

RGB Handbook 2009-2010

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Tzafon Region Fieldworker
2004-2005

Table of Contents

Religion Education.....	3
Heschel.....	7
Ruach.....	11
Membership.....	12
Communications	19
Senior Programming.....	21
Social Action.....	26
Tikkun Olam.....	36
613.....	46
Israel Affairs/HeChalutzim.....	50
Kol Tzafon.....	58
Yearbook.....	59
Regalia	60

Religious/Education RGB

An Overview

The position of Religious/Education chairperson is very much open to interpretation. Without clear deadlines like the editor of Kol Tzafon or yearbook coordinator, you have before you the opportunity to set your own goals, make your own plans, and truly make your experience on Tzafon Regional General Board your own.

A big component of your job is to assist the Regional Religious/Education VP with the coordination of service leadership. From time to time you may be asked to help make phone calls in search of service leaders and/or Torah readers, as well as perhaps take on a leadership role yourself. Make sure that you let your Rel/Ed VP know in which roles you feel most comfortable, so that s/he will be able to highlight your strengths over the course of the year.

Be assured that helping to find service leaders is far from all you will do on RGB. An important and often overlooked role of the Rel/Ed chairperson(s) is to help the chapters rejuvenate their Rel/Ed programming and infuse Judaism into all that it does. Help your chapters pick a Rel/Ed area of focus – a Rel/Ed “theme” for the year. For example, one chapter may desire to focus on holidays and holiday programming, while another chapter may choose to focus on Shabbat, or on Jewish rituals and life events.

In addition to working with the chapter Rel/Ed Vice Presidents be sure to work closely with your fellow members of Regional General Board. Work with the editor of Kol Tzafon to fill the newsletter with information on upcoming holidays and Jewish history/trivia. Utilize the Tzafon website and listserve. Make it known that you care about your job, and that you want to take advantage of every opportunity.

Finally, remember that it’s up to you to make your position fun and engaging. Bring on the ruach, and inspire your USYers to learn more about their faith!

Sample Chapter Programs

- ☺ Help coordinate special USY services for Shabbat or other holidays
- ☺ Help to kasher your synagogue’s kitchen
- ☺ Run a seminar on how to build a Sukkah
- ☺ Help to coordinate a Purim Carnival
- ☺ Volunteer to lead services and/or read Torah
- ☺ Volunteer as a tutor for bat/bat mitzvah students
- ☺ Learn how to appropriately bury old or torn prayer books
- ☺ Help secure rides to synagogue services and programs for elderly members of your congregation
- ☺ Encourage your USYers to participate in a weekly or bi-monthly Judaic discussion group

Study With A Buddy

Study with a Buddy, or, SWAB, is an international USY program designed to encourage USYers to learn new religious services from friends, and then lead those respective services at regional events. Although Tzafon may be a small region, we have many USYers who are capable of taking an active role in the religious services at conventions. In essence, our problem is not lack of knowledge, but rather lack of participation. Furthermore, we have many USYers who desire to learn new services and religious skills, but don't like the idea of sitting for hours next to the tape recording, alone in a dark room. How fun does THAT sound? SWAB is an excellent opportunity for you, as RGB Rel/Ed, to reach out to members with a strong background in religious services and encourage them to share their skills with a friend. Honor your SWAB pairs at the next regional convention, and be sure to give them an opportunity to showcase their new knowledge and progress.

The SWAB Process:

1. Mail out the SWAB letter (**see other side) and application to every member in your chapter.
2. Wait for people to respond. **If you are not receiving adequate responses, make some phone calls or create a SWAB encouragement phone team to do so. Check with your REB Rel/Ed VP for a list of USYers who have led services in the past. Start with those USYers, and see if they have a friend to whom they would like to teach a new religious skill.
3. Advertising SWAB-member Shabbatons or other activities for SWAB members will help encourage more people to participate.
4. Send your completed SWAB applications as you receive them to your Regional Office so the Regional Religion/Education Vice President can pair up prospective learners with teachers.
5. Immediately inform the participants who their buddies are. This way, participants can begin as soon as possible with their teaching or learning. Inform the teachers and buddies that tapes are available through Project Daven by contacting your Regional Office.
6. Follow up on the USYers' progress! It is important to remember that the purpose of this program is to increase service participation. Remain aware of the SWAB members' progress. Once someone has learned something, immediately assign him/her to lead that part in the service at a convention or synagogue service. Certificates (much like a bar/bat mitzvah certificate) should be available to be given to both the teacher and student of the SWAB team so that all their hard work may be acknowledged.

Sample Letter

** courtesy of the International Education Director, Karen Stein*

Dear Prospective **SWAB** member:

I am ecstatic at the idea that you may soon be the newest member of the International **Study With A Buddy Program**. **SWAB** is the newest and coolest way of encouraging USYers like yourself to take action and participate in leading services or reading Torah.

Are you interested in seeing some new faces lead services at your conventions? Do you want to learn something Judaic that you've never learned before? Well, here's your chance to put your face on the bimah. Are you tired of being the only one to ever read Torah or lead Kabbalat Shabbat services? Well, here's your chance to pass on the knowledge to your friends!

SWAB is an interactive program that buddies up USYers who know certain services / haforah / torah / etc. as teachers to USYers who want to learn those services / haftorah / torah / etc. Not only can you fulfill your dream of leading your friends in prayer, you can help someone else fulfill theirs! And, as a bonus - you also have the opportunity to meet a new person and make a new friend!

This is an opportunity that you should not pass up!! All you have to do is fill out this application and wait for your assignment. USYers from our chapter will be paired up with USYers from across the region to study and learn together! By spending only one day every week or two either teaching or learning, you will be adding to the beauty of spirituality of USY. Thank you for your devotion and love of Judaism and USY!

Sincerely,

Chapter President

Rel/Ed Vice President

Beyond Tzafon

International USY Website <<http://www.usy.org/yourusy/reled/>>

- Holiday Summaries (<http://www.usy.org/yourusy/reled/chugim/>)
- Project Z'mirot (<http://www.usy.org/songs/>)
- HUGE wealth of links to various Judaic topics – listed under “Jewish Link Directory”

International Israeli Affairs Vice President

Dani Saks – reled@usy.org

Links

- On-line Audio Torah Classes
<http://www.beverlyhillschabad.com/torah-chumash/torah.htm>
- Sephardic Jews <http://www.sephardicjews.com/>
- Judaism 101 <http://www.jewfaq.org>
- Hillel <http://www.hillel.org>
- JewishLink <http://www.jewishlink.net/>
- USCJ <http://www.uscj.org>
(United Synagogue of Conservative Judaism)

HESCHEL RGB

The Abraham Joshua Heschel Honor Society

**"The dignity of being a Jew is
in the sense of commitment."**

- Abraham Joshua Heschel

It's relatively easy to join USY. Becoming a committed and active member of the Jewish community is not so easy. But the future of the North American Jewish community lies in the hands of those who are conscientiously learning about Judaism and practicing what they learn.

To encourage USYers to learn more about Judaism and the observance of Mitzvot, USY established the **Abraham Joshua Heschel Honor Society** in 1979. The society is named after Abraham Joshua Heschel (1907-1972), a faculty member of the Jewish Theological Seminary, and one of the most influential Jewish figures of modern times. Through the development of his original philosophy of Judaism and the application of that philosophy to the problems of modern times, Rabbi Heschel became a man to honor and emulate.

The Heschel Society is a very special core group of USYers who are committed to their Judaism. Because Heschel Society members are a significant and elite group within USY, USY offers special programs for them.

Some of these programs are:

- The annual International **Heschel Study Kinnus** (convention) held in a different city each year.
- Special mailings of various topics sent to Heschel Society members throughout the year.
- Subscription to the **newsletter** of the society, [Bo'er B'aesh](#).
- Special activities which take place at Regional and International USY Conventions. Most regions hold special study sessions and receptions open only to Heschel members. Many regions also honor their Heschel Society members with small gifts.
- The annual USY International Convention is the site of the Heschel Society induction. This is in addition to a special educational program at the convention only for Heschel Society members.

The Heschel Society requires a USYer to demonstrate active involvement in each of the following three areas:

The Study of Torah:

Society members must take part in at least two hours of supervised Jewish study per week or enroll in the USY Home Study Program.

1. Prayer (Avodah):

Society members must participate in congregational prayer at least four times a month - three of which should be on Shabbat.

2. Acts of Loving Kindness (G'milut Chasadim):

At least once a month, society members must engage in a community service project such as visiting the sick, tutoring, assisting in Hebrew Schools, etc. Heschel Society members are currently involved in many of these worthwhile projects.

Organizing a Heschel Session

A step by step guide

Heschel sessions are traditionally held after curfew on Friday night. Heschel sessions are held **by request**, meaning that they are not automatically included in the convention schedule. Please follow these guidelines to ensure a successful, educational session.

- 1)** Although it is not always possible, Tzafon strives to have a Heschel session at almost every convention. Sessions are open to all members of Tzafon, not only members of Heschel, although all USYers should be encouraged to join the national organization.
- 2)** You must notify Batia Epelbaum, Tzafon Youth Director, at least one month prior to the convention at which you desire to hold a Heschel session. This will ensure that the session is included on the convention schedule. If food is desired, please notify Batia at this time.
- 3)** Picking a topic can be exciting, but challenging. When you notify Batia of the upcoming Heschel session inquire as to the study theme of the convention. Although Heschel session topics rarely complement nor reflect the general theme of the weekend, it is important to be aware of what other religious/educational discussions will be taking place at the convention.
- 4)** Check out the included list of possible topics (see *Heschel Discussion Sessions*). Remember that this list is just a beginning – let your imagination run free. What do you think USYers would like to discuss? What has been discussed in the past? What went well...what didn't? Think about the current USYers most likely to attend your session. Is there a particular topic that you feel is well suited to this unique group of individuals?
- 5)** Pick a topic and notify Joy Newman, Tzafon Regional Fieldworker, for approval. Joy will then work with you to ensure that you have adequate sources for your discussion.
- 6)** Run your session! Check out *Heschel Discussion Sessions* for a list of discussion tips. Have fun, learn something new, and enjoy the fruits of your labor.

Heschel Discussion Sessions

Topics and Tips

Possible Discussion Topics:

- Any piece of halacha (ex: environment, helping animals, providing for the sick/elderly, hospitality, Shabbat observance, Kashrut, ladder of Tzedakah, tattoos/piercings, medical ethics, birth control, education/literacy, mourning, etc...)
- Prayer (specific or general concept)
- Music – in the synagogue, in the Jewish community, at camp – historical precedence
- Any Jewish holiday (customs, rituals)
- Brachot
- The role G-d plays in our daily lives
- Anti-semitism and/versus anti-zionism
- Being an American Jewish (or Jewish American) teen
- Israeli domestic policy - Israeli laws regarding marriage, operation of businesses on Shabbat
- Traditional versus secular – if the options were black and white, in which world would you choose to live and why
- Current events
- Jerusalem as an international city – focus on preserving historic/religious sites
- Jewish settlements in the West Bank and Gaza
- Immigrants – how does Israel absorb and provide for world-wide Jews in need
- The Palestinian predicament – how has Israel aided the Palestinian refugees – how do USYers feel about the situation and Israel's response

Discussion Tips:

- Remember that some USYers will have a much stronger background, with regards to your given topic, than other participants. Try to pick a topic and focus that lends itself to inclusion of all USYers, regardless of prior knowledge.
- Consider providing an overview of the topic prior to the start of the discussion.
- Make a fact sheet with key terms, people, events, and/or well-known commentary.
(Note: The fact sheet could vary drastically depending on the given topic - ex: halacha versus current event)
- No matter how loud one individual USYer may be, it is important that everyone has a chance to share their opinion with the group. Reach out to staff for assistance if a USYer becomes disruptive to the group.
- Monitor the use of specifics (names, dates, events, quotes etc.) with which only a few participants are familiar. Encourage USYers with a stronger background on the given topic to share what they know while being respectful of the group atmosphere and various levels of prior knowledge. Suggest that they pick one general, well-referred to example, and then teach the group about its relevance.
- HAVE FOOD ☺

Beyond Tzafon

International USY Website <<http://www.usy.org/yourusy/reled/>>

- Holiday Summaries (<http://www.usy.org/yourusy/reled/chugim/>)
- Project Z'mirot (<http://www.usy.org/songs/>)
- HUGE wealth of links to various Judaic topics – listed under "Jewish Link Directory"
- Boer Baesh – official Heschel newsletter published by IGB Rel/Ed – back issues on-line (<http://www.usy.org/yourusy/reled/heschel/boerbaesh.asp>)

International Religious/Education Vice President

Links

- On-line Audio Torah Classes
<http://www.beverlyhillschabad.com/torah-chumash/torah.htm>
- Sephardic Jews *<http://www.sephardicjews.com/>*
- Judaism 101 *<http://www.jewfaq.org>*
- Hillel *<http://www.hillel.org>*
- JewishLink *<http://www.jewishlink.net/>*
- USCJ *<http://www.uscj.org>*
(United Synagogue of Conservative Judaism)

Boer Ba'esh

Boer Ba'esh is the official newsletter of the Abraham Joshua Heschel Honor Society. It is published by the Religion/Education Committee of the International General Board.

Part of your job as Tzafon RGB Heschel is to encourage Tzafoners to submit articles for Boer Ba'esh. Check out <<http://www.usy.org/yourusy/reled/heschel/boerbaesh.asp>> to see past volumes in PDF form. For more information, or to submit an article, please contact the International Religious/Education Vice President.

RUACH RGB

You know you're a Ruach leader extraordinaire if you...

1. Show enthusiasm. (ENTHUSIASM breeds ENTHUSIASM)
2. PROJECT!! Be loud and articulate!
3. Be open-minded and flexible.
4. Stay positive. Compliment and encourage the group. Let them know how good they're doing and how beautifully they're singing.
5. COMMUNICATE (melodies, important Hebrew texts, themes of songs, etc...)
6. Be confident. You are really that good!
7. LEAD, don't perform. Songleading is all about your interaction with the group. Remember: "We before me".
8. Have strong stage presence. Enunciation, relaxed boxy, good posture, and of course...
9. SMILE!!! ☺
10. Control the group. Don't be a dictator, but guide the group with specific directions. ("Repeat after me", "Please be seated", "Everybody dance now").
11. Don't apologize. If you make a mistake, chances are no one even noticed. Sing through and trouble shoot problems later.
12. Know your group's background. Know what songs they already know, what songs need to be taught, and what songs might appeal to your given group of singers.
13. BE PREPARED!! Know your words, melodies, tempo, and translation (if in Hebrew) *before* you get up in front of the group.
14. HAVE FUN!!!
15. Keep that ego in check. Songleading is a team effort. Cooperate, collaborate, and don't be selfish; do what's best for the group.
16. Use body cues: head nods, pointing, changing your body level, "the kick", etc.
17. Use vocal cues: "Repeat after me", "try that", "sing with me", etc. Feed the group the words and melody.
18. Choose what is appropriate – both for the age group and for the mood. It is Friday night or Saturday night, is the group mellow or energetic?
19. BE YOURSELF. You don't have to impress anyone. U B U.
20. Practice, practice, practice. Always improve. Always learn more. Expand your repertoire. Brush up on your Hebrew. Become an expert on Israeli music, or music for Shabbat. Never quit, never expire...INSPIRE.

