



List -> Contact -> Close

Learning Outcomes:

- Articulate benefits and values of BBYO internationally, regionally, and locally
- Demonstrate recruitment sales techniques
- Main reasons teens choose and choose not to join BBYO
- Implement successful year-round recruitment strategies

NOTE: You may not have time to do the entire program as listed here. You can spread the content over two sessions or pick and choose what is most valuable and appropriate for your group!

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- Presenter shares name, BBYO experience, and professional background
- Ice breaker
- Introduce workshop:
“Throughout the course of this workshop we will focus on how to recruit.”
(Discuss the difference between Rush and Recruitment)
 - Recruitment: 365, daily interaction with potential recruits.
 - Pros: Cultural buy in, constant, a fluid never ending process to always engage and invite new members
 - Cons: Overwhelming, members become lethargic in the process, negate other aspects of day-to-day chapter/regional operations
 - Rush: formalized process, dedicated time period.
 - Pros: Offers structure, systematic approach, organized
 - Cons: Too much reliance leads to dead time the rest of the year, members are not engaging new members throughout the year,
 - Both have benefits and play a role. This workshop will focus on recruitment, not rush. Although principles of what we talk about can be applied to a formalized rush process, that will not be a central part of the discussion.
 - *With that said, today, we will: Articulate benefits and values of BBYO internationally, regionally, and locally, Demonstrate recruitment sales techniques, Main reasons teens choose and choose not to join BBYO, Implement successful year-round recruitment strategies*

DISCOVERING BBYO'S VALUES**(30 MINUTES)**

House of BBYO Values (20 minutes)

- Use the image of the House of values to facilitate this activity. Prior to the activity beginning, draw the image on a large poster board but leave out the three descriptions of each section so as not to give away what will be discussed.
- You will guide a conversation for the group to come up with three different sets of values starting at the bottom and working up.
- First you will ask the participants to fill out the bottom section with values people inherited by being Jewish. You will solicit answers and post them on poster board.
- Then you will ask participants to fill out the middle section with values that are inherited by being a part of any Jewish youth group. Participants cannot use any of the same values mentioned for the previous section. Solicit answers and put them on the poster board.
- Lastly, ask participants to fill out the top section with values that are inherited by being a part of BBYO. Participants cannot use any of the same values mentioned in either of the two previous sections. Solicit answers and put them on the poster board.

Script for this activity:

- *“Take a look at the first page of the handbook, take 5 minutes to fill out the bottom section of BBYO’s house of values with what values you inherit by being Jewish.”*
(Take 5 minutes to share what participants came up with and quickly make a list of the resources that identify Jewish values: Torah, Talmud, B’nai Mitzvah, Confirmation, etc.)
- *“Now take a few minutes to fill out the next level of the house with values inherited by being in any Jewish youth group. No values can be used that have already been said for the previous section.”*
(Take 5 minutes to share what participants came up with)
- *“Now take a few minutes to add to top layer with values inherited by being in BBYO. No values can be used that have already been said for the previous two sections.”*
(Take 2 minutes to share what participants came up)
- Where do we find our values?
 - Folds
 - Cardinal Principles/Menorah Pledge
 - BBYO’s history
 - International Movements: Stand Up!, Speak Up, Globalization, etc.

Wrap up:

This is an important activity to identify what makes BBYO unique. For us to be successful in recruitment/sales we must know and be confident with the product we are selling. Keep in mind the values that have been identified as we will come back to these throughout this workshop.

House of BBYO Values

<div style="border: 1px solid black; display: inline-block; padding: 5px; margin-bottom: 5px;">BBYO Values</div> <hr/> <hr/> <hr/>		
<div style="border: 1px solid black; display: inline-block; padding: 5px; margin-bottom: 5px;">Jewish Youth Group Values</div> <hr/> <hr/> <hr/>		
<div style="border: 1px solid black; display: inline-block; padding: 5px; margin-bottom: 5px;">Jewish Values</div> <hr/> <hr/> <hr/>		

Establish a values slogan (10 minutes)

- What is a values slogan?
- *(ask for suggestions of values statements from well-known companies or organizations.)*
 - Just do it-Nike
 - Taste the rainbow-skittles
 - Have it your way-Burger King
 - Hungry? Why wait-Snickers
 - Built Ford Tough-Ford
- What makes these powerful? They quickly and concisely define the message of the company or organization and portray the values of that company.
- *“Using the values we have just identified, create a short and concise slogan or acronym on page one of your workbook that identifies your chapter/region.”*
- This is the beginning of a much bigger conversation. This statement needs buy in from all members and a longer more thought our conversation needs to take place.

