston (Israeli/Persian)	(617) 566-8888
Rami's, Brookline, MA (Israeli)	(617) 738-3577
Rubin's, Brookline, MA (Deli and Restaurant)	(617) 731-8787
Shalom Hunan, Brookline, MA (Chinese)	(617) 731-9778
Taam China, Brookline MA (Chinese)	(617) 264-7274
Vittorio's Pizza, Brookline (Pizza, Dairy)	(617) 730-9903
Zaatar's Oven, Brookline, MA (Flatbreads, Pizza dairy)	(617) 731-6836

Israel Web Sites

2500 Jewish/Israel Links	http://www.maven.co.il
Another State of Israel Web Site	http://ibcnet.com/israel
Arutz 7 (Israeli Radio Station and News)	http://www.a7.org
Background Ron Arad	http://www.algonet.se/~hatikva/mia/e-ron-arad.html
Captain Internet – 13	http://www.haaretz.co.il/captain
CNN Interactive	http://www.cnn.com
CNN Struggle for Peace Homepage	http://cnn.com/world/struggle-for-peace/index.html
FYI Israel in the News	http://www.inet-images.com/fellowship/fyi.htm
Government of Israel	http://www.Israel-info.gov.il
Ha' Aretz (Israeli Newspaper)	http://www.haaretz.co.il/daily/index.htm
IOL (Israel On-Line)	http://www.iol.co.il
Israeli Embassy of Washington DC	http://www.israelem.org
Israeli Foreign Ministry	http://www.israel-mfa.gov.il
Israeli Internet Sites	http://israel-mfa.gov.il/sites.html#news
Jewish Education	http://www.jajz-ed.org.il
Kol Israel News	http://www.artificia.com/html/news.cgi

Learning to Become a Better USY Leader: Leadership Convention 2000

News from IOL	http://www.iol.co.il/mivzak/mnews.html
Shaliach Net	http://youth.org.il/shaliach
Shamash	http://www.shamash.nysernet.org
TAPUZ (Israel Search Engine)	http://www.tapuz.co.il
The Golan Heights	http://golan.org.il
The Israeli Knesset	http://www.knesset.gov.il
The Jerusalem Post	http://www.jpost.com
The Jerusalem Report (Israeli Magazine)	http://www.jreport.virtual.co.il
The Masorti Movement	http://www.masorti.org
The State of Israel Web Site	http://www.knesset.gov.il/israel
The USY Israel Page	http://www.uscj.org/usy/israel
The Youth and HeChalutz Department	http://www.youth.org.il
Welcome to Masa Acher	http://www.masa.co.il/index.html
Welcome to Virtual Jerusalem	http://www.vitual.co.il

Israel Newspapers

The Jerusalem Post (weekly international edition)	(800) 448-9291
The Jerusalem Report (bi-weekly magazine)	(800) 827-1119 or (617) 433-0712

Project Knowledge

Ways to learn about Israel, Judaism and modern issues facing the Jewish people

TOP 19 BOOKS

Books on Jewish History, Israel and Judaism

1. **Self Portrait of a Hero: The letters of Yonaton Netanyahu**
Hero who risked his life to save Israeli captives in Africa.
2. **The Source** by James Michener
Fictional history of the Jewish people and the Land of Israel
3. **My Glorious Brothers** by Howard Fast
Story of Judah the Maccabee
4. **As a Driven Leaf** by Milton Steinberg
Philosophy
5. **The Deed** by Gerald Frank
About Lechi
6. **The Abandonment of the Jews** by David Wyman
Holocaust-what America DIDN'T do while 6,000,000 died.
7. **Hannah Senesh: Her life and Diary**
8. **Mila 18** by Leon Uris
Ghetto Uprising
9. **The Revolt** by Menachem Begin
The Etzel's struggle against Britain
10. **Terror Out of Zion** by J. Bowyer Bell
11. **Forged in Fury** by Michael Elkins
Following the Holocaust a Jewish survivor started doing justice to the Nazis
12. **O, Jerusalem** by Dominique Lapierre and Larry Collins

Learning to Become a Better USY Leader: Leadership Convention 2000

- 1940-1948 Battle for Jerusalem*
13. **Genesis 1948** by Dan Kurzman
War of Independence
 14. **The Pledge** by Leonard Slater
American Jews helping in the fight for independence
 15. **The Heights of Courage** by Avigdor Kahalani
 16. **Fear No Evil** by Natan Sharansky
Story of an immigrant out of the Soviet Union
 17. **Heroes of Israel** by Chaim Herzog
Stories of all the heroes of Israel, including Dov Gruner and Hannah Senesh
 18. **Letters to an American Friend: A Zionist Polemic** by Hillel Halkin
Letters written to a friend in America concerning the importance of making Aliyah and the importance of Israel as the home to the Jewish people.
 19. **The Sabbath: Its meaning for Modern Man** by Abraham Joshua Heschel
Modern Spirituality