MEMBERSHIP RGB

USY MEMBERSHIP/EXPANSION IDEAS*

** Taken from Ali Herman's (Tzafon Mem/Prog VP 2004-2005) Chapter Membership Packet*

1. Speak to members of the graduating class of your synagogue school and confirmation/Hebrew High if you have. Introduce them to USY and offer them a free program or party in their honor.
2. Make all your members feel wanted. Get them involved on committees and bring into synagogue events, i.e.: let them lead services, help serve dinners, etc. to get the parents to know what USY is and all about
3. A telephone squad is very important. Not just to inform the members of upcoming events, but to call them when they don't show up as well. Especially if the member is inactive for a while. Find out what's wrong and show him that you care.
4. Have free admittance to an event if the person brings a new member. Honor all new members at a chapter Friday Night Service
5. Offer each b'nai mizvah a free membership for their freshman year in USY.
6. Encourage your Rabbi to publicize USY and make regular announcements from the pulpit. Also utilize the local media and newspapers for publicizing your events.
7. Membership problems should be discussed frequently at meetings. Maybe a USYer present will have a new and excellent membership idea.
8. If possible, you should sponsor a scholarship program for regional and international events. This should heighten the interest of your members and reward your good work.
9. Program Bank—International USY puts out a program bank that can help a lot when you are trying to find new programs. The Program Bank is available through the USY web site <http://www.usy.org/yourusy/pbank/>
10. Try to serve refreshments at meetings. Along with time to socialize, it can help create a friendly atmosphere within the chapter
11. Throw a barbecue for potential members. It could be held at the President's home or at any other convenient place. Be sure to take down names, numbers, and addresses. Take an interest in ALL your members.
12. At the end of the year, have a special closing event to which those one grade below USY (8th grade kadimanicks) are invited.

Ice Breakers

One of your main responsibilities as a RGB Membership chairperson is to assist the Regional Membership/Programming VP with ice-breakers. Typically run within the first few hours of every regional convention, ice breakers are designed to help members "break the ice" and meet new people. Such programs also provide seasoned members with an opportunity to reacquaint with old friends, and members they may not have seen in awhile.

The following information is broken into two sections. The first section outlines possible ideas and activities, while the second section provides a list of suggestions for how to make those ideas and activities successful ice breakers.

Program Ideas:

- *Candy Get-To-Know-You:* Have each member take a handful of candy. M&Ms are cute, but contrary to popular belief, they DO melt in your hand, and tend to make a mess. In an effort to respect the hosting synagogue, in addition to abiding by the laws of kashrut and avoiding the possibility of eating dairy within three hours of a meat dinner, try to use a pre-wrapped parve candy such as jellies or jolly ranchers. There are two options for this game. #1: Pre-assign each color of candy a different topic. Ex: green = hobbies, yellow = family, blue = special talents... Have members say something about themselves related to the color coordinated topics of their candy. #2: Have members introduce themselves (name, chapter, age, favorite whatever), and then say an additional something about themselves for each piece of candy they chose.
- *Find Your Match:* Prior to the convention make a list of famous people/characters/items who/that "go together". Some great examples include Batman and Robin, Mickey and Minnie, peanut butter and jelly, falafel and pita, Rachel Green and Ross Geller, Homer and Marge (Simpson), etc. Write each name on an index card – remember to make a separate set of cards for each ice breaker group. To play the game, simply tape a card onto the back of each member. Their goal is to a) figure out who they are, and b) find their match. The catch is that they can only ask yes and no questions. Once everyone has found their match, give each group a few minutes to get to know each (perhaps provide a sample topic to discuss), and then have each person present their partner to the group. Entirely dependent on other people, this game is a great way to break the ice, and make friends.
- *Two Truths and a Lie:* Creatively pair people off (perhaps using the above game, "Find Your Match"). Each person must tell their partner three things about him/herself, two of which are true, and one of which is a lie. The goal is for each person to figure out which is their partner's lie. This game can be played several times with different partners. At the end, have each person introduce their final partner to the group by sharing their two truths and their lie.
- *Barnyard Madness:* This game is kind of crazy, but it can also be a lot of fun. Begin by picking a variety of animals that make distinct sounds. Go around the room and whisper one of those animals into each member's ear. Make sure that you have at least two people assigned to every animal. Once everybody has been assigned an animal, have members walk around the room making only their animal's distinct sound. Their goal is to find the other members of their "flock". Ex: If I were assigned to be a cow, I would go "mooring" around the room until I found the other cows. Once everybody is in their animal-related group, either give them a series of topics to share about themselves, or play one of the other ice-breaker games.
- *Wamp-em:* Divide participants into groups of 8-10. Have each group sit in a circle with their feet pointed towards the middle, and given each group a pool foam "noodle". Instruct each group to pick someone to go first (perhaps your group leader), and have that person stand in the middle of the group holding the pool noodle. Have someone in the circle begin by saying the name of another person in the circle. The goal of the person holding the noodle is to tap the feet of the person whose name was said before that person calls on someone else. If the person in the middle successfully taps a player before he/she has the opportunity to call on someone else, he/she becomes "it" and takes over for the person with the noodle. In addition, if a player accidentally calls out the name of the person holding the noodle, since clearly that person can't tap him/herself, the person in error becomes "it". This game is a great way to learn people's names, and have fun at the same time!
- *Human BINGO:* Create BINGO sheets (you only need to make a few different types, if that), and in each square put a different personal attribute, experience, or hobby. Examples of possible squares include: have been to

Israel, play guitar, was born in a foreign country, am a freshman, can lead Shabbat mincha, etc... Give each member a BINGO sheet, a writing utensil, and a time limit. Using the limitation that each member may only sign their name in one square on each BINGO sheet (ie: one person can't sign that they have been to Israel AND play guitar on the same member's BINGO sheet), see who can fill in their board the fastest. Human BINGO is a great way for people to mix and get to know each other in a relatively short amount of time.

- *Clock Game:* This is a variation on Human Bingo. Give each participant a piece of paper with a clock drawn on it. Next to each hour draw a line. Instruct each participant to make a "meeting" at each hour with a different participant. The goal is to have each participant fill in each hour of the clock with a different person's name.
** adapted from the International USY website*
- *Speed Meeting:* Based on the idea of speed dating, "Speed Meeting" is a cute way of introducing yourself to a zillion people in a short period of time. Break members into groups of twenty or so, and have each group divide into two lines facing each other. On the count of three, give the members in one line one minute to introduce themselves to the member standing across from them. Encourage them to share as much as possible. After one minute, switch! After that minute, have one line move down by one person, and begin the process again. Continue until the moving line returns to their original partners. If time permits, break down each line and continue having members meet the other members in their original line.
- *Peak-a-boo:* Break USYers into groups of 20-30 people, and then split each group into two teams. Have teams gather on opposite sides of a room, and in the middle of the room have USYer program leaders hold up a bedroom sheet. Have one member of each team silently approach their team's side of the sheet without being seen by the other team. On the count of three have the USYer program leaders lift up the sheet. The first of the two USYers at the sheet to say the name of the person on the other team "wins", and takes the "loser" back to his/her team. The game continues until there is only one massive team, in a similar fashion to that of *Red Rover*.

Tips for Running a Successful Ice-Breaker:

- Combine ice-breaker activities. Ex: Use "Find Your Match" to creatively assign partners for "Two Truths and a Lie". Use Barnyard Madness to create the groups for "Candy Get-To-Know-You", or the lines for "Speed Meeting".
- Make sure that you have all of your supplies and materials ready ahead of time. If you are dividing a large group of members into smaller groups, have those lists made out in advance.
- If running an activity with anything less than the entire convention, pick "group leaders". Ideal group leaders are RGB Membership Chairs (oh wait...that's you...assisting the Regional Membership VP!!!), chapter Membership VPs, and enthusiastic, organized USYers with strong leadership skills. Meet with your group leaders in advance to ensure that everyone understands the program, and has time to ask questions and for clarification.
- USYers tend to go through ice-breaker activities quickly, and then break up into groups of old friends and begin chatting. While certainly the goal is that USYers make friends with whom they enjoy chatting and spending time, the purpose of ice-breakers is for USYers to meet new people and make new friends. Instruct group leaders to watch for USYers who seem to stand alone after the program ends, and help them find someone to talk to and get to know on a level above and beyond the time-frame of the program.
- Have back-up programs. If a program goes significantly faster than expected (which occasionally will happen), be prepared to pull out another program to keep the USYers active and engaged.
- Utilize the staff. Go over all programs with the Regional Fieldworker or Regional Director PRIOR to the convention. S/he will then be able to relay your programs goals, directions, and content to other staff so that they can most effectively assist you and your group leaders.
- Have fun! Ice-breakers by nature are informal and fun. Make sure that you take a step back from your leadership role to enjoy the program and meet some new people!

Class Bonding

From time to time you may be asked to assist the Regional Membership VP and/or Senior Programming RGB Chairs with class bonding activities. In addition, you may choose to run a class bonding program yourself as part of your job as RGB Membership! Class bonding is an essential component of Encampment and NMI, but can (and should!) be done at any convention. Frequently class bonding activities take place on Friday evening. HOWEVER, non-Shabbat class bonding activities can usually be arranged (particularly at Encampment and Regionals).

The following information is broken into two sections. The first section outlines possible ideas and activities, while the second section provides a list of suggestions for how to make those ideas and activities successful class-bonding programs. Remember that almost any program can become a class bonding activity, so get creative, and go for it. Don't be afraid to try new things and think outside of the box. In addition, check out the program sheet on "Ice-Breakers". Many of the program ideas and tips can also serve as excellent class bonding activities (ex: *Speed Meeting, Find Your Match, Bang, Two Truths and a Lie, Wamp-em, and Human BINGO*).

Program Ideas:

- *Group Games:* This program works particularly well with the underclassmen at Encampment. Take advantage of the fields, and organize some ad-hoc group games such as *Red Rover* or *Freeze Tag*. Pick games that everybody can play (ie: *Ultimate Frisbee* may not be the best choice for this particular activity), as well as games with little/no equipment. Other examples of great group games include *Wizards, Elves, and Giants* (a take-off on *Rock, Paper, Scissor, Shoot*), and kickball with a soft ball.
- *Secrets:* Creatively pair people off, and give each person a piece of paper and a writing utensil. Have each member write a secret (that they don't mind sharing!) onto their piece of paper. Suggestions include hobbies or interests – not "true secrets", but...you get the point. ☺ Each person's goal is to guess their partner's secret, using only yes and no questions. This game can be played several times, with the same or different partners.
- *Elimi-date:* Have males stand on one side of the room, opposite the females. Pick one person to begin, and have that individual sit in a chair with his/her back to the group of the opposite gender. Have the program moderator ask a series of questions with three possible answers. Ex: Which description best matches your ideal date? A) Dinner and a movie, B) A sunset walk on the beach C) A hockey game. Before the "(wo)man in the chair" states his/her answer, members of the opposite gender will pick which description best matches them. There are two ways to play this game. In the first method the person in the chair will choose one category to eliminate. Those players are then out until the next round. The second option is to have the person in the chair choose their favorite category, thereby eliminating the other two. The game continues until the person in the chair has found his date. Elimi-date is ideal for junior/senior class bonding.
- *Tie-Dye:* This program takes a little more planning, BUT, can be a ton of fun. Either bring a specific piece of clothing (or pillowcase) with "Tzafon 200X" on it, or ask each participant IN ADVANCE to bring a item he/she wishes to tie-dye. Have the group tie-dye their items early on so that they have a chance to dry before being taken home. Note: Because of this program's inherent mess and time requirements, it is suggested that this program be done at Encampment.
- *Yarn Circle:* Take a ball of yarn and sit in a circle. One person starts with the ball of yarn and throws it to a friend (preferably not sitting next to him/her). The thrower then says 1) how he/she met the catcher, and 2) something nice about their relationship/friendship. The catcher then throws the ball to someone else, and the cycle continues. Note: Those tend to be the traditional questions, but feel free to make up your own! At the end of the game you will have a web of friendships. Some choose to re-wrap the yarn by working "backwards". In other words, each person says something nice about the person who threw them the yarn until the ball is once again complete. Other choose to cut the yarn into various sized pieces, either in place of or in addition to working the game backwards, and gave everybody a piece to wear as a bracelet. Each member will choose a friend to tie on their yarn bracelet, and keep it on their wrist until Regionals (or whenever....). This class bonding is perfect for seniors, particularly at Encampment. However, feel free to use it with any class.
- *Human Knot:* Split the participants into groups of 8-10. Have participants stand in a circle and find two people with whom to hold hands. Do NOT allow participants to hold hands with the people standing to their immediate left and right. The goal of the activity is for the group to untangle their "human knot" without letting go of their hands. Pick a group leader whose job it is to encourage the group to work together and untangle their mess

peacefully. Notes: Occasionally there will be a human knot that simply can't be untangled, but that rarely happens. Sometimes the knot may result in more than one circle, or certain participants will be facing "the wrong way". That's ok! Encourage the group to do the best it can in a given time frame. After the activity is over, have the group leaders lead their respective groups in a debriefing session.

- *Trust Activities:*
 - Trust Falls – Creatively pair off participants. Have one participant stand with his/her back to the other, arms crossed in front of his/her chest. Have the second participant stand behind the first, one leg placed slightly between his/her partner's, and the other perpendicular. Complete the following "safety" script, and enjoy!
 - Participant #1: (*when ready to fall*) "Ready to fall"
 - Participant #2: (*when ready*) "Fall away"
 - Participant #3: (*while falling*) "Falling"
 - Partner Trust Walks – Creatively pair off participants. Blindfold one participant, and have his/her partner lead him/her on a "trust walk" around the synagogue, hotel, or camp. Give each pair a specific destination. Once that destination is reached, have the partners switch places. Have the person who was blindfolded originally lead their now blindfolded partner back to the starting point.
 - Night Hikes – Have group line up and hold hands. The person at the front of the group will have a small flashlight, but no one else. The group leader (person with the flashlight) will then lead the group on a short "night hike". The goal is to complete the walk in silence, with only safety cues and nightlife to be heard. Ex: If there is a rock, the group leader would say "rock", and that safety cue would be passed down through the group so that everybody would be aware of the safety hazard. Suggestion – complete first walk in an open field with few inherent safety hazards. Build up towards a longer wooded hike.
- *What I like about...:* This program is often done at the conclusion of USY summer programs as a way for members to share their final thoughts with the other members of the group. Tape a piece of paper, one for each member of the group, onto a wall or table. Have participants walk around the room and write something nice about their fellow class/group-mates on each participant's piece of paper. At the end of the program each participant will have a piece of paper filled with nice thoughts from their class/group-mates.
- *Word Association:* Have participants sit in a circle. Instruct the group leader to say a word (any APPROPRIATE word) out loud. The person on the right of the group leader then says the first word that comes into his/her head. Continue the game until you have returned to the group leader. It is hilarious to see how different the end word is from the first word.
** adapted from the International USY website*
- *Hand Game:* Have the group sit around a table. Instruct each participant to place his/her hands on the table, crossed over the hands of the people next to him/her. Instruct the group to leader to bang one hand on the table. The hand next to him/her then has to bang, and it moves in a circle. If someone bangs twice on his or her turn, the direction of the banging changes. If someone bangs out of turn, they have to take one hand out of the circle. The game continues until there are only two or three people left. A great variation is to play this game while holding hands and squeezing instead of banging on a table.
** adapted from the International USY website*
- *Haha:* Everyone lies on the floor and places his/her head on someone else's stomach to form a big chain. The first in line says: ha! The second says Ha ha! The third Ha Ha HA! And so on. The object is to complete the circle without laughing. Great for all age levels, at any convention.
** adapted from the International USY website*
- *Bang!:* Form a circle with one person in the middle. The middle person calls out a name, and that person has to duck. The two people on each side have a fast duel. Whoever shoots first (hand gesture and sound - boom!) wins! The loser stands in the middle and calls the next name. That individual is then "out". If the person called doesn't duck, he is the one who is out. When there are only two people left, pick a "bang word" (e.g. toothpaste). At any time during the program, the group leader calls out the bang word and the first of the two people left to call bang wins. While this program can be a great group bonding activity (in addition to just being fun), keep in mind that many participants will be quickly eliminated. Always be sure to follow this program by one that everybody can participate in fully.
** adapted from the International USY website*

- *Sichot on the Side:* Arrange for the youth director or fieldworker to bring food specifically for a particular class. Pick a topic for discussion (Jewish or non), and moderate an informal discussion while snacking. Suggested topics include: Being Jewish in a mostly non-Jewish high school, Maintaining one's Judaism while in college, Best memories of USY...etc.

