



Stimulating Leadership, Innovation, and Community

VISION:

“Stimulate Growth through Engagement and Key Initiatives”

- New Brand & Image, Attitude and Initiatives that enhance it.
 - **Change Agent mentality.**
- Stimulate Club Leadership to grow their clubs through **one on one personal contact** with membership. Entice them through innovative **initiatives that capture members hearts and souls.**

How:

Region Board members are change agents. We stimulate leadership to innovate initiatives. We lead by example such as.

- Offering **VALUE** to Clubs and Community, new and improved programs with <50y.o. Man demographic emphasis. .
- HAVING **FUN**
- Not trying to do too much – stay **FOCUSED** on 3-4 major goals
- **ATTENDING CLUB EVENTS** advocating the Vision and offering help, not dictating.

GOALS:

Filling voids in the community with New and Improved Initiatives run by Region that engage younger Men (<50y.o) and promote health and wellness.

New

- **Community wide Chanukah concert. December, 2014- for Men and their families . (Mental health- music soothes)**
- Joint Club Programs or programs Clubs can partner with other synagogue arms.
 - **Softball Tournament- August 11, 2013-** Engage younger Men
 - **Tu B'Shavat Haggadah and Seder January, 2014.** Clubs can tailor to fit needs. Engage Men and their families. Wellness via fruit and juices. Wine has health benefits, can target Men and their children, or Men of all ages with family, or Hazak (mature adult groups) at synagogues.
 - Bulls vs Bucks Game in Milwaukee (winter version of Cubs vs Brewers event)
 - St Louis Clubs joint event- need one.

Improved -

- **Man of the Year to include Youth of the Year.** Engage younger Men. Net ad revenue returned to youth groups (the minor league system for Men's Clubs)
- **2014 Retreat- New Venue, All Kosher, CBS and FJMC Clergy involved , Wellness theme. Focus on younger men and all men's health. Invite nutritionist, exercise speakers. Torch Awards to Clubs in two categories:**
 - **targeting <50 y.o.**
 - **wellness.**
- **Yellow Candle program-** increase sales by 10%+
 - sell to Reform and non Jews
- **Quality Club Awards-** every club in Region applies. Not 6 or 8 of 13. But 13/13.
- **Torch Awards-** every club applies for >4 awards each. We flood the system.
- Bring arts into programming- Region Meetings
- **Honor men who perform Mitzvot for us (Mitzvah Army) at Man of the Year.**
- **Improved Website that offers value to clubs**
 - **Younger Men programs that work (Torch Award winners)**
 - **Ways and Means programs that work (Torch Award winners)**
 - **Wellness (nutrition, exercise) programs that work (Torch Award winners)**
 - **Speakers bureau**
 - **Business directory**

Build Region Leadership for the future

- Region Board Members take on multiple roles to gain experience.
- Bring in new Men into Region leadership via the Mitzvah Army.
- Initiative time management and documentation to help in training.
- Creativity- Brainstorming sessions needed at Club and Region Level
- Attend Club programs for support, provide feedback. do not meddle in Club affairs or try to steal their leaders for Region.
- Family first, job next, then Clubs , Region second, FJMC last

Gossip Success

- **Announce Region initiatives in Press Releases with photos**
- **Press Releases on Quality Club Award and Torch Award Winners**
- **Praise Club Achievements and their leadership at their events**
- **Provide President pins from FJMC at their events**

IF WE ARE SUCCESSFUL IN 80% + OF THE ABOVE GOALS,

- **EXISTING CLUB MEMBERSHIP SHOULD INCREASE**
- **NEW CLUB RECRUITMENT SHOULD BE AN EASIER SELL**
- **FUTURE LEADERS WILL STEP FORWARD**

WILL ASK PAST PRESIDENT OR TWO TO KEEP US ON TRACK