TOP 12 Movies

Movies Dealing With Jewish History and Issues Facing the Jewish People

1. **Samson and Delilah** starring Victor Mature
2. **Exodus** starring Paul Newman
3. **School Ties** starring Brendan Fraser
Deals with Anti-Semitism Issues in America
4. **Cast a Giant Shadow** starring Kirk Douglas
5. **The Ten Commandments** starring Charlton Heston
6. **Escape from Sobibor**
Escape Plan from the Work Camp
7. **Europa, Europa**
Deals with a boy in the Holocaust
8. **Triumph of the Spirit** starring William Dafoe
9. **Operation Thunderbolt** directed by Menachem Golan
The Etzel's struggle against Britain
10. **Hannah's War** directed by Menachem Golan
Story of Hannah Senesh during World War Two
11. **Schindler's List** directed by Steven Spielberg
12. **Life is Beautiful** directed by Roberto Benigni

Social Action & Tikun Olam

The Divisions of Tikun Olam

Tikun Olam is the vehicle through which Tzedakah is contributed by USY. We recognize the value of the individual giving Tzedakah, and we realize the importance of helping others. Through our donations, we provide much-needed funding in order for many organizations to survive.

- Tikun Olam is structured to provide 30% of its funds to the Conservative Movement Programs in Israel (as well as covering the operating expenses of the program and educational materials about Tzedakah).
- Another 30% is returned to the regions to provide scholarships for USYers participating in summer programs and long term programs.
- The remaining 40% is returned to the chapter; therefore, each chapter individually decides which Tzedakot the remaining 40% of this contribution will assist.

The limited financial resources of Tikun Olam allow that only Jewish causes be included on the approved list of Tzedakot. If a chapter wishes to allocate funds to a local non-Jewish charity, it must write to the Central Office for approval. The list of approved Tzedakot includes hospitals, orphanages, and social service organizations, and also Tzedakot that provide for the development of individual Jewish communities worldwide. Tikun Olam also benefits the growth and success of the Conservative Movement in North America, through the support of the Jewish Theological Seminary and Noar Masorti, our sister organization in Israel.

Each chapter should be involved in continuous Tikun Olam fundraising programs. There are many ways to incorporate Tikun Olam into every event. At the beginning of each year, make a realistic goal while looking at your chapters past Tikun Olam totals. When planning a Tikun Olam event remember that your Tikun Olam handbook and your NERUSY Social Action/Tikun Olam Vice President are here to help you.

Tikun Olam Projects

Before you begin remember this, the more enthusiastic you are about a fundraiser, the more money you will raise.

BREAKFAST IN BED

The breakfast can consist of a paper plate, bagels, cream cheese, lox, and cake. Have USYers sell the breakfasts in advance; taking orders from friends, neighbors, and congregants. Make deliveries on a Saturday night or Sunday morning.

BUCKET-O-SA/TO

Get a bunch of small prizes and write each one on an index card that you place in a sealed envelope. Place all the sealed envelopes into a bucket. For \$1.00 each USYers can buy an envelope. They get the prize listed inside. If you don't have enough prizes, you can have "sorry try again" on some cards. You can also use discounts for local events as prizes.

BUS-BETTING

Before a bus ride, have USY members pay \$1 to bet the exact time of arrival at your destination. The winner should have the option of taking half of the sum, or donating it all to Tikun Olam.

CASINO NIGHT

Use Monopoly money to play card games. Have USYers donate to Tikun Olam to come to the event.

CHANUKAH BALLOON-O-GRAMS

Congregants can purchase from USY (\$5.00 suggested price) a package including a Mylar Chanukah balloon, driedel, Chanukah card and a live rendition of popular Chanukah songs. Have USYers deliver these packages during designated night of Chanukah.

CHANUKAH CANDLES

Mail Chanukah candles to the congregation with a short letter wishing them a Happy Chanukah from USY and asking for a T.O. donation. (*Sharon USY is doing this for more info Call Heidi Perkins*)

COIN CHALLENGE

Set up small containers by class (or sex) and have USYers drop in their spare coins. At the end of the year, determine the winning class or sex.

COOKBOOK

Have USYers create a cookbook of their favorite recipes to sell to the congregation. You may want to sell ad space in the back to raise extra money for Tikun Olam.

ENTERTAINMENT

Invite an entertainer to perform. Try to get his services donated for free. Sell tickets to raise money for Tikun Olam. If you can count on a large crowd, you may be able to pay the entertainer and still have money left over.

GARAGE SALE

Encourage congregants to donate items, and sell them in the synagogue parking lot.

Learning to Become a Better USY Leader: Leadership Convention 2000

KIDNAPPING

Kidnap your synagogue Rabbi or President during a time when the congregation is gathered together. Ask synagogue members to pay the ransom.

MISHLOACH MANOT

Sell and deliver fruit baskets at Purim to your congregation.