Tips for Running a Successful Class Bonding Activity:

- Make sure that you have all of your supplies and materials ready ahead of time. If you are dividing a large group of members into smaller groups, have those lists made out in advance.
- Pick group leaders to assist with program execution. If possible, utilize chapter Membership VPs, and enthusiastic, organized USYers with strong leadership skills. Meet with your group leaders in advance to ensure that everyone understands the program, and has time to ask questions and for clarification.
- USYers tend to go through class bonding activities quickly, and then break up into traditional social groups and begin chatting. While certainly the goal is that USYers have time to socialize and bond with old friends, the purpose of class bonding is for USYers to meet new people, get to know old people in a new way, and bond as a class. Instruct group leaders to watch for USYers who seem to stand alone after the program ends, and help them find someone to talk to and get to know on a level above and beyond the time-frame of the program.
- Have back-up programs. If a program goes significantly faster than expected (which occasionally will happen), be prepared to pull out another program to keep the USYers active and engaged.
- Utilize the staff. Go over all programs with the Regional Fieldworker or Regional Director PRIOR to the convention. S/he will then be able to relay your programs goals, directions, and content to other staff so that they can most effectively assist you and your group leaders.
- Have fun! By nature, class bonding activities are designed to be fun and informal. Make sure that you take a step back from your leadership role to enjoy the program!

Promoting Chapter Programs*

** Adapted from Ali Herman's (Tzafon Mem/Prog VP 2004-2005) Chapter Membership Packet*

While most of your time will be spent on regional programming such as class bonding and ice breakers, from time to time part of your job will include assisting your assigned chapters with membership development and general programming. The following tips on promoting chapter programs are simply designed to help you better assist your assigned chapters learn how to more effectively promote their events.

- **Fliers:** Colorful fliers with pertinent information and cute graphics is a good way to publicize your event. Try color coding your fliers by event category. Ex: pink for social action, blue for social, and green for inter-chapter. Flyers are great because they give your members something tangible to take home, and with which they can remember the event. The problem with fliers is that people often get overwhelmed with papers and advertisements, and fliers are easily torn down or discarded. In addition, handing out fliers at Hebrew school only reaches the members that attend, and that you happened to see. Inevitably you will miss several members, who will then not know about your event!
- **E-mails:** E-mails work great in that they enable you to reach every member in a non-confrontational way. E-mails can be an excellent way to reach out to members that don't feel as comfortable on the phone, and allows members to think about the event and check their calendar before responding. The problem with e-mails is that often in the time it takes to check their calendar and confirm their attendance, your members will forget to let you know if they're coming. Worse, they forget about the event altogether. Furthermore, some members never check their e-mail, and may miss your creative advertisement completely. E-mails work great as a last minute reminder or special invitation, but be sure to use them in combination with another method (such as fliers and/or phone calls), and always follow up in order to ensure a successful event.
- **Phone Calls:** Phone calls are great in that they enable you to reach out to members who may tend to ignore fliers and/or e-mails. In addition, phone calls are a personable way to reach out to new members and invite them to an event you think might best suit their interests. Check out the enclosed reference sheet on "How to Make Effective Phone Calls" for more information.
- **Word of Mouth:** The best way to advertise an event is always via word of mouth. Talk about upcoming events between Sunday school classes, and be available to answer questions. However, be aware that while word of mouth is by far the most effective way to reach out to members and get them psyched, no matter how psyched a member may seem after class, without something tangible that excitement may quickly dissipate once they return home. If possible, keep a stack of fliers handy to distribute after class. Giving a member something tangible will help ensure retention of your event's information.

*****The best way to promote a chapter program is to combine the above methods. Tell your friends about the event, but then hand them a flier to take with them. If possible, snail mail the flier to ensure that everyone gets a copy. Keep track of who RSVPs, and call members who have not yet responded. E-mail members as a last minute reminder, and get psyched for an awesome event! ☺

COMMUNICATIONS RGB

How to Publicize USY*

**Written by 2003 USY Communications VP Jason Lustig for the Comm. section of the website.*

- **Live USY!**

Everything else you're going to read about on this page falls under this. If you live USY, then people will notice it. People will find out about USY through the way you carry yourself, through the way that you mention USY in daily conversation, and more.

- **Learn about USY programs!**

If you don't know all the different programs USY offers, you can't tell people about them. Talk to your Chapter officers, Regional officers, and the International officers if you have any questions; you can also find out lots of information about the opportunities that USY has to offer to Jewish teens on the USY web site at www.usy.org.

- **Wear your regalia!**

Don't be afraid to wear that bright yellow "10-10-USY" shirt that you got at the convention last weekend when you get to school dead tired on Monday. People will see the letters U, S, and Y, and want to know what it's all about. If you already do this, you know that this happens. However, don't be hesitant to talk about USY when people ask, instead of just saying, "Oh, it was an awesome time." Tell them what things you did, whether it's visiting the elderly, hearing someone speak about living on a Kibbutz, or anything else.

- **Tell your friends about upcoming programs!**

If there are Jews at your school who are in USY, remind them about a program that's coming up (and even if they aren't, tell them too, it's always great to have new people coming!) and ask them if they're coming.

- **Talk about your experiences!**

Tell people about the incredible times you've had with USY. If people hear what a great time you had, they might think of coming too. Also, hearing about how you had such a good time might get them to go find out more, so remember to tell them where they can get more information (in places such as the USY web site, and flyers/brochures they might be able to find at the Synagogue).

- **Take the first step today!**

If, today, every single person in USY told someone about a program that they participated in, whether it be Pilgrimage, Wheels, or even just helping out at their synagogue's Purim carnival, there would be a lot more knowledge out there about what USY is. So why don't you start today?

How to Make Effective Phone Calls*

**Written by 2003 USY Communications VP Jason Lustia for the Comm. section of the website.*

- **Be Personal!**
Remember, the most important thing is to become friends with your current members, and with potential members before recruiting them. One can always have more friends, right? And your first phone call to someone should never be about USY, but rather one where you get to know them, and for them to become comfortable with you. When you are calling them about USY, always start by really talking to them first, not getting right to business. Ask them how their day was, how any extra-curriculars are going; get involved in their life! This will increase your chances of getting them involved in your life, a.k.a. USY.
- **Never start with USY!**
Don't start by saying, "I'm so and so from USY." This tells them that you are calling because you have to, not because you are their friend and you would enjoy them being there. You can say later in the call that there is a USY event, and you would like them to come. This is a better way for them to find out what organization is like planning the event.
- **Allow them room to talk!**
Try to avoid dominating the conversation and talking down about other organizations such as BBYO or NFTY. This gives your potential members and current members a bad feeling for you, and if they are also members of those other groups, they might get mad and not come to USY events.
- **Be enthusiastic!**
Your ruach about USY is contagious, even over a phone line, so always be enthusiastic and full of ruach!
- **Also, make sure to end the call on an upbeat note!**
You don't want to make people depressed; you want to leave the call knowing that the USYer is psyched about the upcoming programs!
- **Plan ahead!**
Ahead of time, write down the info you need to give and receive. That way you don't mess up in the call, or give people the wrong information. Also, you may want to say the information out loud a few times so that it's memorized in your head. Be prepared to give directions to get to wherever the program is taking place, whether it's at Temple, or at someone's house.
- **Don't limit yourself!**
Introduce yourself and fully explain why you're calling, but don't let USY be the only thing you talk about. A twenty-minute phone call that gets your chapter a new member, or at least gets someone to come a program, is far better than a two-minute call where you just recite the info.
- **Be persistent, but not annoying.**
Don't expect returned calls, so don't leave a message with all your information. Rather, call them back later, when you have time to have a real conversation with them. Also, if they say they'll call you back when they find out if they can come, call them back a couple of days later, rather than waiting for them, because odds are they won't get back to you.

Solve problems ahead of time!

Be prepared to offer solutions to objections (such as a ride for people who say they don't have one)

Senior Programming/Class Bonding RGB

Your single and most important job as RGB Senior Programming is to help make your class's senior year memorable and special. The best tried and true way of building class unity and friendship is through a series of "senior programming" done throughout the year. While senior programming is an essential component of Encampment and Regional Convention, it can (and should!) be done at as many conventions as possible. Frequently senior programs take place on Friday evening. HOWEVER, non-Shabbat senior programs can usually be arranged (particularly at Encampment and Regionals).

The following information is broken into two sections. The first section provides a list of suggestions for how to make your ideas and activities successful senior programs, while the second section lists a variety of ideas and activities for you to try if you get stuck. Remember that almost any program can become a senior bonding activity, so get creative, and go for it. Don't be afraid to try new things and think outside of the box. In addition, check out the program sheet on "Ice Breakers". Many of the program ideas and tips traditionally seen as ice breakers can also serve as excellent class bonding activities and senior programs (ex: *Speed Meeting, Find Your Match, Bang, Two Truths and a Lie, Wamp-em, and Human BINGO*).

Tips for Running a Successful Senior Programming/Class Bonding Activity:

- Make sure that you have all of your supplies and materials ready ahead of time. If you are dividing a large group of members into smaller groups, have those lists made out in advance.
- Pick group leaders to assist with program execution. If possible, utilize chapter presidents and chapter membership VPs, as well as any enthusiastic, organized USYer with strong leadership skills. Meet with your group leaders in advance to ensure that everyone understands the program, and has time to ask questions and for clarification.
- USYers tend to go through senior programming/class bonding activities quickly, and then break up into traditional social groups and begin chatting. While certainly the goal is that USYers have time to socialize and bond with old friends, the purpose of class bonding is for USYers to meet new people, get to know old people in a new way, and bond as a class. Instruct group leaders to watch for USYers who seem to stand alone after the program ends, and help them find someone to talk to and get to know on a level above and beyond the time-frame of the program.
- Have back-up programs. If a program goes significantly faster than expected (which occasionally will happen), be prepared to pull out another program to keep the USYers active and engaged.
- Utilize the staff. Go over all programs with the Regional Fieldworker or Regional Director PRIOR to the convention. S/he will then be able to relay your programs goals, directions, and content to other staff so that they can most effectively assist you and your group leaders.
- Have fun! By nature, senior programming/class bonding activities are designed to be fun and informal. Make sure that you take a step back from your leadership role to enjoy the program!

Program Ideas:

- *Secrets:* Creatively pair people off, and give each person a piece of paper and a writing utensil. Have each member write a secret (that they don't mind sharing!) onto their piece of paper. Suggestions include hobbies or interests – not "true secrets", but...you get the point. ☺ Each person's goal is to guess their partner's secret, using only yes and no questions. This game can be played several times, with the same or different partners.
- *Elimi-date:* Have males stand on one side of the room, opposite the females. Pick one person to begin, and have that individual sit in a chair with his/her back to the group of the opposite gender. Have the program moderator ask a series of questions with three possible answers. Ex: Which description best matches your ideal date? A) Dinner and a movie, B) A sunset walk on the beach C) A hockey game. Before the "(wo)man in the chair" states his/her answer, members of the opposite gender will pick which description best matches them. There are two ways to play this game. In the first method the person in the chair will choose one category to eliminate. Those players are then out until the next round. The second option is to have the person in the chair

choose their favorite category, thereby eliminating the other two. The game continues until the person in the chair has found his date.

- *Tie-Dye:* This program takes a little more planning, BUT, can be a ton of fun. Either bring a specific piece of clothing (or pillowcase) with "Tzafon 200X" on it, or ask each participant IN ADVANCE to bring a item he/she wishes to tie-dye. Have the group tie-dye their items early on so that they have a chance to dry before being taken home. Note: Because of this program's inherent mess and time requirements, it is suggested that this program be done at Encampment.
- *Word Association:* Have participants sit in a circle. Instruct the group leader to say a word (any APPROPRIATE word) out loud. The person on the right of the group leader then says the first word that comes into his/her head. Continue the game until you have returned to the group leader. It is hilarious to see how different the end word is from the first word.
** adapted from the International USY website*
- *Hand Game:* Have the group sit around a table. Instruct each participant to place his/her hands on the table, crossed over the hands of the people next to him/her. Instruct the group to leader to bang one hand on the table. The hand next to him/her then has to bang, and it moves in a circle. If someone bangs twice on his or her turn, the direction of the banging changes. If someone bangs out of turn, they have to take one hand out of the circle. The game continues until there are only two or three people left. A great variation is to play this game while holding hands and squeezing instead of banging on a table.
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- *Haha:* Everyone lies on the floor and places his/her head on someone else's stomach to form a big chain. The first in line says: ha! The second says Ha ha! The third Ha Ha HA! And so on. The object is to complete the circle without laughing. Great for any convention.
** adapted from the International USY website*
- *Bang!:* Form a circle with one person in the middle. The middle person calls out a name, and that person has to duck. The two people on each side have a fast duel. Whoever shoots first (hand gesture and sound - boom!) wins! The loser stands in the middle and calls the next name. That individual is then "out". If the person called doesn't duck, he is the one who is out. When there are only two people left, pick a "bang word" (e.g. toothpaste). At any time during the program, the group leader calls out the bang word and the first of the two people left to call bang wins. While this program can be a great group bonding activity (in addition to just being fun), keep in mind that many participants will be quickly eliminated. Always be sure to follow this program by one that everybody can participate in fully.
** adapted from the International USY website*
- *Sichot on the Side:* Arrange for the youth director or fieldworker to bring food specifically for your class. Pick a topic for discussion (Jewish or non), and moderate an informal discussion while snacking. Suggested topics include: Being Jewish in a mostly non-Jewish high school, maintaining one's Judaism while in college, best memories of USY...etc.

Ice Breakers

Although ice breakers are typically seen as a freshmen program designed to help new members make friends, ice breakers can also be a great way to help bring a senior class closer together and force individuals break out of pre-conceived social circles and interact with other members of their class. Senior programming ice breakers can be particularly effective at Encampment when your class has a full week to bond and prepare for an amazing senior experience.