Wrap up

The power of identifying our values and creating a statement in the world of recruitment is the ability to portray a consistent message to those you are recruiting. All members should begin using the same lingo and wordage when describing what BBYO is and what it has to offer. That begins with clearly identifying what our values are and being able to share them in a clear and concise way such as through a values slogan.

Questions...?

LISTING PHASE

(15 MINUTES)

“Before we move into the process of interacting and communicating with potential new recruits, it’s important to discuss the first phase of the recruitment process, listing. This is a black and white process that all organizations that are successful with recruitment do extremely well. How do we grow our list and what do we do with it?”

Creating a list (2 minutes)

With the group, brainstorm ways to generate names for list. Be sure to include:

- Siblings
- Parents
- Camps
- Alumni
- Synagogues
- Incentive

Maintaining A List (10 minutes)

A key ingredient of developing a strong year round recruitment strategy is to create a process of establishing and maintaining a detailed list of potential recruits.

- This is a living, breathing document that is used and updated throughout the year.
- A member of the regional board as well as a committee of teens to represent all chapters of a region should be tasked with keeping the list as updated as possible.
- This list is the foundation of year-round recruitment and is the responsibility of all members to add to it.

Tabs that should be included in the list:

- Member contacting this prospect
- Last/First name
- Phone, email, & year of graduation
- Organizations: other organizations involved with
- High School
- Attended events
- Last contact and by who
- Hobbies/interests
- Notes

Categories of potential new members on the list:

- Prospect: All teens you have met or want to meet.
- High prospect: Teens you are very interested in recruiting.
- Pre-member prospect: Teens that are prepared to join.

(Sample list template can be found on page 2 of the workbook)

Wrap up

“Now that you know the process of creating and growing your list, has anyone put into action a game plan to contact these potential recruits in a systematic and year-round recruitment style?”

- Solicit responses

Remember, having a list does not equal successful recruitment. We must train our members the best practices of contacting our future members to ensure we bring in as many new members every year.

CONTACTING PHASE (INTRO TO SALES PITCH)

(40 MINUTES)

Sell Me (10 minutes)

Supplies: 5 objects most high school students understand with a well-known brand name (ex. Ipod, Nike shoes, Calvin Klein T-shirt, Gatorade, skittles)

- Divide the group in half. One group will be the sellers of a product and the other half will listen to the pitch as consumers.
- Break the sellers into 5 groups giving each one a different object to sell.
- The sellers have 30 seconds to prepare a sales pitch. The pitch should be relevant to the audience as high school teens and should be no longer than 30 seconds. Remind the sellers to consider language as well as tangible benefits.
- The consumers will spend 30 seconds at each group. At the end of 5 rounds the consumers will vote on their winner but without defining why they chose their winner (that comes later.)
- The groups will switch and now the sellers will play the consumer role and vice versa. The consumers of this round will again choose a winner. (Consider rewarding the two groups of sellers that won with BBYO swag/treats)

Debrief with the entire group and discuss what made the winners so effective?

- What kind of language made a sales pitch more or less appealing?
- Did the salesmen engage the audience?
- How did the successful salesmen explain the tangible benefits of their product?

Wrap up

The purpose of this activity is to demonstrate the effectiveness of selling a product when one believes in it, sees a benefit to having consumers buy the product, and how best to relate the product to a consumer.

Think of recruitment as selling a product: BBYO, which is something we all understand and believe in.

Sales tricks: Language, 5 Fs, Open-ended Questions (10 minutes)

Let's talk about the 3 main things to remember when selling BBYO to potential new members

First –Language

- The Senior Warden spoke with the Senior Deacon about appointing a new member to the position of Junior Steward. Does anyone know what this means? If you were a member of a masonic lodge you would.
- The High Alpha and the High Beta plan on attending the 54 General Assembly. This would make sense to a member of the College Fraternity, Lambda Chi Alpha.

“How can we remove the “BBYO” language in order to ensure potential new members will understand us?”