PENNIES FROM HEAVEN

Urge USYers' families to have a Tzedakah box where they can empty their pennies to give to Tikun Olam. The pennies can be rolled at board meetings or USY events or at home by individual USYers.

SUPER BOWL SUNDAY

Sell either subs or party bags (including chips, pretzels, dips, soda, candy) to your congregation for Super Bowl Sunday.

TEA PARTY

Send a letter and a tea bag to each member of the congregation. Explain that you want them to enjoy a tea party in the privacy of their own homes and in return you hope that they choose to make a contribution to Tikun Olam.

TIKUN OLAM OPTION

Give your USY members the option to pay an extra dollar in the cost of your event to be donated to Tikun Olam.

USY RESTAURANT

Set up your synagogue as a restaurant. USYers should serve as cooks, waiters/waitresses, etc.

OTHER TIKUN OLAM PROJECTS

- Sell hamentashen, or Kosher for Pesach Candy.
- Hold a raffle/auction/silent auction.
- Rent USYers to congregation members to baby-sit or help around the house.
- Hold a walk-a-thon, cycle-a-thon, or bowl-a-thon.
- Hold a learn-a-thon, or dance marathon.
- Create a car wash station in your synagogue parking lot (especially good before Passover)
- Donate the money from can and bottle returns.
- Hold a Purim Carnival.
- Create a synagogue toll booth (cars pay a toll for T.O. to pass through)
- Set aside \$1 each week for Tikun Olam.
- Babysit for Tikun Olam.
- Have USYers clean homes for Pesach.

**Do Not Forget, You Can Do Anything If
You Put Your Mind To It!!**

Social Action Projects

There are nice, kindhearted things that brighten people's day and show them that you care. Here are some programs that your chapter can incorporate into its events.

BUBBE/ ZADIE TEA

Invite all the members of your congregation over 60 years of age. On a Sunday afternoon have tea and a presentation of some sort. A program on Israel is a good idea, including singing and dancing, speeches from USYers who have been to Israel and a slide show. After this, serve cookies and tea, and have informal chats with your guests. Send invitations to each person and ask for RSVPs. Call those who do not reply.

DRY CLEANERS

Go to your local dry cleaners. Offer to distribute unclaimed items to individuals in need.

DUMPSTER DIPPING

Take friends to dumpsters at local supermarkets to salvage still-edible and usable foods. Distribute to local pantries, soup kitchens, and shelters. Distribute to a shelter the chametz you remove from your house before Pesach.

FEED A NEEDY NEIGHBOR (FANN)

Have a food collection box set up in your synagogue at all times. Contact your Rabbi to find out if there is a local shelter that you can bring the food to. You can also have a different theme for each month, such as baby food, or food for Passover.

FLOWER COMMITTEE

Establish a Flower Committee to take leftover flowers from synagogue and other Jewish communal events to shelters, hospitals, or residence for the elderly.

FRIENDSHIP CARDS

Make a set of cards containing written compliments (i.e. "Thanks for making me smile" or "You're a great friend") and give them out at events. Recipients of cards should give them to others in order to brighten other USYers' days.

GET INTO THE GOOD HABBIT!

Adopt the "Tzedakah Habit" of buying an extra item of food whenever you go grocery shopping for distribution to hungry people. Find out if your synagogue collects a particular item for Family Table.

HIGHWAY, CAMPUS OR SYNAGOGUE CLEANUP

Contact your city hall to find out if there is a park or highway that needs to be cleaned up. This is a good project to do during the spring

HOSPITAL HELPERS

Find out if your local hospital has a candy striper volunteer program. You can also try to have your USY chapter go to the hospital on Chanukah or Purim to shine, in the children's ward.

Learning to Become a Better USY Leader: Leadership Convention 2000

HUMANE SOCIETY

Contact your local Humane Society to find out if they need any volunteers. They usually need people to walk dogs or help them clean up. Some humane societies require you to be over sixteen in order to volunteer.

MITZVAH CRIB

Set up a Mitzvah Crib in the lobby of your synagogue. The crib will be the collection point for items for infants and young children who need these items but whose families cannot afford them. Be sure to publicize this program.

MITZVAH DAY

Combine studying about and performing specific Mitzvot throughout the day.

MOTHERS/STUDENTS AGAINST DRUNK DRIVING (MADD/SADD)

Bring in a speaker (i.e. policeman, parent of victim, recovered drunk driver) to discuss the danger of drinking and driving.

NATURE HIKE

Take your USY chapter on a nature hike at a local nature center. Ask them if there is any yard work or cleaning up you can do. Invite everyone to stay after for a picnic.

PARENTS AND TEENS TOGETHER

The Jewish Family and Children's Service (JFCS) will come to you and form discussion groups for parents and teens concerning relevant topics. For more information, call (781) 821-4990.

PARTY WITH USY

Donate your leftover food from USY conventions, Bar/Bat Mitzvah celebrations, parties, etc. Publicize this idea throughout your synagogue and chapter along with the names of local shelters where the food can be contributed. Be sure to call the shelters in your area to find out if they are able to accept your donations.