Be sure to check out "Senior Programming/Class Bonding", not only for other program ideas but also for a list of suggestions on how to make your program a success.

Program Ideas:

- *Candy Get-To-Know-You:* Have each member take a handful of candy. M&Ms are cute, but contrary to popular belief, they DO melt in your hand, and tend to make a mess. In an effort to respect the hosting synagogue, in addition to abiding by the laws of kashrut and avoiding the possibility of eating dairy within three hours of a meat dinner, try to use a pre-wrapped parve candy such as jellies or jolly ranchers. There are two options for this game. #1: Pre-assign each color of candy a different topic. Ex: green = hobbies, yellow = family, blue = special talents... Have members say something about themselves related to the color coordinated topics of their candy. #2: Have members introduce themselves (name, chapter, age, favorite whatever), and then say an additional something about themselves for each piece of candy they chose.
- *Find Your Match:* Prior to the convention make a list of famous people/characters/items who/that "go together". Some great examples include Batman and Robin, Mickey and Minnie, peanut butter and jelly, falafel and pita, Rachel Green and Ross Geller, Homer and Marge (Simpson), etc. Write each name on an index card – remember to make a separate set of cards for each ice breaker group. To play the game, simply tape a card onto the back of each member. Their goal is to a) figure out who they are, and b) find their match. The catch is that they can only ask yes and no questions. Once everyone has found their match, give each group a few minutes to get to know each (perhaps provide a sample topic to discuss), and then have each person present their partner to the group. Entirely dependent on other people, this game is a great way to break the ice, and make friends.
- *Two Truths and a Lie:* Creatively pair people off (perhaps using the above game, "Find Your Match"). Each person must tell their partner three things about him/herself, two of which are true, and one of which is a lie. The goal is for each person to figure out which is their partner's lie. This game can be played several times with different partners. At the end, have each person introduce their final partner to the group by sharing their two truths and their lie.
- *Barnyard Madness:* This game is kind of crazy, but it can also be a lot of fun. Begin by picking a variety of animals that make distinct sounds. Go around the room and whisper one of those animals into each member's ear. Make sure that you have at least two people assigned to every animal. Once everybody has been assigned an animal, have members walk around the room making only their animal's distinct sound. Their goal is to find the other members of their "flock". Ex: If I were assigned to be a cow, I would go "mooring" around the room until I found the other cows. Once everybody is in their animal-related group, either give them a series of topics to share about themselves, or play one of the other ice-breaker games.
- *Wamp-em:* Divide participants into groups of 8-10. Have each group sit in a circle with their feet pointed towards the middle, and given each group a pool foam "noodle". Instruct each group to pick someone to go first (perhaps your group leader), and have that person stand in the middle of the group holding the pool noodle. Have someone in the circle begin by saying the name of another person in the circle. The goal of the person holding the noodle is to tap the feet of the person whose name was said before that person calls on someone else. If the person in the middle successfully taps a player before he/she has the opportunity to call on someone else, he/she becomes "it" and takes over for the person with the noodle. In addition, if a player accidentally calls

out the name of the person holding the noodle, since clearly that person can't tap him/herself, the person in error becomes "it". This game is a great way to learn people's names, and have fun at the same time!

- *Human BINGO:* Create BINGO sheets (you only need to make a few different types, if that), and in each square put a different personal attribute, experience, or hobby. Examples of possible squares include: have been to Israel, play guitar, was born in a foreign country, am a freshman, can lead Shabbat mincha, etc... Give each member a BINGO sheet, a writing utensil, and a time limit. Using the limitation that each member may only sign their name in one square on each BINGO sheet (ie: one person can't sign that they have been to Israel AND play guitar on the same member's BINGO sheet), see who can fill in their board the fastest. Human BINGO is a great way for people to mix and get to know each other in a relatively short amount of time.
- *Clock Game:* This is a variation on Human Bingo. Give each participant a piece of paper with a clock drawn on it. Next to each hour draw a line. Instruct each participant to make a "meeting" at each hour with a different participant. The goal is to have each participant fill in each hour of the clock with a different person's name.
** adapted from the International USY website*
- *Speed Meeting:* Based on the idea of speed dating, "Speed Meeting" is a cute way of introducing yourself to a zillion people in a short period of time. Break members into groups of twenty or so, and have each group divide into two lines facing each other. On the count of three, give the members in one line one minute to introduce themselves to the member standing across from them. Encourage them to share as much as possible. After one minute, switch! After that minute, have one line move down by one person, and begin the process again. Continue until the moving line returns to their original partners. If time permits, break down each line and continue having members meet the other members in their original line.
- *Peak-a-boo:* Break USYers into groups of 20-30 people, and then split each group into two teams. Have teams gather on opposite sides of a room, and in the middle of the room have USYer program leaders hold up a bedroom sheet. Have one member of each team silently approach their team's side of the sheet without being seen by the other team. On the count of three have the USYer program leaders lift up the sheet. The first of the two USYers at the sheet to say the name of the person on the other team "wins", and takes the "loser" back to his/her team. The game continues until there is only one massive team, in a similar fashion to that of *Red Rover*.

Special Moments

Sometimes you will want a senior program to be more than just a "senior program". For example, the annual post-color war Thursday night bonfire is a wonderful, unique senior programming that will truly give your class the opportunity to bond and set the tone for an amazing year together. However, the Encampment bonfire is not the only time you may want to coordinate a special senior program. The following ideas are meant for those evenings, whether at Encampment, Regional Convention, or other, when you just want something a little more personable and a little more introspective.

Program Ideas

- *Yarn Circle:* Take a ball of yarn and sit in a circle. Have one person start with the ball of yarn and throw it to a friend (preferably not sitting next to him/her). The thrower then says 1) how he/she met the catcher, and 2) something nice about their relationship/friendship. The catcher then throws the ball to someone else, and the cycle continues. Note: Those tend to be the traditional questions, but feel free to make up your own! At the end of the game you will have a web of friendships. Some choose to re-wrap the yarn by working "backwards". In other words, each person says something nice about the person who threw them the yarn until the ball is once again complete. Other choose to cut the yarn into various sized pieces, either in place of or in addition to working the game backwards, and gave everybody a piece to wear as a bracelet. Each member will choose a friend to tie on their yarn bracelet, and keep it on their wrist until Regionals (or whenever....).
- *What I like about...:* This program is often done at the conclusion of USY summer programs as a way for members to share their final thoughts with the other members of the group. Tape a piece of paper, one for each member of the group, onto a wall or table. Have participants walk around the room and write something nice about their fellow class/group-mates on each participant's piece of paper. At the end of the program each participant will have a piece of paper filled with nice thoughts from their class/group-mates.
**Great Alternative – use pillow cases and permanent markers instead of pieces of paper. That way each USYer will have something more permanent on which to remember his/her class.
- *Candlelight Ceremony:* This program is excellent for Regional Convention as a concluding program. Have the USYers sit in a circle and give each USYer a tea-light (like those used on Friday evening). Go around the circle and have each USYer say something about their USY experience, and then light his/her candle. After all of the candles are lit allow the group to reflect on each other's comments. When you are ready to conclude go around the circle again and have each USYer say something about how they predict they will view their USY experience from some point in both the near and distant future. As a group, blow out the candles.

SOCIAL ACTION RGB(often combined with T.O. RGB)

Social Action – An Overview

While the literal translation of *G'milut Hasadim* is "acts of loving kindness", here in the world of USY we interpret this to mean all kinds of social action related activities. This includes awareness/educational programs, outreach programs in the larger community, hands on projects (ex: craft), collections, and helping those in need within our synagogue/Jewish community.

USY is a Jewish youth group designed to help Jewish teenagers meet other Jewish teens in their area (both locally and regionally) while enhancing their Jewish identity. One of the reasons social action programs are so important is that they give USYers another way to connect to Judaism. Some Jews stay connected through prayer, others through personal observance, while others stay active via the Jewish community and social action. No way is more important than another, all are merely different ways of staying involved. Social action programs help USYers learn about the different ways of appreciating Judaism, therefore enriching the USY program as a whole.

It is your job as a RGB Social Action chairperson to provide your region with a variety of social action programming, so that the USYers can become aware of the plethora of ways there are to get involved and give back. One overall goal of SATO in USY, besides teaching the importance of helping to fix the world and doing mitzvot, is to encourage and teach USYers how to make social action and tzedakah important parts of their lives. The hope is that the experiences that USYers have in USY will stay with them, and that throughout their lives they will continue to give back to the world in which we live.

One of the things USYers often forget is that no SATO program is more important than another. There are no "little" mitzvot. How can we sit back and say which is more important: collecting food for the needy, holding a talent show at a nursing home, or raising money for T.O. through a sale? We can't. It is for this reason that we strongly encourage you to work closely with your fellow RGB Tikun Olam and 613 Mitzvah Club chairpersons, in the hope that you will be able to work together to help keep the concept of SATO alive and vibrant here in Tzafon.

Social Action Program Ideas by Topic

The following programs are organized by topic. Beneath each topic are outreach locations (ie: places in the community to call for further information), as well as a list of sample USY programs related to the given topic. Be sure to check out *Steps to a Successful Social Action Program*, and good luck!!

Poverty/Homelessness

Outreach:

- shelters/soup kitchens
 - homes for runaways
 - foster homes
 - Habitat for Humanity (a Christian organization, but its projects are universal)
- ☺ Make stuffed animals to donate to children who do not have any.
 - ☺ Ten Days of RePANTance – Have a clothing drive during the Ten Days of Repentance (between Rosh Hashanah and Yom Kippur).
 - ☺ Tutor underprivileged children.
 - ☺ Call the police department and see if you can help to clean up graffiti in an attempt to help restore and beautify a poor neighborhood.
 - ☺ Contact a local shelter and ask if you can help with spring cleaning and/or minor repairs.
 - ☺ Collect the decorations after a synagogue simcha (ie: Bar/Bat Mitzvah). Ask the host if you can take some of the flowers and/or balloons and donate them to a nursing home, hospital, and/or shelter.

Hunger

Outreach:

- food cupboards/soup kitchens
 - shelters
- ☺ Invite somebody from a shelter to come and speak. Although a volunteer or professional is good, an actual homeless person is usually the most memorable.
 - ☺ Decorate brown paper bags to fill with food to be donated.
 - ☺ Hold a sandwich-a-thon (PB Jam). Have USYers line up and make zillions of sandwiches to deliver to a shelter/soup kitchen.
 - ☺ Gleaning – go to a farm after the harvest is over and collect the fall food. Some of this can be used to feed people in need, while some will be processed into other needed items. This program works well as either a joint Kadima-USY program, or when USYers are invited to bring their families.
 - ☺ Play Supermarket SATO. Have USYers sit outside a local supermarket and as people enter the store, ask them to purchase one food item to donate to a local food cupboard. On the way out, provide bins for the customer's donations. BE SURE TO OBTAIN PERMISSION FROM THE SUPERMARKET FIRST!!!
 - ☺ Collect leftover food from synagogue/chapter programs and then donate the food to local food shelters. Contact The Food Chain (1-800-845-3008, www.foodchain.org) for legal information.
 - ☺ Volunteer at a soup kitchen or food cupboard.
 - ☺ Host a Hunger Banquet (see *Awareness programs* for more information)

The Elderly

Outreach:

- nursing homes
- Meals on Wheels
- "senior nets" within the community (ie: Jewish Community Center, synagogue, etc...)

- ☺ Decorate flower pots/plant flowers to deliver to nursing homes, or bring the supplies to the nursing home and decorate the flower pots/plant the flowers with the residents.
- ☺ Make colorful/cheerful signs to hang up in a nursing home.
- ☺ SABABA/Adopt-a-Bubby – Have 3-4 USYers adopt a bubby or zaidy at a local nursing home. Encourage your groups to visit their adopt-a-bubby at least every two weeks, and help coordinate group activities such as a special Shabbat service or candle lighting, a game night, or Shabbat dinner.
- ☺ Learn to record books on tape.
- ☺ Coordinate a nursing home fair or carnival.
- ☺ Have a 70's, 80's, or 90's night and invite people who are in their 70's, 80's, and 90's.
- ☺ Hold a Friday night service at a nursing home near you.
- ☺ Call up a local nursing home and see who has a birthday the week you want to do a program. Throw those people a birthday party.
- ☺ Make sure that your synagogue is accessible to the elderly (ie: ramp to the bimah, large print siddurim).
- ☺ Ask your Rabbi if s/he knows of any elderly members of your synagogue who could use some company – have USYers go and visit.
- ☺ Have a sukkah party with the elderly. If someone is bedridden, make their room feel like a sukkah with lots of decorations and fun "sukkah snacks".
- ☺ Contact Second Wind Dreams, an organization that helps nursing homes make residents' dreams come true. Most dreams cost under \$25, and are easy for a chapter to do. (www.secondwind.org)
- ☺ See if you can work with a nursing home to allow pets to visit with the residents.
- ☺ Deliver Mishloach Manot baskets to nursing home residents.
- ☺ Make magnets/bookmarks to go on the Meals on Wheels' trays.
- ☺ Hold a Bubby/Zaidy Tea in which you invite senior citizens to come for a "tea" and a presentation of some sort. Some ideas for the presentation include an awareness campaign (see *Awareness Programs* for specific ideas), guest speaker, Israel, or USY summer trips featuring slides, pictures, food, and music.
- ☺ Decorate kipot left over from a Bar/Bat mitzvah and deliver them to Jewish residents.
- ☺ Collect the decorations after a synagogue simcha (ex: Bar/Bat Mitzvah, wedding). Ask the host if you can take some of the flowers and/or balloons and deliver them to a nursing home, hospital, or shelter.

Disabilities

Outreach:

- nursing homes/hospitals
- Meals on Wheels

**Note – Elderly and disability programs are often similar. Check *The Elderly* for more ideas.

- ☺ Make sure that your synagogue is accessible to the disabled (ie: ramp to the bimah, large print siddurim).
- ☺ Invite a guest speaker, preferably one who is personally disabled.
- ☺ Visit patients suffering from a disability or degenerative disease.
- ☺ Make magnets/bookmarks to go on the Meals on Wheels' trays.
- ☺ Learn to record books on tape.
- ☺ Run a Disability Simulation Game (see *Awareness Programs* for more information).

Children

Outreach:

- battered women's homes
- shelters
- children's hospitals/Pediatric Centers (ie: Ronald McDonald House)
- foster agencies
- PINS (People In Need of Supervision)

- ☺ Make touch-feel books. Write a children's story around 10 pages long (that only has to be one picture per page). Color the pictures, and add texture such as sand on the beach or fur on a bunny.
- ☺ Set up a mitzvah crib in your synagogue where people can donate toys and baby clothes.

- ☺ Make stuffed animals for children in shelters/battered women's homes.
- ☺ Make quilts to donate to babies who are in hospitals.
- ☺ Call a children's home, such as a Ronald McDonald House, and ask how you can help.
- ☺ Teach your chapter how to be mitzvah clowns and then visit children's hospitals.
- ☺ Record books on tape for children who are blind or visually impaired.
- ☺ Become a tutor for a child who may need extra help either in preparing for a Bar/Bat Mitzvah or in public/private school.
- ☺ Run a program for the Hebrew School kids in your synagogue about a social action topic. Do a mitzvah project with them, and introduce them to Kadima/USY.

