

BET AVIV PROCESS

Responsibilities of the Membership Chair

1. New Member Inquiries

1.1 Telephone Inquiries

- 1.1.1 Receive telephone messages from Administrator (or her back-up, if she's away for an extended period of time).
- 1.1.2 Return prospective member calls as soon as possible.
- 1.1.3 Notify the Administrator if you will be away for an extended period of time to let her know who will respond to telephone inquiries while you're away.

1.2 E-mail Inquiries

- 1.2.1 E-mail inquiries will come directly to info@betaviv.org or be forwarded through our website to the Membership Chair, the President, a Vice President and the Past President.
- 1.2.2 The Membership Chair responds to the e-mail query as soon as possible.
- 1.2.3 Add a Blind Copy (BCC) to the reply for info@betaviv.org so that the other members know that you have responded to this request.

1.3 Describe our congregation

- 1.3.1 Invite the prospective member to the next Shabbat service.
- 1.3.2 Describe our membership process and dues.
- 1.3.3 Send the prospective member:
 - A personal note welcoming the inquiry
 - Bet Aviv Brochure
 - Latest copy of the Newsletter
 - Membership Application

2. At Shabbat Services

- 2.1 Greet any new and prospective members and give them nametags.
- 2.2 Announce prospective members and guests to the congregation or give names to announcer.

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3. When a New Member Joins

- 3.1 Receive a copy of the Membership Application from the Administrator and ensure the member has included a check.
- 3.2 Forward the members' e-mail address(es) to the Bet Aviv Announcements monitor.
- 3.3 Forward the new member's address to whomever maintains newsletter address labels.
- 3.4 Once a month, announce new members who have joined in an e-mail to the congregation listing the new members' name, address, phone number and e-mail address.
- 3.5 Assign a "buddy" to welcome the new member and offer to help integrate the new member into the congregation if the new member wants to participate in this program.
- 3.6 Request that the Administrator prepare a Bet Aviv Name Tag for the new members(s).

4. At Board Meetings

- 4.1 Provide a summary of new and prospective members for the committee updates report.
- 4.2 Announce any new member initiatives.
- 4.3 Listen for any discussion of policies that may [affect new members \(e.g., High Holiday tickets for extended family members\)](#).

5. At Membership Committee Meetings

- 5.1 Hold periodic membership meetings to discuss and brainstorm new initiatives and strategies with respect to membership.
- 5.2 Appoint greeters for Shabbat services to welcome new and prospective members, give them name tags and either [announce the names or pass the names to the announcer](#).

6. Newsletter

- 6.1 Announce new members in the newsletter or write a short article to remind everyone that we should all be ambassadors for Bet Aviv.

7. Website

- 7.1 Review Membership portion of the website yearly for updates.
- 7.2 Suggest new content, forms or policies or photos.
- 7.3 Review and suggest updates for the Membership Application Form yearly.

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8. Special Membership Events

8.1 New Member Shabbat is traditionally held in the Spring to honor members who have joined since the last one.

8.1.1 Need to coordinate with the Rabbi for readings and both the Rabbi and Cantor for availability.

8.1.2 Need to determine members. In the future, coordinate with the Administrator who can query Rakefet for the list of new members.

8.1.3 Need to call new members to invite to participate and assign reading parts

8.1.4 Need to coordinate with Special Events if dinner will precede service.

8.2 Prospective Membership Tea

The Prospective Membership Tea takes place if a large number of new members express interest in joining. It may be held a couple of weeks prior to the High Holidays to offer prospective members a sense of who we are and the programs we offer.

8.3 Membership Picnic – Alternative to the Tea –

The Membership Picnic is a way to say thanks to both current and prospective members – a casual way for new members to get to know us. Prospective members are our guests.

8.4 Consider an New Membership Orientation to Bet Aviv

We haven't had one of these, but it may be a good way to let new members know what programs we have available, what some key policies are and what volunteer opportunities exist in addition to describing our philosophy and history.

9. Skills Needed

9.1 Friendly, outgoing personality

9.2 Organizational skills to keep track of new members' inquiries and respond in a timely manner

9.3 Up to date knowledge about Bet Aviv's policies, procedures and forms and history to be able to explain it all to a prospective member

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10. Time Required

- 10.1 Just a few hours per month (1-3 hours) in the spring (February – July) when few new members join to answer an occasional phone or e-mail query.
- 10.2 More hours (4-8 hours) in the fall and early winter (Nov-January) when some members who came for just for the High Holidays decide to join.
- 10.3 Maximum hours (9-12 hours) prior to the High Holidays (August-October) when we get the most inquiries about joining and new members who join.