PASSOVER FOOD BASKETS

Collect Passover food for families in need from your community. Call your local Jewish Family and Children's Services for help with this project.

REPAIRS

Your synagogue may need help with cleaning and repairs. Set up a meeting with your Rabbi or synagogue director and find out if there are any projects with which your USY chapter can assist.

RIVER/BEACH CLEAN UP

Go with your local USY chapter to clean up a local beach, pond, or river.

SANDWICH BRIGADES

Ask people in your synagogue to donate bread, peanut butter and jelly, and any other things that could be used to make sandwiches. Then have USYers make an assembly line at your synagogue to make as many sandwiches as possible. Bring the sandwiches to a local homeless shelter. Make sure to contact a shelter before you do this program. There may be certain restrictions involved or a certain way they need to be packaged.

Learning to Become a Better USY Leader: Leadership Convention 2000

SHOE STORES

Contact local shoe-stores and encourage them to donate any shoes they are throwing away to a local shelter or agency that provides for low-income families. Offer to pick them up.

SODA TABS

Collect soda tabs to send to Ronald McDonald House in Springfield (413-784-5683). These tabs are turned into scrap metal in exchange for money to help support the house.

TUTORING

Volunteer to tutor a Hebrew school student who is having trouble. Don't accept money, but if the parents insist, have them give a donation to T.O. instead.

Social Action Directory

**"Places to Volunteer Near You"
(And places that need donations)**

Southern Area

South Shore Habitat for Humanity, Braintree	(617) 843-9080
South Shore Aids Project, Brockton	(508) 559-1174
Mainspring House, Brockton	(508) 587-5441
Battered Women's Shelter and Service, Brockton	(508) 583-6498
Liasson David Jon Child Center, Canton	(508) 584-4315
Life Center For the Handicapped, Canton	(508) 587-4651
Mass Hospital School, Canton	(781) 828-2440
Amos House, Providence	(401) 272-0220
American Red Cross, Stoughton	(508) 586-4790
The New England Sinai Hospital, Stoughton	(781) 297-1500
Brockton Family and Community Resources, Inc., Brockton	(508) 583-6498

Central Western Area

Hebrew Rehabilitation Center for Aged, Brookline	(617) 325-8000
Heritage at Cleveland Circle, Brookline	(617) 566-1700
Family Table, Brookline	(617) 566-0333
Pine Street Inn, Boston	(617) 4824944
Shriners Burn Institute, Boston	(617) 722-3000
New England Home For Little Wanderers, Boston	(617) 428-0440
Children's Hospital, Boston	(617) 335-6000
Hadassah Thrift Shop, Boston	(617) 254-8300
The Turning Point, Natick	(508) 875-6429
A Place to Turn, Natick.	(508) 655-8868
Second Step, Norwood	(617) 965-3999
Carroll School for the Blind, Newton	(617) 696-6200
Heritage at the Falls, Newton	(617) 928-0007
Rachel's Table, Worcester	(508) 799-7600

Learning to Become a Better USY Leader: Leadership Convention 2000

Recording for the Blind (617) 577-1111
Jewish Big Brother and Sister (617) 965-7055

Northern Area

My Brother's Table, Lynn (781) 593-1530
Haven From Hunger, Peabody (508) 531-1530
Inn Between, Peabody (978) 532-2372
Inn Transition, Peabody (978) 531-9951
Preble Street Resource Center, Portland (207) 775-0026
Ingraham Volunteer, Portland (207) 774-4357

For other volunteer projects and other locations:

The Jewish Community Volunteer Program (617) 558-6585

Hotline Resources

Part of social action is insuring the health and happiness of others. If someone approaches you looking for help, you should be able to guide him or her in the right direction. Here is a list of resources.

Be a friend.

Samaritans Hotline (24-hour confidential hotline for anyone feeling unhappy or suicidal)
General Phone Number 1-800-252-8336
Framingham Area Number 1-508-875-4500

Alcohol problems 1-800-ALCOHOL

AIDS Action 1-800-235-2331

Youth Domestic Violence 1-617-773-HURT
(Date Rape or Physical Abuse in young adult relationships)

Boys Town Hotline 1-800-448-3000

YO line (young adult/teen hotline) 1-800-788-1234

Gay Teens 1-800-399-PEER

Boston Alliance for Gay and Lesbian Youth 1-617-523-7363
(Social support group for gays and lesbians underage 22)

Rape Crisis Center of Boston 1-617-492-7273

Learning to Become a Better USY Leader: Leadership Convention 2000

Jewish Family and Children's Center

1- 617-227-6641

Membership/Kadima

REGIONAL SONG

Teach your members the *one and only* NERUSY song!

WE.....
Come from Massachusetts, New Hampshire, Vermont, and Maine
Down south there is Rhode Island
She sure adds to our fame
We're know throughout the nation
As the region with the zest!
We're New England Region
The region that is best!