- Example: the Regional Moreh, Mitmom, Godol, and N’siah have been hard at work playing a great program for out AIT/MIT program
(solicit some responses that remove references to BBYO specific language)
- The Regional Vice President of recruitment and Presidents have been hard at work planning a great training program for new members called AIT/MIT (Aleph in training and Member and training.)

“Remember a goal when talking to potential new members is to provide clarity and understanding. The more you can discuss aspects of BBYO in laments terms to ensure they understand the better the chance is that teen will join.”

Now conversation basics-5 F’s

These are five areas of discussion that can be used to keep a conversation going with a potential new member:

- Family
- Friends
- Favorites
- From
- Fun

“The next piece of successful conversation techniques is open-ended questions. It’s crucial when talking to a potential new member to avoid one word answers to ensure a back and forth conversation.”

Looking at the 5 F’s what are some good examples of open-ended conversations for each topic? Fill out your examples on page three of your workbook.

(Solicit some suggestions)

- What do you like about going to _____ school? -Better than what school do you go to?
- What other activities/clubs/teams are you involved with or hope to get involved with?
- How is your family involved in the Jewish community? -Better than what does you mom/dad do?
- I hear you are a member of the debate team. How did you get involved with that?

Open ended questions are also crucial when getting a commitment from a teen to attend a future event. Rather than having a potential new member answer yes or no to the question, “can you attend the next event,” be prepared to offer a question that makes saying no very difficult.

- For example: “We have a pool party in two weeks at 6:00pm and bowling in four weeks at 6:30pm. Which one can you come to and when should we pick you up.”

Question conversation (5 minutes)

We are going to do a quick activity. Here are the rules:

- Conversation cannot be about BBYO
- May only speak by asking questions
- Cannot ask “yes/no” questions
- Make eye contact with the person you are speaking to and keep eye contact the whole time

Put the group in a big circle or split them up in smaller circles if you have had limited participation thus far.

“I’ll get us started: What have you enjoyed about your summer break?”

(if any of the rules are broken, stop the conversation and have the group start over)

Keep track of how many questions the group can ask in a row.

What was the purpose of this activity?

- To become comfortable thinking quickly and asking open-ended questions
- Importance of listening to ask appropriate questions
- Practicing good eye contact
- To learn that questions guide the conversation

Tangible Benefits (10 minutes)

The final piece to selling BBYO is offering tangible benefits. It is important to convey how membership in BBYO will make high school life more rewarding while also preparing you for becoming a more well-rounded and successful person and member of the Jewish community in future endeavors.

Too often do we use the phrase, “you only get out of BBYO what you put in.” That will not convince anyone to join. Be prepared to share concrete facts.

- I have been to a two week long summer program, two weekend long regional conventions, and multiple chapter events that have taught me leadership skills, helped me improve my confidence level, and helped me create lifelong relationships with people all over the world.
- I currently am in charge of all fundraising and community service projects for my chapter giving me unprecedented hands on experience with real world topics such as balanced budgets, volunteer involvement, and multi layered programming.

When selling your experience with BBYO, there are a couple of tips

- Avoid vague statements like “good experience.” Go into detail of that experience explaining what made it so worthwhile. The more details the better chance the potential new recruit will relate and want a similar experience.
- Make your memories/experiences tangible and possible for the potential new recruit.
- When asked questions do your best to align your answers with the values we discussed earlier making it relevant to BBYO as well as relating it to interests of the potential new recruit you are talking to.

Ask the group:

What have been the tangible benefits of your experience with BBYO?

Give participants 5 minutes to reflect and make notes in their workbook

Ask several participants to share, offer feedback as appropriate

Sales Pitch Activity (5 minutes)

“We have now discussed a number of best practices on recruitment sales techniques. We are now going to put it into action in the BBYO world. Take 90 seconds and write down how you sell BBYO to a prospective member.”

- Each participant has 90 seconds on their own to come up with their elevator speech/sales pitch. Use page four of your workbook to jot down ideas and concepts to include in your pitch.
- Select 5 participants to share with the group (choose teens you have identified as well-spoken and confident to be strong examples)
- Why is this important? We are all walking ambassadors of BBYO. We must always be prepared to “sell” what BBYO is to recruits, alumni, community leaders, and stakeholders. To do this well, it is vital that we are prepared to deliver a clear and concise “pitch” of what BBYO is while identifying the common values of our organization that we discussed earlier in the House of Values activity.