AIDS/HIV

Outreach:

- health clinics, AIDS/HIV centers
- Planned Parenthood
- health teachers (yes, they can be helpful!!)
- ☺ Invite a guest speaker (with or without AIDS/HIV) to discuss this disease and its implications, as well as forms of protection – contact Planned Parenthood for more information
- ☺ Make quilts for babies born with AIDS
- ☺ See how you can get involved in a community education/outreach program – contact an AIDS/HIV center of Planned Parenthood for more information

The Environment

Outreach:

- local recycling facility
- local parks/beach services
- animal shelter
- ☺ Collect loose bottles and cans around your area and make sure that they are recycled properly. Cash them in for money and donate your profits to Tikun Olam. **Always remember to wear gloves and never touch broken glass.
- ☺ Make flowers out of 6-pack soda holders. To do this cut out each circle individually and form it into the shape of a figure eight. Stick a skewer (or straw) through the middle and add 3-4 more circles. Paint the circles to look like a flower and donate them to a hospital or nursing home.
- ☺ Plant a tree.
- ☺ Educate USYers how they can help to preserve the environment by conserving water and electricity.
- ☺ Set up a recycling program in your synagogue or neighborhood.
- ☺ Clean up a beach/park.
- ☺ Read Dr. Seuss's The Lorax before a chapter event. Discuss the meaning behind the story and what we can learn from Dr. Seuss's wisdom.
- ☺ Moderate a discussion on what Judaism says about our responsibility to the environment. (There is a really good packet on this topic published by USY that can be ordered on-line titled "Environmental Handbook").

Alcohol/DWI

Outreach:

- police departments
- health teachers
- drivers' education programs
- ☺ Invite a speaker to come and talk about alcohol, DWI, and teens. See if the speaker can bring "drunk" glasses, to simulate how one's vision is impaired after consuming alcohol. Check with your local drivers' education program or police department for more information.
- ☺ Write facts about substance abuse onto thick ribbon. Tie the ribbon onto candy bars and hand them out to USYers and congregants.
- ☺ Read a poem about DWI related deaths. An excellent poem titled *Somebody Should Have Taught Him*, retold by Jane Watkins, can be found on page 214 of the original Chicken Soup for the Teenage Soul by Jack Canfield, Mark Victor Hansen, and Kimberly Kirberger.
- ☺ Hand out "Contracts for Life". Explain that any parent would rather pick up his/her teen smelly, dirty, and possibly intoxicated than ID his/her body two hours later. For more information about the

"Contracts for Life" program contact the international office or international SATO VP. (see *Resources*)

The Synagogue

- ☺ Clean up the grounds around your synagogue.
- ☺ Help out with repairs and maintenance – ie: painting, landscaping.
- ☺ Help to repair and maintain religious objects such as siddurim, kippot, and/or tallesim.
- ☺ Help to properly bury old and/or torn religious objects.
- ☺ Help to maintain/organize your synagogue's library.
- ☺ Help to build/decorate the synagogue's sukkah.
- ☺ Run a children's service/story time during high holiday services and/or Shabbat.
- ☺ Run a Purim Carnival.
- ☺ Make flags for the children to use during Simchat Torah.

Israel

- ☺ Decorate your synagogue with festive Israeli decorations in honor of Yom Ha'atzmaut.
- ☺ Send care packages to Israeli soldiers.
- ☺ Write letters to Israeli soldiers.
- ☺ Run an educational program on current news/events in Israel.
- ☺ Do a presentation on USY Israel Pilgrimage – remember to bring lots of pictures!!

Steps to a Successful Social Action Program

1. Pick a topic/issue/holiday of interest and importance – give your program a purpose.
2. Decide what type of activity you would like to do.
 - outreach (go somewhere and volunteer)
 - constructive (craft, painting, etc.)
 - educational (see *Awareness Programs* for more information)
3. If applicable, call a local organization and ASK what USY can do to help. You may present suggestions from this handbook as a starting point, but be sure to utilize the organization's ideas and experience when making your final project decision.
4. Pick a definite program. If your chosen program requires a certain number of USYers, make sure that that number is realistic (ie: don't plan on every paper member attending...they won't).
5. Set a date for the program.
6. Publicize, publicize, publicize!! Send out fliers, and get the word going.
7. If applicable, arrange for parent transportation to and from the program. Request that the parents stay for the duration of the program – NEVER leave USYers alone in the community!
8. Gather all necessary supplies.
9. Before the program, prepare the USYers for what they are going to do. If the program is at a local organization (ie: nursing home), explain what the USYers are going to hear/see so that they can prepare themselves emotionally and not be surprised. If the program is an internal program (ie: craft project), give the USYers background information on the organization to which the final product will be going.
10. After the program, hold a debriefing session where USYers can share their reactions to the experience.

Tips:

- ☺ Every chapter/region is different. Be conscious of your group's size, as well as the availability of local resources, and plan your program accordingly.
- ☺ Attach a social action program onto a "fun" program. For example, volunteer at a shelter and then have a chapter pizza/movie night.
- ☺ When working with an outside organization, plan months in advance.
- ☺ Call any involved outside organizations a few days in advance to verify your plans.
- ☺ Check with any involved outside organizations before bringing any food into the facility. For example, some nursing homes allow plants, while others don't due to safety concerns. This includes craft projects. ASK the organization what they would like BEFORE you make anything.

Collections

Collections are a fairly easy way of doing a mitzvah, while introducing your chapter/synagogue to a cause of which they might not otherwise have been aware. For example, did you know that old reading glasses are often needed in battered women's homes and homeless shelters? They are! However, collections require a lot of planning and publicity. They are not something that can be thrown together at the last minute. Follow the steps below and you are on your way to a successful collection!

1. Pick an item to collect (see list). While this item may revolve around a holiday or time of the year, remember that most items are needed year round. People do not only eat in November and April: food drives are also needed in February even though it's not Thanksgiving or Passover.
2. Make sure that the item has a place to go BEFORE announcing the collection. Believe it or not, some items, such as books, are often hard to donate because they require an extensive amount of cataloging time. Better yet, call a local shelter or battered women's home and ASK what item(s) are needed before selecting the focus of your collection.
3. Inform your synagogue/chapter of your plans. Make sure that your collection will not "compete" with another synagogue collection. If it does, decide if you would rather pick a new item/cause or ask your synagogue about co-sponsorship.
4. Decide on your intended audience. Are you going to run this collection through your chapter, your synagogue, and/or the larger Jewish community?
5. Start publicizing. Put up posters/signs stating what you are collecting, to where the item is going, where participants can drop off items to be donated, and the time frame of the collection. Advertise in your synagogue/JCC bulletin, and during Shabbat morning announcements.
6. Place visible collection bins throughout the synagogue. Make sure that the bins are visibly labeled with "USY", item being collected, and to where the item is going.
7. Arrange to have USYers empty the collection bins throughout the program.
8. At the end of the program, count up the total donation and arrange a time with the receiving organization to drop off the items.
9. Publicize your total donation! Print the total in the synagogue/JCC's bulletin, and announce it on Saturday morning.

Ideas of items to collect:

- | | |
|---|--|
| ☺ school supplies | ☺ toys |
| ☺ sports equipment | ☺ dead/used cell phones |
| ☺ shoes | ☺ books |
| ☺ food | ☺ toiletries (full size is usually best) |
| ☺ clothes | ☺ old reading glasses |
| ☺ newborn necessities | ☺ blankets |
| ☺ holiday gifts (adults and children) | ☺ religious books/items (immigrant families) |
| ☺ used prom dresses/tuxes | ☺ luggage (foster child agencies) |
| ☺ stuffed animals (often difficult to donate due to health concerns, but you can try!!) | |
| ☺ winter coats, hats, gloves, mittens, scarves, ear muffs, etc... | |

Tips:

- go door to door and ask for donations (ex: old shoes, food, toiletries)
- ask businesses to donate items (ie: grocery stores, shoe stores)
- make the item an entrance fee to a USY program

Awareness Programs

One of the major components of SATO in general is awareness programs. The goal of these activities is to heighten awareness of issues, problems, and concerns that exist within local, national, and global communities, as well as to inspire USYers, their families, and congregants to strive to make a difference.

It is imperative to plan a hands-on program in conjunction with EVERY awareness program. Frequently awareness programs can be very moving, and even upsetting to USYers. It is extremely important that you give the USYers an outlet for which to help to make positive change with regards to the issue, problem, or concern presented so that they can direct their energy and emotion in the right direction. Furthermore, coordinating a hands-on activity in conjunction with an awareness program (campaign, speaker, etc.) helps educate USYers not only about the given issue but also how they as an individual can help to make a difference and be a piece of the solution.

Step by Step Guide:

1. Pick a topic/goal (look under *Social Action Program Ideas by Topic* for more suggestions).
2. Pick your audience – will your program be just for USYers or for the larger community?
3. Clarify the educational component of your program.
 - speaker, either from a related organization or personal account (ie: homeless individual)
 - hands-on activity (ex: Hunger Banquet, Disability Simulation Game)
 - movie, film, slides, TV clips, newspaper articles, etc.
 - USYer presentation – have an informed USYer speak to the group
4. Clarify the hands-on component of your program.
 - collection (see *Collections* for more ideas)
 - visit a related organization (ie: homeless shelter)

**look under *Social Action Program Ideas by Topic* for more suggestions
5. Pick a date for the event. If your program will involve an outside organization or person, plan the program months in advance.
6. Book any organizations/speakers needed.
7. Publicize, publicize, publicize! If your program is geared towards the greater community, work with your synagogue, Jewish Community Center, and local Jewish Federation on joint-advertising.
8. Arrange for parent drivers (if necessary) to drop off/pick up USYers at the given local organization. Make sure that you have parents who will stay at the organization for the duration of the program. ** NEVER leave USYers alone in the community!
9. Prepare USYers ahead of time for what they might see/hear. Make sure that the USYers are both mentally and emotionally prepared to participate in this program. Remind USYers to be respectful and considerate of all community organizations, speakers, etc.
10. Hold a debriefing session where USYers can open up and discuss their reactions to the given topic/program.

Disability Simulation Game

1. Divide the USYers into two groups, one with disabilities and the other without.
2. Give each USYer on the disability team a different handicap (see below).
3. Let the USYers race each other in a series of events, to show how difficult it is to do every day things when faced with a handicap.
4. Possible Events:
 - Wear a pair of rubber gloves and then try to button a shirt. (arthritis)

- Wrap bandages around each knee and then try to walk, move around a room, or climb up/down stairs. (arthritis)
- Place cotton balls in each ear and then put on a pair of headphones or earmuffs. Try to carry on a conversation with both a similarly disabled and non-disabled individual. (hearing loss)
- Cover old glasses with Vaseline or wrinkled saran wrap. Try to read a paragraph in a newspaper. (visual impairment, cataract)
- Cover your hands with a plastic sandwich bag and then try to thread a needle. (loss of touch)
- Blind fold a USYer and then ask him/her to walk to a specific place in a room without assistance. (blindness) **Be careful with this one – make sure that your “disabled individual” has a seeing guide.
- Have a USYer wear disposable examination gloves and then attempt to handle money. (loss of touch, arthritis)

Hunger Banquet

1. Divide USYers into three groups (have them pick cards from a hat when they enter the room) in proportion to world hunger. Ex: For every twenty people have two in the wealthy group, five in the middle group, and thirteen in the lowest (poor) group.
2. Serve the USYers accordingly:
 - a) Elite – full gourmet meal served on a table with a tablecloth, silverware, and dishes
 **Have staff serve this group of USYers.
 - b) Middle group – white rice, semi dirty water (ie: drop of brown food coloring), piece of bread or hard roll – carpet and bowls provided
 - c) Poor – brown rice and dirty water (ie: few drops of brown food coloring) – food available in large communal bowl – no chairs or carpet provided
3. Let the game play out. Over time this program will work out very similar to actual world hunger. Some wealthy will give, while others won't. Some wealthy will offer their food to USYers in the lower groups, either because they feel they should or because they are embarrassed to eat so much in front of others who have so little, while other wealthy won't care. Similarly, some poor will steal (or attempt to steal) from the wealthy, while others won't.
4. Debrief with a snack.

Beyond Tzafon

International USY Website <<http://www.usy.org/yourusy/sato/>>

- *613 Mitzvah Club Resources*
 - 613 Mitzvah Corps
 - [Eit La'asot Newsletter](#)
 - UDAFE (USYers for a Drug and Alcohol Free Environment)
- *Social Action Resources*
 - Social Action Program Ideas
 - Mitzvah Project Ideas
 - The SATO and Rel/Ed Connection
 - Mega Mitzvah Challenge
 - SATO by Month

International Israeli Affairs Vice President

[Andrew Van Bochove](#) – sato@usy.org

Links

- Action Without Borders <http://www.idealists.org>
- Just Tzedakah <http://www.just-tzedakah.org>
- American Jewish World Services <http://www.AJWS.org>
- American Jewish Joint Distribution Committee <http://www.JDC.org>
- New Israel Fund <http://www.NIF.org>
- Ziv Foundation (Danny Siegel) <http://www.ziv.org>

Click a Donation

- *The Hunger Site* <http://www.hungersite.com>
Make free donations to feed hungry people just by the click of the mouse, while viewing a world hunger map.
- *The Breast Cancer Site* <http://www.thebreastcancersite.com>
This site was founded to help offer free mammograms to underprivileged women worldwide. With a simple click of the mouse, you can help fund a free mammogram.
- *The Rain Forest Site* <http://www.therainforestsitesite.com>
This site was founded to help protect the environment. Visitors can save a free area of the rainforest with a simple click of the mouse.

TIKKUN OLAM RGB (often combined with S.A. RGB)

Tikun Olam – An Overview

Although Tikun Olam literally means “To repair the world”, here in USY Tikun Olam (T.O.) refers to all of the monetary tzedakot that USYers raise. Tikun Olam is the name of the international organization, based in NYC through which all USY tzedakah money goes before being distributed to Jews around the world.

It is your job as a RGB Tikun Olam chairperson to provide your region with a variety of Tikun Olam programming, so that the USYers can become aware of the plethora of ways there are to get involved and give back. One overall goal of SATO in USY, besides teaching the importance of helping to fix the world and doing mitzvot, is to encourage and teach USYers how to make social action and tzedakah important parts of their lives. The hope is that the experiences that USYers have in USY will stay with them, and that throughout their lives they will continue to give back to the world in which we live.

One of the things USYers often forget is that no SATO program is more important than another. There are no “little” mitzvot. How can we sit back and say which is more important: collecting food for the needy, holding a talent show at a nursing home, or raising money for T.O. through a sale? We can't. It is for this reason that we strongly encourage you to work closely with your fellow RGB Social Action and 613 Mitzvah Club chairpersons, in the hope that you will be able to work together to help keep the concept of SATO alive and vibrant here in Tzafon.



T.O. – Where does the money go?

- 1) 30% - Scholarship Program: Every year hundreds of USYers are able to experience one of USY's many summer programs. While these programs provide USYers with incredible opportunities and life long memories, they are simply too expensive for many of our USY families, both here in Tzafon and throughout International USY. For this reason, International USY gives 30% of Tikun Olam back to the regions to be used towards scholarships for USYers participating in summer and other long term programs (ex: USY High). For more information on this process here in Tzafon, please contact the Tzafon Regional Director, Batia Epelbaum, at epelbaum@uscj.org.