_____ 's (fill in Regional President's name) little region has ruach, ruach
_____ 's (fill in Regional President's name) little region has lots of fun
_____ 's (fill in Regional President's name) little region has spirit, spirit
_____ 's (fill in Regional President's name) little region is number one!

We sing all day, we sing all night
_____ 's (fill in Regional President's name) little region is out of sight
This is our region, she is grand
This is our region, New England!

MEMBERSHIP / OUTREACH IDEAS

YOUR SYNAGOGUE

- Send a letter to the parents and kids who are potential youth group members, describing your group and activities.
- Call potential youth group members.
- Have Rabbi / Synagogue President announce upcoming youth group events from the "bimah" each week.
- Have a regular column in the synagogue bulletin.
- Have the USY Chapter President sit on the Synagogue Board.

HEBREW SCHOOL

- Have the youth group sponsor an assembly / program for the Hebrew School on a Sunday morning (have flyers there for upcoming events).
- Be sure an enthusiastic youth group representative does a presentation for the Hebrew School at the beginning of the year.
- Have youth group sponsor a special snack for the Hebrew School.
- Hold a special program for the parents of Hebrew school children to help get support and promote your youth group.
- Target specific leaders in the Hebrew school. Meet with them and get their input on how to get more people involved.

Learning to Become a Better USY Leader: Leadership Convention 2000

BAR/BAT MITZVAH CLASSES

- Have Youth Group representative present a gift to the Bar/ Bat Mitzvah child at the service.
- Present Bar / Bat Mitzvah child with a year's free membership in youth group.
- Have youth group sponsor a special program at the beginning of the year for all the Bar / Bat Mitzvah students (and do a presentation about youth group).

YOUTH GROUP PROGRAMS

- Have a welcoming committee comprised of youth group members to welcome new members to their first event and make them feel more comfortable.
- Run a "bring a friend" program where youth group members get a discount if they bring a new member to an event.
- Have a Big Brother/ Sister program, where an older youth group member is paired with a new or younger member to help them feel comfortable. Have a special time for all the Big & Little Brothers / Sisters to get together and do something fun.
- Hold events only for Seniors in High School, or other specific classes to encourage their participation.
- Have a new members' party.
- Card Drive - Have youth group members bring the name & address of potential members. Follow this up by sending a letter to these kids, telling them all about your youth group.
- Hold a special event at the end of the year for the children who are one grade below youth group age. Extend a special invitation for them to attend.
- Send youth group Birthday cards to potential members and current members of your youth group.

JEWISH DAY SCHOOLS

- Send letters to the parents and students of Jewish Day School students in your area about the opportunities in your youth group.
- Have youth group sponsor a lunch or dessert for your local Day School students (at the school), and have youth director talk to them about youth group.
- Invite students of the Day School to a special program. Offer this one program to them at a reduced cost or for free.
- Target specific leaders in the Day School. Meet with them and get their input on how to get more people involved.

JEWISH CAMPS

- Get the names and addresses of the kids who attend your movement camps from your area. Send them a special mailing inviting them to an event.
- Visit your local affiliated Jewish Camps. Bring your current youth group members a small presents. Do a presentation for all potential your group members.

PUBLIC RELATIONS

- Have your local paper cover as many events as possible to help spread the word.
- Send regular updates to the Synagogue Board to let them know what is going on in your youth group.
- Have your youth group members put together a local cable show.
- Sponsor a fun program for the parents (wine & cheese party, sock hop, etc) and do a presentation about your youth group.

MAILINGS

- Make things clear, eye-catching and easy to read.

Learning to Become a Better USY Leader: Leadership Convention 2000

- Try sending a large bright postcard instead of a flyer once in a while.
- Be creative and try new things.

MEMBER SHIP RETENTION TECHNIQUES

How To Let Your Members (new and old) Know Just How Much You Love Them

- Call them all the time! If they don't come to an event, call to them you missed them! Call them the month, week and day before an event! You are their friend.
- Give discounts and prizes to new members or to USYers who get their friends involved.
- ALWAYS have a good attitude! If you are in a bad mood...never show it!
- Play off people's interests. Ask potential members what sort of events they would love have, and HAVE them.
- Don't forget Kadima and Junior USY...if they start active, they'll stay active!
- Wear USY regalia everywhere!
- Try focusing on one grade a month. Have special events for specific grades.
- Never ever let anyone be alone!
- Teach the members the USY songs and cheers...a great activity for bus rides.
- Invite them to parties that go on outside USY, or invite them over for Shabbat.
- Get new members involved by encouraging involvement on a general board or by encouraging involvement as a chair of an event.
- Get new members involved in services by giving them aliyot or other service parts.
- Don't be phony! Let them know you really care. The worst thing that happens...you make a new friend.