11. Current/Previous Membership Chairs

- Ellis Robinson
- Lori Kassoff
- Jean Grinspoon

12. Documents Produced

The following documents are produced in support of the Membership Chair role and samples of them for guidance appear in the appendices indicated.

- 12.1 Notification of new members (both e-mail and newsletter) (Appendix A)
- 12.2 Membership List produced by Administrator from Rakefet (Appendix B – format only)
- 12.3 Inputs to any changes to the Membership Form, Bet Aviv brochure or Membership portion of the website (Appendix C)
- 12.4 E-mail responses to prospective member inquiries (Appendix D)

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Appendix A. Notification of New Members

Membership News

Member Name(s)
Member Street Address
City, State, Zip Telephone
Member e-mail address(es)

I am delighted to be your new membership chair. Even at this early stage of my chairmanship, I'm beginning to realize that my "job" is not as difficult as I thought. I seem to be the "taker" of names and the "distributor" of info because you, the active members, are the real recruiters of the new members. So, thank you for spreading the word about Bet Aviv, thank you for encouraging your friends to attend our services and thank you for being that friendly smile and warm handshake that greets the new comers. You are the reason our membership is growing. You make Bet Aviv a "family" that others want to join!

My first official new member welcome is to Neil Gordon. Neil and his wife recently moved here from "far away" Baltimore. Please introduce yourself to him when you see him. He's already joined the Men's Club and we look forward to seeing him at other events. Welcome, Neil and all of our other listed new members.

New Membership Chairperson.
Jean Grinspoon

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Appendix B. Membership List (Header Only)

NAME	ADDRESS	CITY, STATE, ZIP	PHONE	EMAIL1	EMAIL2
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Appendix C. Membership Application Form



Bet Aviv
 The Meeting House
 5885 Robert Oliver Place
 Columbia, MD 21045

Instructions: Complete and return form with check to address at the left. You may fill it out on-line and print it or print it first and then fill it out by hand.

Membership Application		
Member 1 (Double click on a box and select the checked radio button to check)		
Title: Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Miss <input type="checkbox"/> Ms. <input type="checkbox"/> Dr. <input type="checkbox"/>	First Name:	Last Name:
Birthday:	Business Phone/Ext:	Mobile Phone #:
Sex: M: <input type="checkbox"/> F: <input type="checkbox"/>	Email:	Occupation: <input type="checkbox"/> Retired
Member 2 (Double click on a box and select the checked radio button to check)		
Title: Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Miss <input type="checkbox"/> Ms. <input type="checkbox"/> Dr. <input type="checkbox"/>	First Name:	Last Name:
Birthday:	Business Phone/Ext:	Mobile Phone #:
Sex: M: <input type="checkbox"/> F: <input type="checkbox"/>	Email:	Occupation: <input type="checkbox"/> Retired
Family Information		
Street Address:		Home Phone:
City	State:	Zip:
Family Salutation:	Anniversary:	Home Fax:

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Children (Double click on a box and select the checked radio button to check)		
Name:	Birthday:	Sex: M: <input type="checkbox"/> F: <input type="checkbox"/>
Name:	Birthday:	Sex: M: <input type="checkbox"/> F: <input type="checkbox"/>
Name:	Birthday:	Sex: M: <input type="checkbox"/> F: <input type="checkbox"/>
Name:	Birthday:	Sex: M: <input type="checkbox"/> F: <input type="checkbox"/>
Yahrzeit Information (Double click on a box and select the checked radio button to check)		
Name:	Relationship:	Observed by: M1 <input type="checkbox"/> M 2: <input type="checkbox"/> Family: <input type="checkbox"/>
Date of Death:	Date Observed: English <input type="checkbox"/> Hebrew <input type="checkbox"/>	Memorial Plaque No:
Name:	Relationship:	Observed by: M1 <input type="checkbox"/> M 2: <input type="checkbox"/> Family: <input type="checkbox"/>
Date of Death:	Date Observed: English <input type="checkbox"/> Hebrew <input type="checkbox"/>	Memorial Plaque No:
Name:	Relationship:	Observed by: M1 <input type="checkbox"/> M 2: <input type="checkbox"/> Family: <input type="checkbox"/>
Date of Death:	Date Observed: English <input type="checkbox"/> Hebrew <input type="checkbox"/>	Memorial Plaque No:
Name:	Relationship:	Observed by: M1 <input type="checkbox"/> M 2: <input type="checkbox"/> Family: <input type="checkbox"/>
Date of Death:	Date Observed: English <input type="checkbox"/> Hebrew <input type="checkbox"/>	Memorial Plaque No:
Name:	Relationship:	Observed by: M1 <input type="checkbox"/> M 2: <input type="checkbox"/> Family: <input type="checkbox"/>
Date of Death:	Date Observed: English <input type="checkbox"/> Hebrew <input type="checkbox"/>	Memorial Plaque No:
Name:	Relationship:	Observed by: M1 <input type="checkbox"/> M 2: <input type="checkbox"/> Family: <input type="checkbox"/>
Date of Death:	Date Observed: English <input type="checkbox"/> Hebrew <input type="checkbox"/>	Memorial Plaque No:
Interests (Double click on a box and select the checked radio button to check)		
Ritual:	Committees:	Are there any other interests that you have or that you would like to see Bet Aviv become involved in?
Bless Shabbat Candles <input type="checkbox"/>	Adult Ed: <input type="checkbox"/>	Bridge <input type="checkbox"/>
Torah Blessings <input type="checkbox"/>	Budget: <input type="checkbox"/>	Tennis <input type="checkbox"/>
Torah Reading <input type="checkbox"/>	Facilities <input type="checkbox"/>	Golf <input type="checkbox"/>
Reading in English <input type="checkbox"/>	Federation Rep <input type="checkbox"/>	Mahjong <input type="checkbox"/>
Room Setup <input type="checkbox"/>	Marketing <input type="checkbox"/>	Museums <input type="checkbox"/>
Volunteering:	Membership <input type="checkbox"/>	Lunch <input type="checkbox"/>
Clerical <input type="checkbox"/>	Men's Club <input type="checkbox"/>	Exercise <input type="checkbox"/>
One-Time Events <input type="checkbox"/>	Newsletter <input type="checkbox"/>	Other: <input type="checkbox"/>
Special Events <input type="checkbox"/>	OMI Reps <input type="checkbox"/>	
On-Going Opps <input type="checkbox"/>	Publicity <input type="checkbox"/>	
Skills:	Ritual/Worship <input type="checkbox"/>	
Computer <input type="checkbox"/>		

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Leadership <input type="checkbox"/>	Social Action <input type="checkbox"/>	Other: <input type="checkbox"/>
Financial <input type="checkbox"/>	Sisterhood <input type="checkbox"/>	Other: <input type="checkbox"/>
Organizational <input type="checkbox"/>		
Additional Comments:		
How did you learn about Bet Aviv?		
Columbia Flier <input type="checkbox"/> Website: <input type="checkbox"/> Friend: <input type="checkbox"/> Member: <input type="checkbox"/> Other: (Specify) _____		

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Appendix D. E-Mail Responses to Prospective Member Queries

Hi Judy...Thank you for your inquiry. You and your daughter are more than welcome to attend our Shabbat services...we are always happy to have visitors with us. Our membership year is the calendar year so this is a perfect time to be considering joining Bet Aviv. The dues for 2007 will be \$350 for singles and \$700 for couples. (This of course includes High Holy Day tickets for members, as well as one's immediate family members.)

Our last adult b'nai mitzvah class concluded very successfully three years ago, and we are considering starting a new class. Details will be worked out once it is determined there is enough interest amongst our members to start a new class.

I would be happy to "speak" with you by email or phone to answer any other questions you may have about Bet Aviv. Our next Shabbat service is this Friday, Dec 8th, at 8 pm in the Meeting House and I would be happy to welcome you (and your daughter) if you can make it. Looking forward to hearing from you or seeing you at services.

Lori Kassoff, VP & Membership Chair

-----Original Message-----

From: prospective.member@aol.com [mailto:prospective.member@aol.com]
Sent: Monday, December 04, 2006 12:44 PM
To: info@betaviv.org
Subject: Auto: Bet Aviv Website

Sent by email.pl at www.urj.us

From: "Prospective Member" prospective.member@aol.com

Subject: Auto: Bet Aviv Website

-- address --

Prospective Member's Address

-- citystatezip --

Columbia, MD, 21045

-- comments --

I would like to inquire about joining and the cost for your synagogue, and if my daughter and I could come and visit. Also, I would like to find out how about your adult education bat mitzvah classes and costs.

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Thank you,

Prospective Member

-- phone --

410-999-1111

-- submit --

Send