- 2) 30% - Conservative Movement in Israel/Operating Expenses: USY has a strong connection to the Conservative Movement in Israel. Not only does USY work closely with the Conservative Movement in Israel when planning and executing USY summer and long-term programs (including Nativ), but USY benefits from the knowledge and support of Israeli Conservative leadership. 30% of T.O. money goes to Israel to support it's Conservative Movement, as well as to cover the operating expenses of the T.O. program (ex: educational materials about Tzedakah).

- 3) 40% - Tzedakah Fund: Every September a group of USYers meet at the Fall International Board Weekend to allocate 40% of the T.O. raised within the past fiscal. This money is distributed to Jewish organizations in Israel and throughout the world. A list of the current organizations to which USY gives money can be found later in this packet. In addition, every chapter has the right to allocate 40% of its total donation to the charity of its choice. While USY strongly recommends that each chapter takes the time to learn about the organizations that T.O. goes to and select the "charity of its choice" from that list, each chapter is also able to allocate that same 40% of its total T.O. to a local Jewish organization of choice, with approval from the International office. For more information on this process please contact the Tzafon Regional Director, Batia Epelbaum, at epelbaum@uscj.org.

Step by Step T.O. Donation Procedure:

1. Run programs designed to raise money for Tikun Olam. ☺
2. Go to www.usy.org
3. Under "Your USY" go to the section titled "Social Action/Tikun Olam".
4. Click on "Tikun Olam" and then "Tikun Olam Allocations".
5. Scroll down to the bottom of the screen where it says "Descriptions of Tzedakot" which are organized alphabetically. Read through the organizations to learn about the variety of places to which T.O. is donated. Teach your chapter about these organizations.
6. Return to the top of the main page (follow steps 2-4). Download and print an allocation's form.
7. Add up the amount of Tikun Olam your chapter donated to date this fiscal year (if you are unsure of how much T.O. your chapter has already donated please call the International Office at 212-533-7800 ext. 2319).
8. Multiply the amount you raised by 0.4 (40%).
9. As a chapter, decide to which organization(s) you would like your 40% to go. If you would like to donate to a local Jewish organization, simply follow the procedure under "Your Local Tzedakah" which can be found at the end of the "N-Z" section of "Descriptions of Tzedakot" (see step 5).
***Note: Choosing a specific organization (see step 9) is simply an OPTION. Many chapters submit 100% of their total T.O. to the International Office to be appropriately allocated by the Tikun Olam Allocations committee.*
10. Fill out the Allocations Form and mail it to the International office at

United Synagogue Youth Tikun Olam Program
155 Fifth Avenue
New York, NY 10010

Make sure that your chapter's last donation arrives in the International Office no later than July 1st. Ex: July 1, 2006 for the 2005-2006 fiscal year

So Many Options, So Little Time

One of the biggest problems facing any SATO VP or RGB Tikun Olam chairperson is that there is an over-abundance of T.O. programs and campaigns, but a limited amount of time and resources. There is only so much money each USYer will be able to donate at a given time. The same is true for chapters and congregants. Be sure to pick your fundraisers carefully, and try to choose options not done in the previous year. In addition, try to plan your big fundraisers at different points throughout the year so that USYers and congregants do not feel pressured to donate a large amount of money all at once.

Read over the following descriptions to get a good idea of the types of T.O. fundraisers that exist. Be sure to check out the enclosed program sheets for more specific information and fundraising suggestions.

Convention Fundraiser

The main way in which you will raise money for T.O. is through USYers and convention fundraisers. If possible, work with the Regional SATO VP and RGB Social Action chairpersons to coordinate one or two large-scale convention T.O. programs (ex: Encampment and Winter) during your year on RGB. For more information on large scale T.O. programs please contact your Regional SATO VP.

Sales

Sales, such as Rosh Hashanah carnations and Purim Mishloach Manot baskets, are an excellent form of "outreach" program in that they effectively utilize chapter SATO VPs and create community awareness of T.O. and USY. However, keep in mind that sales can also be done on the regional level, perhaps in conjunction with an Israel program. Ex: Sell "Walk 4 Israel" bracelets as a fundraiser for T.O.!

Phantom Fundraiser

Phantom Fundraisers are paper fundraisers in which the gratification for donating is simply the knowledge that one has contributed to a great cause, and supported USY! Like sales, paper fundraisers can be done through the chapters (T.O. Tax Form, T.O. Tea), as well as on the regional level (Ghost Convention). Work with the REB SATO VP to coordinate one or two phantom fundraisers during your year on RGB.

Tack-Ons/Forced Donations

Tack-Ons (adding an extra dollar or two onto the cost of a program or event) and Forced Donations (ex: kidnappings, where USYers are forced to give money in return for the regional President in a wild, thoughtless manner), should be avoided as often as possible. Although the idea behind Tikun Olam is to raise money for important causes throughout the world, it is imperative to remember that above all, T.O. is a TZEDAKAH fund. This means that a certain degree of *derech eretz*, proper decorum, must be used. The idea behind any tzedakah fund or program involves individuals giving to the best of their ability, and by their own volition. Tack-Ons and Forced Donations take away that sense of respect and decorum that are so essential to Tikun Olam. Especially with regards to Tack-Ons, these programs take away the idea of donors choice, both with regards to the amount of the donation, as well as whether to donate at all. Such programs have the potential to force USYers to do something with which they might not feel comfortable, either financially or for other personal reasons, in order for them to participate in a USY event. Clearly this goes against the inherent goals of both USY and T.O. and should be avoided.

Steps to a Successful Fundraiser

1. Pick your audience – Is this program geared just for freshmen, the synagogue community, or for all USYers?
2. Choose a specific fundraiser.
3. Obtain approval from the REB SATO VP and Regional Director.
4. Set a date for the program (If the program is to take place at a regional convention, work with the Regional Director, REB SATO VP, and convention chairpersons to ensure that your program is appropriately scheduled).
5. Obtain any supplies that will be needed. If possible, get these items donated, as it will increase your profit as well as create awareness of USY and Tikun Olam.
6. Pick group leaders for your program. Make sure that the group leaders understand exactly what they are going to do, and that they have ample time to ask questions/raise concerns.
7. Remind the group leaders that you are collecting money for a tzedakah fund, meaning that USYers are encouraged to give to the best of their ability and by their choice. Do NOT embarrass ANYONE during the course of a T.O. program.
8. During the program, remember to say thank you to EVERY donation. Make the USYers feel good about their contribution – it will encourage them to support T.O. again!
9. As the program comes to a close, announce the results! Be sure to tell the USYers how proud you are of their contributions, and thank them for their continued efforts to support T.O.
10. Immediately turn over all money to the Regional Director to ensure that it is correctly submitted to the International Office via Tzafon!

Fundraiser Do's and Don'ts:

- Do explain where the money is going – specifically
- Do remind people that this is a donation to a great cause
- Do remind people that they are supporting USY, in addition to charity organizations throughout the world
- Do stick with your plan, no matter what the envisioned results – every penny counts!
- Do be courteous and respectful at all times
- Don't state a minimum – encourage all donations and support USYer's efforts
- Don't ever force a USYer to donate, or single him/her out – the essence of T.O. is that is voluntary, and done by choice
- Do smile!! It wins friends and encourages people to support your programs! ☺

General Tips:

- Make it a habit of having a cup or tzedakah box passed around at USY functions. Over time giving to Tikun Olam will subconsciously become a part of your USYers' convention experiences, thereby increasing total donations and participation.
- At the beginning of the year run a program (such as the T.O. Allocations game) designed to educate USYers about T.O. Make sure that everybody understand what T.O. is, and why it is such an important aspect of Tzafon USY.
- Work closely with the chapter SATO VPs and REB SATO VP to coordinate T.O. efforts. If possible, run a region-wide T.O. program on the chapter level.
- Keep a runny tally, perhaps in the form of a T.O. Thermometer, to measure the region's success. Post this sign at all regional conventions, and encourage the region to monitor their progress.

Classic Fundraisers

Phantom Fundraisers:

- T.O. Tax Form – send out a form listing commonly owned assets (ie: house, car, TV/VCR, cell phone, etc.). Next to each asset list a suggested “tax”. Encourage congregants to make a small donation to T.O. based on your formula. See the enclosed sample T.O. Tax form for more details.
- T.O. Tea – send out an invitation to a “tea”. However, explain that since all of the members of the congregation are also invited, you were unable to find a hall large enough to seat everyone. For this reason, you have included a tea bag, and hope that the congregant will relax and drink the tea at home. Include information on USY and T.O., as well as how to make a donation.
- Mystery Ball – send out invitations to a “ball”. This program works the same as the T.O. Tea, except that instead of sending out tea bags, send some sort of part favor such as a thin, wrapped, kosher parve candy.
- Invite congregants to purchase “stock” in T.O. or USY. Use a catchy slogan such as “Invest in your child’s Judaism”, or something less formal. Send stock certificates acknowledging the purchase, and list sponsors in the temple bulletin or newsletter. Make sure to keep the stockholders informed of your chapter’s (ie: the “corporation’s) progress.

Convention Fundraisers:

- Coin Challenge – Have chapters (or grades) compete to see who can raise the most money for T.O. over the course of the convention. A cute twist is to make it a *penny* coin challenge, where pennies are positive but all other coins (and dollars) are negative. USYers place pennies in their own jar, and all other money in the jar of another group. The “victor” is the group with the highest score. Note: This twist requires advance notification so that USYers bring pennies.
- Bus Bets – Pre arrange for one USYer on each bus to serve as the bus captain. Have USYers place bets on when their bus will arrive at the synagogue/hotel/camp, as well as which bus will arrive first/last. Charge \$1 per bet, and allow USYers to place as many bets as desired. Similarly to a Half & Half raffle, the winner is allowed to keep half of the profits raised. The other half goes to T.O.!
- Guessing Jar – Bring a jar full of something small and fun (ex: jelly beans, pennies, hard candies, Hershey kisses, jellies, etc.) Have USYers guess how many of your item is in the jar. Charge \$1 per guess, and allow USYers to place as many guesses as desired. The winner is allowed to keep the jar and its contents, while the money raised goes to T.O.!
- Silent Auction – bring a small number of pre-wrapped gifts. Some packages should contain nice items, while some should contain gag gifts. Place packages out on the table during Sunday morning breakfast. Have USYers bid on the items during breakfast, and award each item to the highest bidder.

Sales

Sales are a very effective way of raising money and awareness on the chapter level. Work with the chapter SATO VPs to coordinate a region-wide sale, and encourage each chapter to organize one or two major T.O. sales per year.

Steps to a Successful Sale

1. Pick an item to sell.
2. Obtain approval from the synagogue so as not to compete with another synagogue group.
3. Get the facts.
 - From where are you going to get the item?
 - How much will the item cost? What (if any) is the advantage of buying in bulk?
 - How much profit do you foresee making per item?
 - If ordering from a company (website, catalog, etc.), is there a minimum order?
 - Once placed, how long will it take for your order to arrive?
 - If ordering food from a company, will each item be clearly marked with an acceptable heksher?
4. Pick a time frame for your sale, both with regards to ordering and distribution.
5. Publicize, publicize, publicize! Provide order forms in the synagogue bulletin, and post fliers throughout the building. Announce the sale on Shabbat mornings, and if applicable, send fliers home with the Hebrew School students. Stand out in the parking lot on Sunday mornings and hand out fliers. Make sure that the flier includes:
 - Item(s) being sold
 - Price per item
 - USY TIKUN OLAM FUNDRAISER (make sure people know where the money will go!!)
 - Either a tear-off order form (include customer's name and contact information) or a phone number/e-mail by which s/he can place an order
 - Pick up/delivery date, time, and location
6. Collect the order forms/checks.
7. Create an easy to read list of who ordered what.
8. Place the order/purchase the item.
9. Once the item is received, make sure that you have EXACTLY what you ordered. If not, contact the company immediately.
10. Distribute the item(s). Keep careful track of what items you have delivered, and, if possible, have customers initial a master list after receiving ordered items. If people don't pick up their orders during the set pick-up time, give them a call (you have their phone numbers from the order forms). Tell them that they will be able to pick up their item(s) in a set place (ie: the synagogue office – get permission first!). Be polite, but firm.

Tips:

- * Collect all money up front – do NOT place ANY order without prior payment
- * Provide an easy to use order form, preferably on the bottom of the flier
- * Thank your customers – every order counts!

Ideas of Items to Sell:

By Holiday

- Plants (Tu B'shevat)
- Mishloach Manot (Purim)
- Donuts, Wrapping Paper (Hannukah)
- Flowers, Apples & Honey (Rosh Hashanah)
- Lulav and Etrog (Sukkot)

Year Round

- cookies/candy/cheesecakes/cakes – ie: FOOD (pre-packaged, hekshered)
- Hebrew School snack bar
- Synagogue "regalia" (t-shirts, hats, etc.)
- Notecards designed by USYers

Chapter Programming

Part of your job as RGB T.O. is to work with the chapter SATO VPs on T.O. programming. Encourage each chapter to combine their fundraising efforts with social programming, and work closely with their synagogue. Help your chapter SATO VPs find T.O. programs that work well for their community and synagogue. Help the SATO VPs formulate a year long T.O. calendar complete with checkpoints and short-term goals. If possible help each chapter organize 1-2 T.O. programs each semester.

- Try to collect 1.5 million pennies in remembrance of the 1.5 million children who perished during the Holocaust.
- Organize a "Rent-A-USYer" for the day. Have USYers volunteer to be a congregant's "slave" for a set amount of time (2 hours is good), and then have the congregant donate to T.O. in return for the USYer's service. Passover time is great, due to yard work/spring cleaning.
- Hold a mother's father's day brunch.
- Open a USY restaurant – set up your synagogue like a restaurant, usually revolving around a theme (Lower East Side Deli Night, etc.) USYers should serve as cooks/wait service. Decide if you would like to have a set price per person, or have people pay a la carte. Publicity is extremely important for this event. If possible, create a nice menu of choices and have congregants pay/order ahead of time. This will cut down on your costs/wasted food, and ensure a larger profit!
- Hold a car wash – be sure to have a rain date, or plan to wash rain or shine.
- Hold a Purim Carnival.
- Hold a raffle. Ask local organizations for donations in exchange for advertisement on a poster board outside the main entrance to the synagogue (with permission of your synagogue, of course!). Items that work well are tickets, gift certificates, physical items, and consumables.
- Invite a professional entertainer to your synagogue, such as a hypnotist, magician, or musician. See if the entertainer will perform at a reduced rate, and/or sell tickets at a slightly increased rate as a fundraiser for T.O.
- Hold a babysitting night. Charge a set amount per child, as well as a family maximum (ex: \$7/child, \$14 maximum per family), and set a time (ex: 6-10pm). Provide games, arts and crafts, movies, shmooze time, and snacks. Not only will the children enjoy spending time with their friends from Hebrew school, but the parents can enjoy a night out for a very cheap price, knowing that their children are well cared for. Make sure that there are adults over age 21 present, that at least one adult is trained in CPR and First Aid, and that you have emergency contact information for each and every child. In addition, do not accept more children than you can safely watch. If possible, have parents register ahead of time to ensure an appropriate ratio of USYers to children.
- Purchase a block of tickets to a professional sporting game, movie, theater, concert, etc. Discounted tickets usually require a minimum quantity, so advertise it as a family event, and encourage USYers to sell tickets to their families, friends, and neighbors. Charge more than your cost per ticket, but less than a congregant would pay if s/he were to buy the ticket on his/her own.
- Set up a tollbooth at your synagogue's parking lot entrance. Note - Sunday morning's work the best. Whenever a car pulls into the synagogue parking lot, explain that you are raising money for T.O. and ask for a small donation. Be sure to make clear that their donation is OPTIONAL, and always be friendly and courteous no matter what. Have many USYers on hand so that you can work quickly and avoid holding up traffic.