MEMBERSHIP PROGRAMS

Learning to Become a Better USY Leader: Leadership Convention 2000

Big Brother/Big Sister

Pair every Kadimanik up with a Senior USYer who will inspire them, take care of them, and be their friend throughout the year.

Birthday Cards

Ask for everyone's birthday on the membership forms and send them a card just so they know they're loved!

Bring-a-Friend

Members should be encouraged to bring Jewish friends who are not members of USY to events. Give members an incentive to bring a friend (money off an event, a prize, etc.)

Letter Writing Campaign

Write a letter to potential USYers from your synagogue describing the wonderful world of USY. Include a flyer for the next event.

End of the Year Events

Have combined events (Jr/Sr or Kadima/USY) to encourage the younger members to move up to the next level.

Early Bird Membership

Offer a discount membership rate for anyone who joins in the spring for the following year. You may want to have a big exciting event in the spring, specifically as an incentive to sign up early.

BAR/BAT Mitzvah Membership

Work with your synagogue on offering free membership to anyone whom becomes a free Bar/Bat Mitzvah. Be sure someone from USY is there to make a formal presentation at the service. If you can't offer free membership, give the Bar/Bat Mitzvah person a gift from USY. USY's presence is important

Direct Billing

Work with your synagogue to try to get USY listed along with the other synagogue clubs (Men's Club, Sisterhood, etc.) on your synagogue's membership bill (or at least see if USY membership forms can be sent out as an attachment to the synagogue bill). This is a great way to get parents to pay for USY membership in a painless, easy, and timely manner.

Membership Brochure

Mail out the NERUSY membership brochure to your potential members. Call the NREUSY office to get multiple copies.

New Members Handbook

Distribute the NERUSY New Members Handbook to your new members, freshmen, or Junior USYers to give them an idea what USY is all about! Call the NERUSY office for a copy.

PHONE SQUADS

These are just a few tips on how to make successful phone calls to prospective members, but the most important things are the ones you can't be told to do. You need to make the person feel special, and you need to not sound like you are reading a rehearsed script. These are suggestions to follow, not just to read!

Learning to Become a Better USY Leader: Leadership Convention 2000

1. Introduce Yourself

You want the member to know your name so that he or she can ask you questions, or call you, and especially so that he or she can look forward to meeting you at events.

2. Ask Them Questions About Themselves

Remember, you want to be this person's friend. So ask them what they do in school. Ask them what sports they play. Ask them what they did last night. And respond! This will also provide you with helpful insight later when you are telling them about events. For example, if they love to be outdoors, talk to them about having a hiking trip, or about USY High, or about USY ski trips. Listen to them!

3. Sound Excited

Tell them about upcoming events and how much you can't wait for them. Tell them about how many cool people you have met from all over the country in USY. Tell them about some funny memory. Remember, if they think you don't have fun at events, why would they want to join?

4. Make Sure They Ask Their Parents

Once they say they can come to an event, tell them to ask their mom. And when they say they can join, have them write the check while they are on the phone. Plus, their parents will probably help you get them to join, especially with younger members!

5. Don't Give In Easily

If they say they can't come, ask them why. Tell them they can drop by, and you will introduce them to people. Tell them you'll pick them up or that you'll find out about discounts. Then tell them why they should try an event or two. If they say it is because they have no time, tell them how busy you are and how it is worth a little sacrifice. If they say that they are not interested in the events, ask them for their ideas for events.

6. Ask Them If They Need Anything

Ask them if they have a membership form or if they got the latest mailing. Offer to send it to them again. **Give them your phone number.** Ask them if they have a friend they want to bring to the next event with them, and tell them you can call them. Ask for his/her address. Tell them your name again.

7. Thank Them

Thank them for their time. They are your friends now. Tell them they can call you anytime. Tell them you can't wait to meet them at the next event.

8. Keep Trying

If they aren't home, leave a message. Continue to call until you reach the person. Do not be satisfied with leaving a message with a parent. Keep trying until you reach them.

Communications

Your Chapter Newsletter

Coordinating a Staff

A large part of coordinating a newsletter is deciding who does what. A good first step is appointing editors. The editors are responsible for putting together the actual newsletter, which is broken down later in this guide.

You will probably need one or two editors-in-chief. The editor-in-chief will be the head honcho of the newsletter who sets deadlines, makes phone calls, and typesets (or delegates the typesetting of) the publication.

However, you can forgo the previous suggestion and use your communications vice president or other applicable board member to do this job. Whether a board member is an editor or not, appoint one such board member as a liaison to the newsletter staff.

Besides the editor(s)-in-chief, a good idea is to appoint an additional editor for each group in your chapter, i.e. Kadima and/or Junior USY, and Senior USY. They will represent their individual group in the newsletter, and aid in making phone calls and assigning articles.

The Layout

First, decide on a name for your newsletter. There are always names like "The ABC-USY Tribune" or "The ABC-USY Gazette" if you can't think of one more creative. Try using Hebrew or Yiddish words to inspire you.