Values-based recruitment (10 minutes)

We discussed the values that are unique to BBYO. Now we are going to actualize them and find examples to use in real life conversations:

Go back to the values that were discussed during the house of values activity. Pick out 5-7 values that were recognized as unique to BBYO. Break the group up and identify 5-7 examples for each value that can be used in discussions with potential recruits. For example:

- Value: teen led organization.
Example: In depth leadership training opportunities led by staff and volunteer professionals.
- Value: globalization
Example: Passport trips to many different countries where teens have an opportunity to interact with BBYO members from around the world.

Wrap up

“This activity encourages you all to begin thinking about ways to verbalize examples of BBYO specific values that can be understood by someone who has no connection with BBYO (the benefits.)”

Understanding our BBYO product (10 minutes)

- *“We will now work on identifying the benefits that are in line with the values mentioned before to strengthen our sales pitch even further.”*
- *“Earlier we identified the values that are unique to BBYO. It is important for us all to be aware and comfortable with what makes BBYO unique and the benefit of being a member.”*
- Using what you all came up with let’s discuss the best way to sell our product to potential recruits.
- What is the difference between a feature and a benefit? *example answers:*
 - Feature-a distinctive trait; prominent aspect or characteristic
 - Benefit-something advantageous or good; an advantage
 (Encourage participants to put these definitions in their workbook on page five.)

Every Jewish youth group has similar features but we need to articulate the benefit of membership in BBYO. Let's discuss some examples:

- Feature: Last year, we raised \$2,000 for our Stand Up cause. How can we change that into a benefit?
- Benefit: Our Stand Up cause offers a unique opportunity for all members of the region to support, in this case anti-bullying, by raising money, offering time, and increasing awareness.

- Feature: We have a lot of brotherhood bonding events.
- Benefit: In BBYO it is a priority to create and strengthen camaraderie between Jewish teens and in so doing our region holds a number of bonding events to offer portals for members to open up and share with each other.

Now let's practice. Using the House of Values activity, guide a conversation with the group on identifying 5-7 features that relate to the values that were identified as unique to BBYO. Now break the group up for each feature and give 5 minutes for each group to create a benefit of that feature. Have each group share what they came up with.

Wrap up

"This activity gives you all an opportunity to identify the benefits of BBYO that make our organization unique rather than focusing on mere features that may not be understood to teens not well versed in aspects and lingo of BBYO. In the end both of these activities, "Understanding our BBYO Product, and Values-Based Recruitment" are meant to offer tangible examples on ways to strengthen our sales pitch."

(If time allows, give participants 90 seconds to create a new sales pitch utilizing these two activities. Ask for volunteers to share. Point out those who have identified values with clear examples and offered benefits to the features of BBYO.)

Why join BBYO? (10 minutes)

In order to be successful with recruitment, we need to identify the reasons some Jewish teens join and others do not.

Break up in groups of 3-4 and discuss each question below. The answers they come up with can be added to their workbook on page six.

- How do high school teens learn about BBYO?
Sample answers: Media, Relatives/Family Tradition, Friends, Jewish community activities, BBYO Partnerships (camps, federations, other Jewish Youth groups)
- Why are high school teens joining BBYO?
Sample answers: Desire for brotherhood/sisterhood, Service and leadership opportunities, Staying involved in the Jewish community, Social interaction
- Why are they not joining BBYO?
Sample Answers: Stereotypes (drugs, alcohol, hazing), Too many commitments, Financial burden, Too much social not enough service and Judaic aspects, Don't understand the benefit or values of the organization, Parent hesitation, Too much or too little Judaic aspects

“Identifying the answers to these three questions are vital in the context of recruitment. We will discuss these in a later activity but keep them in mind during the upcoming activities.”

“Now that we have identified the reasons for joining and not joining BBYO lets talk about the process of finding our potential recruits, how to contact them and get over common obstacles, and how to close them to ensure they will attend future events and become an active member of BBYO.”