T.O. Allocations Game – A Must!!

The T.O. Allocations game is sort of in a category of its own. It can be played on the chapter or regional level, involves almost no supplies or funds, and is an excellent way to begin any year on the right foot (T.O. wise).

To play:

2. Explain Tikun Olam (T.O.) in the context of USY. In addition, explain the process by which the money is allocated on the international level.
3. Split USYers into pairs, and give each pair a list of organizations to which USY donates T.O. funds. Give each pair 5-10 minutes to read over their organizations, and then have each pair present their list to the group.
4. Combine pairs into groups (8-10 USYers). Give each group a complete list of the organizations to which USY donates T.O., as well as \$5000 in monopoly money. Give each group 20-30 minutes to "allocate" their funds to the organization(s) of their choice. Encourage groups to consider all of the options, and make their decisions carefully.
5. Have each small group of USYers present their allocation choices to the larger group. Have them explain why they made the decisions they did, and what struggles and conflicts their group faced in the process of reaching their final decisions.
6. Debrief with the large group. Ask USYers to share their thoughts on the allocation process, as well as to which charities they were most drawn. Remind them that the beauty of T.O. is that, because all of the money raised throughout USY is pooled and then allocated internationally, no organization is left out. Like United Way and the American Red Cross, an overhead allocation system enables everyone's donation to be put to the best use.
7. Explain your chapter/region's role in the allocation process. Remind the USYers that they are allowed to allocate 40% of their total T.O. to the organization of their choice. Set a date for the end of the year when the chapter/region will reconvene to discuss the allocation of that 40%.

Beyond Tzafon

International USY Website <<http://www.usy.org/yourusy/sato/>>

- *613 Mitzvah Club Resources*
 - 613 Mitzvah Corps
 - [Eit La'asot Newsletter](#)
 - UDAFE (USYers for a Drug and Alcohol Free Environment)
- *Social Action Resources*
 - Social Action Program Ideas
 - Mitzvah Project Ideas
 - The SATO and Rel/Ed Connection
 - Mega Mitzvah Challenge
 - SATO by Month
- *Tikun Olam Resources*
 - Tikun Olam Allocations
 - Structure of the T.O. Program
 - T.O. Publications
 - T.O. Program Ideas

International Israeli Affairs Vice President

[Andrew Van Bochove](#) – sato@usy.org

Links

- Action Without Borders <http://www.idealists.org>
- Just Tzedakah <http://www.just-tzedakah.org>
- American Jewish World Services <http://www.AJWS.org>
- American Jewish Joint Distribution Committee <http://www.JDC.org>
- New Israel Fund <http://www.NIF.org>
- Ziv Foundation (Danny Siegel) <http://www.ziv.org>

Click a Donation

- *The Hunger Site* <http://www.hungersite.com>
Make free donations to feed hungry people just by the click of the mouse, while viewing a world hunger map.
- *The Breast Cancer Site* <http://www.thebreastcancersite.com>
This site was founded to help offer free mammograms to underprivileged women worldwide. With a simple click of the mouse, you can help fund a free mammogram.
- *The Rain Forest Site* <http://www.therainforestsitesite.com>
This site was founded to help protect the environment. Visitors can save a free area of the rainforest with a simple click of the mouse.

613 Mitzvah Club RGB (also often SA/TO Combined)

The 613 Mitzvah Club is USY's international SATO club. Named after the 613 mitzvot in the Torah, the 613 Mitzvah Club is designed to raise T.O. (through membership dues), while providing USYers with current, up-to-date SATO related information and program ideas. The cost for membership is minimal, and goes straight to T.O. Membership for a year is \$6.13, while membership for life is \$61.30. As a member one will receive...

1. 613 Membership Club card
2. current editions of Eit La'asot, USY's international SATO newsletter
3. up-to-date SATO information and program ideas

Some chapters attach the \$6.13 on to each members' annual dues. It's a great way to increase 613 Mitzvah club membership, therefore providing every member with constant SATO information via the International office, while raising instant T.O. If a chapter chooses to make 613 Mitzvah Club dues a "tack-on" of annual membership dues, make sure that the USYers understand what 613 Mitzvah Club is and why their chapter has chosen to make everyone a member.

Becoming a Member:

Due to the increased usage of e-mail, there is no standard membership form for the 613 Mitzvah Club. The options are thus:

- A) Check with the Regional Office to see if we have one to print out and bring to conventions
- B) Go to <http://www.usy.org> → *Your USY* → *Social Action/Tikun Olam* → *SA/TO Clubs* → *613 Mitzvah Club*. At the bottom of the screen is a section called "Instructions". From there you may download an application via Adobe Acrobat and send the printed form with a check made out for the appropriate amount via snail mail to:

613 Mitzvah Corps
c/o United Synagogue Youth
155 Fifth Avenue
New York, NY 10010

- C) Go to <http://www.usy.org> → *Your USY* → *Social Action/Tikun Olam* → *SA/TO Clubs* → *613 Mitzvah Club*. At the bottom of the screen is a section called "Instructions". From there you may choose to fill out the form on-line and then send a check made out for the appropriate amount via snail mail to the address shown above.

613 Mitzvah Club Promotion/Awareness

Promoting the 613 Mitzvah Club can be challenging. USYers are often hesitant to join another club, or don't want to spend \$6.13 without some form of instant gratification. Use the following suggestions/ideas as a way to jumpstart your region's 613 Mitzvah Club membership and lead to a more productive, positive year.

1. Use a chapter or regional T.O. program as a way to increase 613 Mitzvah Club membership. Make an agreement with the program's coordinators where the first \$6.13 donated by each member is credited towards a year long membership to the 613 Mitzvah Club. (Note: Encampment auction is a great place to use this idea)
2. Send out weekly SATO snippets either just to members of 613 Mitzvah Club, or better yet, to the whole region. Include SATO-oriented information on world events (ie: Human Rights violations), environmental concerns, major walk-a-thons/awareness days, as well as information about what Judaism says about various SATO related topics such as helping the elderly/sick and giving tzedakot.
3. Work with the Kol Tzafon co-chairs to make a 613 Mitzvah Club corner of Kol Tzafon. Include SATO trivia and information as well as suggestions on how USYers can incorporate SATO into their every day lives (see "SATO In Your Life" for suggestions).
4. Set a membership goal and keep a running tally. Challenge the chapters to see which chapter can have both the highest 613 Membership and highest 613 Membership per capita for your fiscal year.
5. Create a "welcome to 613 Mitzvah Club" packet given to each USYer immediately upon joining the club – ie: instant gratification. Fill your packet (or goodie bag) with candy, SATO pamphlets, a fold up tzedakah box, and information about how to incorporate SATO in their every day lives (see "SATO In Your Life" for suggestions).
6. Work with the regalia co-chairs to design special 613 Mitzvah Club regalia, such as a t-shirt, hat, sweatpants, water bottle, magnet, or key chain.
7. Work with the Heschel and/or HeChalutzim co-chairs to design a special late-night discussion session on a topic of mutual interest such as immigrant absorption in Israel, what Judaism says about helping the sick/elderly, Maimonides Ladder of Tzedakah, or USY philanthropy to important Israeli agencies and organization.
8. Make your members feel special. Decorate their convention name tags with special "SATO" stickers, invite them to sit at a special decorated table for one of the meals, and send them birthday cards to remind them how much their dedication to SATO means to you and the world.

SATO In Your Life

Part of your job as a 613 Mitzvah Club chairperson is to help your USYers bring SATO into their lives on a more regular basis. Doing a mitzvah project at occasional conventions or chapter events is great, but there's more that can be done. Encourage your USYers to do good deeds (ie: mitzvot) on a regular basis, both in their homes and in their communities.

Mitzvot in our lives:

- ☺ help out with dinner/the dishes
- ☺ be a good friend
- ☺ take care of a pet
- ☺ plant flowers and trees
- ☺ visit a sick relative or friend
- ☺ help out with the laundry
- ☺ give Tzedakah
- ☺ visit an elderly relative or friend
- ☺ donate your old clothes to those in need
- ☺ clean up your yard or neighborhood
- ☺ participate in a weekly minyan
- ☺ tutor bar/bat mitzvah students
- ☺ help to bury torn prayer books
- ☺ participate in or lead a community seder
- ☺ participate in or lead a religious service at a hospital or nursing home
- ☺ adopt a grandparent
- ☺ volunteer to babysit so that a family member or friend can get a much needed night out
- ☺ volunteer to be a tutor at school

What Can You Buy For \$6.13??

- **Food:**
 - 6 Boxes of Pasta
 - 4 Loaves of Bread
 - 4 Cartons of Milk
 - 2 Chalot
 - 6 Cans of Tuna Fish
 - 12 Apples

- **Toiletries:**
 - 2 Bottles of Shampoo
 - 5 Bars of Soap
 - 6 Toothbrushes
 - 3 Tubes of Toothpaste
 - 24 rolls of toilet paper
 - 3 boxes of Band-Aids

- **Children's Supplies:**
 - 20 Diapers
 - 5 Jars of Baby Food
 - 1 Beanie Baby
 - 2 Baby Bottles
 - 4 Notebooks for school
 - 4 Coloring books

adapted from www.usy.org

Israeli Affairs RGB

An Overview

What is "Israeli Affairs"

Israeli Affairs Chairperson is an extremely important position. In essence, you work with the Tzafon Regional Israeli Affairs Vice President (IA VP) to represent Israel here in Tzafon! It is your job to not only serve as a source of Israel-oriented information and resources, but also to help your fellow USYers become sources of information and resources in their home towns and high schools.

What do I do?

To a large extent what you do (or don't do) is up to you and the current IA VP. However, as you were appointed because of your strong commitment to Israel advocacy and awareness, we sincerely hope that you will utilize your new position to carry out some of the great ideas you mentioned in your application. Self-initiative is key, so please...voice your opinion...share your ideas...and put your thoughts and goals out there on the table for the region to benefit from.

As an IA Chairperson you will have the opportunity to help plan and execute Israel-oriented programs on both the chapter and regional levels. In addition, you will assist the IA VP with his/her programs, as well as the HeChalutzim Chair-people with their programs and discussion sessions. Sometimes you may be asked to help lead a sub-group of a regional Israel program, or help represent a specific point of view in a region-wide Israel-oriented discussion. If you have any specific regional program ideas or discussion topics that you would like to see happen this year, please contact the current IA VP, [*****](#), and discuss possible ways of utilizing your ideas throughout the year.

I'm a little confused – what do I do?

A little confused...no problem! This packet is full of resources for you to use. Check out the list of program ideas, as well as the list of ways to incorporate creative Israel advocacy techniques into convention programs and chapter events. In addition, at the end of this packet is a page titled "Beyond Tzafon". Use the links on that page to keep up-to-date with current events and access new, innovative program ideas.

One last time – what did I sign up for?

No worries! Being a Tzafon IA Chairperson is a great opportunity, and bound to be a wonderful experience. Simply view this year as a chance to share your love of Israel with Tzafon, and you'll be all set. If at any time you feel overwhelmed, over-used, under-used, confused, nervous....simply contact your Tzafon IA VP or Regional President for guidance and support. We are here to help you, and look forward to a great year!

How to be an Israel Advocate

Part of your job as Israeli Affairs chair is to encourage your members to become strong Israel advocates. Israel advocates are USYers who continually strive to increase their own knowledge and awareness of Israel and current events, as well as actively educate their peers about these important issues.

The following ideas can be initiated on the regional and/or chapter levels.

- Read the newspaper. Read lots of newspapers! Check out the enclosed page entitled "Resources" for good on-line sources of information.
- Learn more about media bias and how you can check for it in local news sources.
- Invite speakers to visit your synagogue and speak to HeChalutzim members about Israel.
- Create a panel of "Israeli war heroes". Hear first hand what it was like to represent Israel at various points throughout its exciting history.
- Start an Israel-related book club in your region or chapter where each month a different book is read and discussed.
- Sell "Stand Strong 4 Israel" bracelets
- Give an Israel Update at every chapter program.
- Decorate your shul with Israel posters and information sheets.
- Create your own "Myths and Facts" and hand them out at USY programs or synagogue services.
- Listen to Israeli music and keep updated on Israeli culture.

As the HeChalutzim Chair:

- Contribute or start an HeChalutzim newsletter in your own region or chapter.
- Write an article for HeChalutzon, USY's official Israel newsletter.
- Join the HeChalutzim Listserve where you can discuss all-things Israel.

Program Ideas

Israel programming should be fun and engaging, as well as inspiring and informative. The following program ideas can be implemented on the regional or chapter level, and are designed to target USYers of all ages and backgrounds. For more ideas check out the websites listed on the "Beyond Tzafon" handout included in this packet.

- Have an Israeli culture night with Israeli food and music.
- Show an Israeli movie (cultural or political) and hold a post-movie ice cream party and discussion. For suggestions of appropriate, current movies contact the Tzafon IA VP, your local Jewish Federation, the International USY IA VP, or the International USY Shaliach.
- Have an Israeli-trivia game night (ie: Jeopardy).
- Have a discussion on any Israel related topic. (Perhaps make this a joint Rel/Ed program)
- Create a panel of "Israeli war heroes". Hear first hand what it was like to represent Israel at various points throughout its exciting history.
- Participate in the current International USY Israel Challenge (check the international website at <<http://www.usy.org/israel/resources>> for more information)
- Make Israel oriented regalia and then sell it as a fundraiser for T.O.
- Purchase an Israeli newspaper in English. Have groups of USYers act out included stories as a way to learn about Israeli life and show off your acting skills.
- Have a "Miss Israel" pageant. Each candidate will represent a different region of Israel in a humorous mock of the classic beauty pageant. Competitions could include trivia, talent (representative of their region!), or other. A unique category would be to give each candidate a scenario that involves a conflict, and ask how they would work to resolve the conflict in the best interest of their region (ie: Gaza settlements, Jerusalem, Tel Aviv, Beersheva)
- Check out <<http://www.usy.org/yourusy/israel/resources/games.asp>> for additional creative program ideas. Ex: Israel Style Iron Chef, Mock Knesset (an excellent regional program), Edible Israel, and Maccabi Games

Beyond Tzafon

International USY Website <<http://www.usy.org/yourusy/israel/>>

- Israel program ideas
- Tips for effective Israel Advocacy
- Information on the International USY Israel Challenge
- "Fun Israel Stuff" ☺

International Israeli Affairs Vice President

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Links

- [Israeli Ministry of Foreign Affairs](http://www.mfa.gov.il/mfa) <http://www.mfa.gov.il/mfa>
- [JTA.org - Global Jewish News](http://www.jta.org) <http://www.jta.org>
- [Jerusalem Post](http://www.jpost.com) <http://www.jpost.com>
- [Jerusalem Report](http://www.jrep.com) <http://www.jrep.com>
- [Camera.org](http://www.camera.org) <http://www.camera.org>
- [Ha'aretz Daily](http://www.haaretzdaily.com) <http://www.haaretzdaily.com>
- Peace Now <http://www.peacenow.org>
- Radio Hazak (on-line Israeli music) <http://radiohazak.com>
- AIPAC <http://www.aipac.org>
- University Student Department
World Zionist Organization <http://www.wzo.org.il/en/default.asp>
- Jewish Student Online Research Center <http://www.jewishvirtuallibrary.org/jsourc/>

HeChalutzim RGB (often with Israel Affairs RGB) An Overview

What is HeChalutzim?