Next, think of how the newsletter should be styled. Do you want it to look flashy with a number of different fonts (typefaces) and graphics? Do you want a traditional-styled bulletin, with three columns and simple, serif text? Whatever you do, try not to **overdo** it. Too many different fonts and other shlock make it hard to read. On your cover, include the month or season of your publication and both the Hebrew and English months and year.

Now... exactly how are you going to create this amazing publication? Usually, the decision lies with a computer desktop publishing software. Many are inexpensive, but first see what software you already have access to. Word processors like Microsoft Word and Corel WordPerfect offer excellent support for newsletters. However, I highly recommend Microsoft Publisher. It's easy to use and gives outstanding results.

Articles

Articles are the integral part of any newsletter. Brainstorm some article ideas. Keep in mind a few articles that you should have in every issue. Presidents' messages are a must. Advisors should be encouraged to write articles as well. Executive officers should keep the chapter updated on what they are doing and how the chapter is doing. Event coverage is also important because members like to hear about past events. Also, there should be a D'var Torah or information about upcoming Jewish holidays. Remember that this is a "synagogue" youth group, and your newsletter should reflect our Jewish identity. Once you've brainstormed enough, create a full list of articles, separated by group. An example follows.

Kadima	Juniors	Seniors
President's Message	President's Message	President's Message
Holiday Story	SA/TO Update	D'var Torah

Learning to Become a Better USY Leader: Leadership Convention 2000

Kadima Shabbaton	Jewish/Holiday Story	Membership Update
Advisor's Article	Advisor's Article	Recent Convention

Deadlines and Dates

Now, set your deadlines. Deadlines are very important when you want to get out a regular newsletter, so make sure they are set indefinitely and loudly. Set deadlines for the phone calls to be completed, the articles to be collected, and for the entire newsletter.

Assigning Articles

This is where the group editors come into play. Take your broken-down article lists and give them to the appropriate group editor. Make sure you've clearly indicated the phone call and article deadlines. The group editors now have to contact members and solicit them to write articles and also tell them about any planned newspaper meetings. Although their main objective is to distribute all the set articles, any member who wants to write should feel free to do so. Make sure you have at least a few ideas to give them, such as a top ten list, a book/movie review, kosher recipes, or a creative editorial. The group editors must promptly log whom they talked to and what assignments were made. Once this process has been completed, the editors should contact the editor-in-chief to give a report on what was accomplished. After the editor-in-chief knows which articles are being written, he can start on devising a more solid layout.

Putting your Newsletter Together

Now that you know exactly which articles you've got, it's time to finish the layout. Make sure you've got a space for each article and any additional stuff you want to put in. Be sure to check and re-check for spelling errors.

A great way to put pictures into your newsletter is through the use of a scanner or digital camera. Scan the pictures and save them as "greyscale," no colors, just shades of grey. Now you can easily import them into your newsletter file. See your software manual for details.

Printing and Collating

It's all spelled correctly. The layout looks great. None of the articles offend anyone. It's time to print out a final copy. Once that is done, proofread it once again. If you don't have any problems, send a copy of it to be replicated. It's a good idea to have it copied double-sided; it saves paper, money, and collating time.

After the newsletter is copied, it's time to collate. A good idea is incorporating collating with an event. Before, during, or after the event, ask people to help fold and staple.

The 21 Commandments of Publishing

The Positive Commandments

Learning to Become a Better USY Leader: Leadership Convention 2000

1. Choose a typeface that best conveys the feeling of your publication.
2. Use body text between 10 and 12 points. Use the same typeface and size for all your body text.
3. Make paragraph beginnings clear. Use either an indent or block style for paragraphs, not both.
4. Have more white space below a headline than above it.
5. Use only one space after a period.
6. Avoid setting headlines and subheadings in all capitals.
7. Headlines are best set "left aligned," not centered.

The Negative Commandments

1. Don't set long blocks of text in italics, bold, or all caps because they're harder to read.
2. Don't underline **anything**, whether it's the name of a publication or text you want to emphasize. Use italics or quotes instead.
3. Don't hyphenate headings unless absolutely necessary.
4. Don't make your lines too short or too long. Stay between 30 and 70 characters.
5. Don't mix fonts or sizes in body text.
6. Don't mix too many fonts in one publication. One may be all you need. Two is usually enough. "Never mix, never worry."
7. Don't put lines under headlines.
8. Don't use too many "special effects" fonts or drop caps.
9. Don't crowd items on a page.
10. Don't begin an article without a headline.
11. Don't place smaller headlines above larger ones.
12. Don't place two articles directly next to each other, such that their headlines bump up against each other.
13. Don't box text so that the border is really close to the text. Make sure to leave white space between the text and the border.
14. Don't use the same type size for every headline. Sizes should be varied according to article importance and precedence.