Common Roadblocks (15 minutes)

We all run into similar issues when talking to potential recruits. Let's identify the common roadblocks

Be sure the following are included:

- | | |
|-----------------------------|--|
| • Finances | • Stereotypes (drugs, alcohol, hazing) |
| • Too busy | • Too Jewish |
| • Parents don't want me too | • Not Jewish enough |

Now create 5 breakout groups and give each one time to brainstorm ways to combat one common roadblock. Bring the group together and have them share what they came up with. These are some answers you should receive or fill in:

Finances:

- Scholarships are available on a local, regional, and international level
- You choose what you want to come to so as not to over burden you financially

Too busy:

- You choose what to attend so as not to be overwhelmed
- Give examples of other teens who are involved in many clubs/teams/ etc. and also are involved with BBYO. Suggest they talk to those teens.
- It offers an opportunity to become skilled at managing time that will be beneficial for future endeavors.

Parents don't want me too:

- We have professional staff and adult volunteers who can speak with your parents and dispel any issues they may have.
- Other parents have also been willing to talk to new member parents.
- We have a Parent 101 seminar led by our staff, volunteers, and teens to answer any and all questions they may have.

Stereotypes:

- BBYO has a zero tolerance policy with regards to drugs and alcohol. That does not exist in the culture of this organization and we are proud of being a part of an organization that offers so much more than just a social escape with other teens.
- Emphasize the social action, service, money raised and positive community involvement to give evidence to the positive aspects of BBYO.

Too Jewish

- We are a Jewish organization so it is definitely a part of who we are and what we do. We do not however demand or require any member to participate in anything they do not want to.
- A great part of BBYO is that we are pluralistic. This gives an opportunity for our members to interact and grow as a Jewish teen by learning from fellow Jews and the diversity of Judaism that exists within BBYO.

Not Jewish enough

- We promote and uphold the practices and traditions of Judaism and many things that we do. Give examples of what your Chapters/Region does.
- Mention practicing Jews that are members of the Region/Chapter. Introduce them and prepare the member to discuss his/her experience as a practicing Jew in BBYO.

We are now going to put to use all of what we have discussed today. Remember the important aspects were:

- Understanding the BBYO product
- Having a strong sales pitch
- Identifying the values of BBYO and being able to articulate them in a relatable manner
- Tangible benefits vs. basic features of an organization
- Language relatable
- 5 F's
- Open ended questions

Split the group in half, one side the recruits and the other the recruiters. Partner everyone up and give the recruiter 5 minutes to work out a plan for their scenario:

- Your region is hosting a kick off recruitment event. There are dozens of new members there and most of them know present BBYO members. You see an 8th grader in the corner. You are tasked with talking to the recruit, finding out six facts about him/her, and identifying 3 other present members with similar interests to be introduced to.
- Your chapter is hosting a recruitment event. You are on the board and have been asked to call 5 potential new recruits. You are on the phone with one who knows nothing about BBYO and is showing little interest with joining. You are tasked with convincing the recruit to come to an upcoming recruitment event.
- Your chapter held a recruitment event three weeks ago. One of the potential new recruits who was in attendance has not come to anything since. You are tasked with calling the recruit, finding out why he hasn't been coming to events and have the recruit commit to coming to the next event.
- Your region is hosting an intro to BBYO event. This is the first time most recruits have ever had any interaction with BBYO. You are the Regional President. You find that one of the recruits is excited about joining but is mostly interested in the social aspect of BBYO. You are tasked with finding out what the recruit's interests are, if the recruit has the right intentions and would be a positive influence for the region, and if so get the recruit to commit to the next event.

Afterwards identify 1-3 teens who excelled in this activity to act out their scenario in front of the group.

Remind everyone the outcomes of this workshop:

- Articulate benefits and values of BBYO internationally, regionally, and locally
- Demonstrate recruitment sales techniques
- Main reasons teens choose and choose not to join BBYO
- Implement successful year-round recruitment strategies

Wrap up

"Being a strong recruiter is not something that most people are born with. It takes practice and more practice. This is a trait, just like a muscle, needs constant work to keep it strong. Honing this skill will prepare you not only for success in the realm of BBYO recruitment but also in the real world. The challenge to you all is to now go back to your chapter, facilitate this workshop, and encourage all of your chapter and regional AZA brothers and BBG sisters to hone this skill as well. Continue to improve and practice the art of recruitment because recruitment is the life blood of our organization."