

**Congregation Beth Shalom Men's Club
Federation of Jewish Men's Clubs Torch Awards Program 2003-2005
Written Description- Best Overall Activities**

BUILDING MEMBERSHIP:

I. Targeting Young Fathers- Dads and Darlings Chanukah Breakfast and Crafts-NEW PROGRAM!!

This program brings together young fathers and their preschool children to enjoy breakfast and an entertaining morning consisting of crafts, songs and storytelling. **CBSMC uses this program as a recruiting opportunity to encourage young fathers to become active in CBSMC.** To attract young fathers to a Sunday morning breakfast, MC partnered with The Young Family Outreach Group ("YFO"), a CBS organization composed of young parents who develop programming specifically directed towards younger families. CBSMC coordinated advertising (flyers in the CBS Bulletin, display posters advertising the event in the foyer etc), handled registration, provided a story teller (MG), and served a delicious breakfast featuring chocolate chip pancakes, scrambled eggs, bagels, lox, cream cheese, coffee cakes, orange juice and Starbucks coffee. YFO provided the crafts, entertainer for a sing along, and encouraged their members to participate.

This program occurred twice, on December 14, 2003 and December 5, 2004 and both programs were highly successful. **Attendance each time was approximately 70 attendees, with half of them being fathers.** During the breakfast and sing along, CBSMC members introduced themselves to the fathers, talked to them about CBSMC objectives and programs, and invited them to the next meeting. A follow up e-mail was sent by MG to the fathers inviting them to the next MC Board meeting and MG called those who did not respond. **The results were excellent!!! Based on the 2003 event, six of these fathers became very involved in CBSMC and agreed to serve on our Board of Directors. This resulted in increasing our Board of Directors from 37 to 48 (even though several members stepped down due to business or personal reasons), the largest in CBSMC Club History. These new board members were instrumental in the planning and executing of our new programs such as Texas Hold'em Poker Tournament to Benefit Terrorist Victims in Israel, 2004 Dads and Darling Program and serving on the CBSMC Yom Hashoah Holocaust Memorial Committee.**