Designing Flyers

Provide Accurate Information

Learning to Become a Better USY Leader: Leadership Convention 2000

The key to an effective flyer is providing effective information. Before you design your flyer, it is always a good idea to write out all the information pertinent to your event, whether or not it will be communicated through the flyer. The following are some things you need to consider:

- Full Event Name
- Location (Town/Synagogue)
- Departure/Meeting Location
- Date - Hebrew & English!
- Time departing/starting and returning/ending
- Cost
- Deadline
- Description of the Event
- Transportation
- Food Involved (provided? bring a kosher lunch?)
- What to bring
- Questions or RSVP names/phone numbers

After you have jotted all these down, consider any bits of information that are specific to the event, such as bringing a Jewish non-USYer friend to a membership lounge.

Formatting Tips

Once you are sure that you have collected all the necessary information for your flyer, start designing. Flyers should be typed as opposed to hand-written. Follow the following guidelines.

- Make the text **LARGE** and **CLEAR**.
- Don't use very obscure fonts for body text.
- Do not put small text over a dark grey background.
- Make sure shaded graphics will reproduce clearly.
- Get all the information on the flyer.
- Be brief whenever possible.

Tips for Taking Minutes

Be Ready When the Meeting Begins

Learning to Become a Better USY Leader: Leadership Convention 2000

Make sure that you have the following materials ready: A stack of paper, a few pens, and a digital watch. A digital watch is better than a different watch because it will be easy to copy down times during the meeting. Be seated in a comfortable position, and make sure that you have a hard surface to write on.

Begin Taking Notes

Take down every piece of information that is relevant: both important points and details. Later, you will be typing the minutes, so you will be able to cut down on irrelevant information later. For now, take great notes. Focus on what is being said. Pay attention to good arguments made in discussion. However, leave out sarcastic or tactlessly frank comments that, on paper, may look like insults. And don't forget to take down the time whenever a new topic begins.

Type the Minutes

It is very important that you type your minutes within a few days of your meeting. This way, the material will be fresh in your mind and it will be possible to expand on the points of the meeting. Present your information in outline form, and use an easy to read font. Keep the times visible throughout the document. Funny remarks can have a positive effect in that people will be interested in reading the minutes. However, make sure that you do not offend anyone, and do not forfeit the integrity of the document.

Distributing the Minutes

Once the minutes are typed, distribute them to all board members. If you have a web page, post them on the site. In addition, be sure to store all of your minutes in a single notebook for yourself, and in another notebook that is stored within your chapter office. This way, anyone in the office will be able to access the minutes at any time.

Online Services

Chapter Yellow Pages

As part of NERUSYNet, all USY chapters will have access to an automatic web page creator. Chapter officers should set aside half an hour to fill out the form for Chapter Yellow Pages, at the NERUSYNet web page, <http://www.nerusy.org>. In addition, any chapter yellow page can be edited through the NERUSY web site at any time. Updates are registered instantly. Hope to see you there ☺!

Designing a Web Page

Today, designing a web page does not require knowledge of HTML. WYSIWYG (What You See Is What You Get) Editors make it easy for anyone to design a web page. Some popular web editors include Microsoft Frontpage, AOLPress (available free at <http://www.aolpress.com>) and a

Learning to Become a Better USY Leader: Leadership Convention 2000

series of free editors found on free web servers like Geocities (<http://www.geocities.com>). The best web editor is Microsoft Frontpage and a small version can be downloaded free as part of the Microsoft Internet Explorer Suite (<http://www.microsoft.com>). Now that you have the tools for creating a web page, here are some suggestions for content:

- **Upcoming Programs:** Use the web to publicize upcoming events. Give all important information, and if possible, create online applications for events.
- **Membership E-Mail Directory:** Make it possible for USYers to contact other USYers.
- **Minutes from Meetings:** Let members know what has been discussed at board meetings.
- **Board Profiles:** Show your members what your board is like by designing profiles. Be sure to include an email address, and a picture can be helpful
- **Photo Gallery:** A great way to attract USYers to your web page is by providing an online photo gallery with pictures from previous events.
- **Links to Other Sites:** Be sure to provide a link to the NERUSY website (<http://www.nerusy.org>) and to the International USY website (<http://www.usy.org>).

Your web page can be published in many places. There are many free web hosts like America Online, and your web page can also be stored for free on the USCJ Server (please contact your Communications Vice President to review the procedure). Once your web page is published on the web, be sure to contact the NERUSY Office. Also, for help at any point in the process, contact your Communications Vice President.

Joining the USY ListServer

A “ListServer” is a system that allows e-mail discussions between a large number of people. It also allows programming updates to and other information to be sent to members of the ListServer. International USY has its own ListServer, and NERUSY has also started a ListServer this year. To join these ListServers, follow the following procedures.

To Subscribe to the International USY ListServer:

Send a message to Listserver@uscj.org, leaving the subject line blank. In the message text, type only – subscribe usy [your name] with your name (no brackets). Do not add any footers or signatures to your e-mail. In a short while after sending your subscribe request, you will receive a confirmation message.