HeChalutzim is USY's specialty club for Israel activism. The original "Chalutzim" were pioneers that built Israel into what it is today. The pioneers initiated ideas and worked hard at their goal of settling Israel. So too do USY's Chalutzim initiate their own ideas to benefit Israel and learn about Israel through interactive programming and fun activities. USY's pioneers are always on the lookout for more information about Israel and support Israel through knowledge and actions.

Who is eligible to join HeChalutzim?

Any USYer who is a paid member of their chapter and region and who wants to have a stronger connection with Israel.

What kinds of opportunities to HeChalutzim members receive?

Members of HeChalutzim receive membership on the Hechalutzim listserve where they can be part of Israel-oriented discussions, access to the Hechalutzim Book Club, a Hechalutzim membership card, and the opportunity to write articles for the Hechalutzim newsletter, the [HeChalutzon](#).

Additionally there is the [HeChalutzim Seminar in Israel](#), when 17 Chalutzim, one member from each region, travel to Israel for ten days of learning and experiencing the sights and sounds of Israel. Participants also see USY's ongoing programs in Israel, such as Nativ and USY High. HeChalutzim Seminar is an amazing way for USYers who love Israel to experience the country in a way not possible on a normal tour, as well as meet USYers with similar passion from across the country.

What is the HeChalutzon?

The HeChalutzon is the newsletter written by HeChalutzim-members for HeChalutzim members. Each issue is full of information about USY's love for Israel, Israel activism, world events about Israel, news from Nativ, and lots more.

How does HeChalutzim work in Tzafon?

Here in Tzafon the Israel Affairs/HeChalutzim chair(s) run Israeli oriented discussions specifically for members of HeChalutzim. These sessions are usually held on Friday night after curfew and last for 30-45 minutes. These sessions mimic the special late-night program held at International Convention exclusively for members of HeChalutzim. (See enclosed sheet for discussion tips and ideas.) In addition to these discussion sessions the HeChalutzim chairs work with the Israeli Affairs Vice President and Israeli Affairs Regional General Board to promote the International Israel Challenge, encourage participation on USY summer trips, and help write articles for HeChalutzon. HeChalutzim chairs may help to design/sell Israel-oriented regalia, or take on a leadership role during a convention Israel program.

How to be an Israel Advocate

(note: this page is the same as under Israel Affairs)

Part of your job as HeChalutzim chair is to encourage your members to become strong Israel advocates. Israel advocates are USYers who continually strive to increase their own knowledge and awareness of Israel and current events, as well as actively educate their peers about these important issues.

The following ideas can be initiated on the regional and/or chapter levels.

- Read the newspaper. Read lots of newspapers! Check out the enclosed page entitled "Resources" for good on-line sources of information.
- Learn more about media bias and how you can check for it in local news sources.
- Invite speakers to visit your synagogue and speak to HeChalutzim members about Israel.
- Create a panel of "Israeli war heroes". Hear first hand what it was like to represent Israel at various points throughout its exciting history.
- Start an Israel-related book club in your region or chapter where each month a different book is read and discussed.
- Sell "Stand Strong 4 Israel" bracelets
- Contribute or start an HeChalutzim newsletter in your own region or chapter.
- Write an article for HeChalutzim, USY's official Israel newsletter.
- Give an Israel Update at every chapter program.
- Decorate your shul with Israel posters and information sheets.
- Create your own "Myths and Facts" and hand them out at USY programs or synagogue services.
- Listen to Israeli music and keep updated on Israeli culture.
- Join the HeChalutzim Listserv where you can discuss all-things Israel.

Program Ideas

Israel programming should be fun and engaging, as well as inspiring and informative. The following program ideas can be implemented on the regional or chapter level, and are designed to target USYers of all ages and backgrounds. For more ideas check out the websites listed on the "Beyond Tzafon" handout included in this packet.

- Have an Israeli culture night with Israeli food and music.
- Show an Israeli movie (cultural or political) and hold a post-movie ice cream party and discussion. For suggestions of appropriate, current movies contact the Tzafon IA VP, your local Jewish Federation, the International USY IA VP, or the International USY Shaliach.
- Have an Israeli-trivia game night (ie: Jeopardy).
- Have a discussion on any Israel related topic. (Perhaps make this a joint Rel/Ed program)
- Create a panel of "Israeli war heroes". Hear first hand what it was like to represent Israel at various points throughout its exciting history.
- Participate in the current International USY Israel Challenge (check the international website at <http://www.usy.org/israel/resources> for more information)
- Make Israel oriented regalia and then sell it as a fundraiser for T.O.
- Purchase an Israeli newspaper in English. Have groups of USYers act out included stories as a way to learn about Israeli life and show off your acting skills.
- Have a "Miss Israel" pageant. Each candidate will represent a different region of Israel in a humorous mock of the classic beauty pageant. Competitions could include trivia, talent (representative of their region!), or other. A unique category would be to give each candidate a scenario that involves a conflict, and ask how they would work to resolve the conflict in the best interest of their region (ie: Gaza settlements, Jerusalem, Tel Aviv, Beersheva)
- Check out <http://www.usy.org/yourusy/israel/resources/games.asp> for additional creative program ideas. Ex: Israel Style Iron Chef, Mock Knesset (an excellent regional program), Edible Israel, and Maccabi Games

HeChalutzim Discussion Sessions

Topics and Tips

At most Tzafon conventions you will get the opportunity to run an Israeli-oriented discussion or program. As these sessions are not open exclusively to HeChalutzim members, they provide an excellent opportunity to introduce new USYers to HeChalutzim and the important role that Israel and Israel advocacy plays in Tzafon. Although for the most part any topic is fair game, remember to keep discussions at a level at which everyone can participate. The best topics are those which lend themselves to personal thought and opinion. The goal is that the USYers walk away feeling as though they have learned something new and/or thought about something in a new, innovative manner, and that they were overall enriched by attending your session.

Possible Discussion Topics:

- Any war or historical event – how the conflict/event originated and the impact that it had on Israeli history and geography
- Domestic policy – Israeli laws regarding marriage
- Domestic policy – Israeli laws regarding the operation of businesses on Shabbat
- Traditional versus secular – if the options were black and white, in which world would you choose to live and why
- Current events
- Jerusalem as an international city
- Jewish settlements in the West Bank and Gaza
- How the media presents/distorts terrorism in Israel (media bias)
- Immigrants – how does Israel absorb and provide for world-wide Jews in need
- The Palestinian predicament – how has Israel aided the Palestinian refugees – how do USYers feel about the situation and Israel's response
- Anti-semitism and anti-zionism
- Israel advocacy at home – have USYers share stories of positive Israel-related experiences and events in their hometowns

Discussion Tips:

- Remember that some USYers will have a much stronger background, with regards to your given topic, than other participants. Try to pick a topic and focus that lends itself to inclusion of all USYers, regardless of prior knowledge.
- Consider providing an overview of the topic prior to the start of the discussion.
- Make a fact sheet with key terms, people, and events.
- No matter how loud one individual USYer may be, it is important that everyone has a chance to share their opinion with the group. Reach out to staff for assistance if a USYer becomes disruptive to the group.
- Monitor the use of specifics (names, dates, events, etc.) with which only a few participants are familiar. Encourage USYers with a stronger background on the given topic to share what they know while being respectful of the group atmosphere and various levels of prior knowledge. Suggest that they pick one general, well-referred to example, and then teach the group about its relevance.

Ways to Make Your Members Feel Special

Often Tzafon HeChalutzim members feel as though there aren't any real benefits to being a member of HeChalutzim. Friday night discussion sessions are open to everyone, and except for the Regional Israeli Affairs VP, nobody even knows who's a member and who isn't! Being a member of HeChalutzim is a great way to learn about Israel and show your commitment to Israel advocacy. The following ideas are sample ways of making current Tzafon HeChalutzim members feel valued and important, as well as to encourage new membership.

1. Create an official "Hechalutzim-only" article of clothing.
 - Ideas include a standard t-shirt or something more exciting such as scrubs, a sweatshirt, or sweatpants. However, standard does not always mean unoriginal. Get creative!
 - It would be great to include the Chalutzim emblem on your item of choice, but also remember to be revolutionary and make your HeChalutzim shirt different from the rest.
2. You might get a big, nice Israeli flag to prance around with and show off your flag waving skills.
3. Free Israeli chocolate bars to new members. Or perhaps normal chocolate bars with a "special" Israel sticker on the side.
4. You could get key chains, magnets, bumper stickers and/or similar items with phrases such as "I love Israel" or "HeChalutzim" or "USY Loves Israel" on them - the possibilities are endless. See enclosed sheet entitled "Resources" for good websites and sources of pre-designed regalia.
5. Buy or make old-time pioneer hats that say "Chalutzim" on them - just keep it real and make it original!
6. Give free Israeli cookbooks to your members (many regions already made cookbooks last year for the Israel Challenge so check around and see what you can "borrow"). The books can also be sold for \$10 to non-members and the price can include HeChalutzim membership.
7. Offer every USYer who joins HeChalutzim an "I love Israel" package, complete with a little flag and/or flag pin (the Israeli embassy often gives these away), a copy of the latest HeChalutzim and of course some yummy Israeli chocolate.
8. Each member could get a cool, Israelified nametag at every regional Kinnus/convention.
9. Give a Hebrew/English dictionary to new members (possibly along with one of the above gifts) - this will encourage learning the language of M'dinat Yisrael!
10. Make a mix CD with Israeli music (both traditional and pop) to give out to members as a gift.
11. Give each member a Kippah; designs include:
 - American (or Canadian)/Israeli flags Kippah
 - A Kippah you design that says "Chalutzim" on it, preferably in Hebrew!
 - Plain Kippot, and members can decorate the Kippot with paints or markers during a special HeChalutzim program at a regional convention or in your chapter!
 - If there are girls who don't wear Kippot, you could give them a patch or pin instead.
12. Give out Israeli snack food "care packages" to HeChalutzim members such as: Bagela, Bissli, Bamba, Mekupelet, Parpar, Kif Kef, Mugzam, Pesek Zman, Davka, Shuki, Rega Tov, Casino, Kinder, Crembo.
13. At meals, have special HeChalutzim tables (decorate w/Israeli flags, etc) that get called up first to eat.
14. Send out cards to all HeChalutzim members before all Israeli holidays (such as Yom Ha'Atzmaut and Yom Yerushalayim).
15. Send birthday cards to all HeChalutzim members. Include an Israeli sticker or other small gift.
16. Keep in touch! Send out weekly e-mails with news updates and "Hebrew words of the week". Help members learn about Israeli-oriented programs in their hometown, and encourage them to share their experiences with the group and the region.
17. Most importantly, remind your members how important they are, and how much their support of Israel means to Tzafon. Make them feel valued, and they will in turn value USY, and Israel.

Beyond Tzafon

International USY Website <<http://www.usy.org/yourusy/israel/>>

- Israel program ideas
- Tips for effective Israel Advocacy
- Information on the International USY Israel Challenge
- "Fun Israel Stuff" ☺

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- [Jerusalem Post](http://www.jpost.com) <http://www.jpost.com>
- [Jerusalem Report](http://www.jrep.com) <http://www.jrep.com>
- [Camera.org](http://www.camera.org) <http://www.camera.org>
- [Ha'aretz Daily](http://www.haaretzdaily.com) <http://www.haaretzdaily.com>
- Peace Now <http://www.peacenow.org>
- Radio Hazak (on-line Israeli music) <http://radiohazak.com>
- AIPAC <http://www.aipac.org>
- University Student Department
World Zionist Organization <http://www.wzo.org.il/en/default.asp>
- Jewish Student Online Research Center <http://www.jewishvirtuallibrary.org/jsourc/>

KOL TZAFON RGB

The Kol Tzafon Process

Being in charge of Kol Tzafon is a great honor. You have before you the opportunity to record, photograph, and savor the memories of chapter events and regional conventions, as well as to play an active and crucial role in the dissemination of information regarding USY, Tzafon, Israel, Judaism, and more. Unlike the yearbook editors who work diligently all year to design and create one massive final product, your job is on-going and your product produced in pieces. It is recommended that you strive to publish a new edition of Kol Tzafon at every major Tzafon Regional Convention (Encampment, NMI/LTI, Fall, Winter, and Regional Convention), leading to a grand total of five publications over the course of your year long term on Regional General Board. However, due to the growth of on-line services and the increased usage of the Tzafon Regional website (www.tzafon.org), you also have the opportunity to work with the On-Line Services Regional General Board chair(s) to publish continual Tzafon news and updates via both the Tzafon website and listserv.

Below is a list of suggestions for how to maximize your year on Tzafon's Regional General Board, and simultaneously, the potential of Kol Tzafon, as well as a list of creative and innovative newsletter ideas. Remember that if at any point throughout the year you find that you have questions, concerns, or fears about your task or final product, please don't hesitate to contact your Regional Communications VP, Regional Youth Director, or Regional Fieldworker. You have a wealth of support and guidance at your fingertips, all ready and waiting to help you create the best editions of Kol Tzafon ever.

Suggestions:

- ☺ Pick a theme! Work your theme into your cover, page borders, articles, and whanot.
- ☺ Compile non-news articles early. That way you will not be pressed for time later on.
- ☺ Keep in close contact with the chapter communications VPs and/or historians. Work with these other Tzafon leaders to create chapter spotlights.
- ☺ Keep in close contact with the Regional Executive Board. Make sure that they know your deadlines way in advance so that they have plenty of time to write a spectacular article.
- ☺ Keep in close contact with the other members of the Regional General Board. Give your fellow board members the opportunity to highlight their positions in your newsletter.

Article Ideas:

- "Dear Yentil" (Dear Abby)
- letters to and from the editor(s)
- articles from each board member
- cross word puzzle/word search
- Hebrew slang
- Jewish/Israel history and/or trivia – random tidbits of information
- USY Giraffe – person who "sticks their neck out for others" – a Social Action spotlight
- reflections on the last convention and/or summer trips
- holiday summaries
- secular news (pop culture, sports, actual news, other)
- Jewish calendar with upcoming holidays/events, and candle-lighting times
- Ruach section (information about Jewish/Israeli music and artists)
- news from Nativ (if Tzafoners are participating)
- "Yinglishisms" (Yiddish phrases now embedded in our language) – ex: shlep
- Heschel/613 Mitzvah/HeChalutzim sections

*******Remember that your final product must be sent to
Sandra Goldmeer, Regional Director,
for approval at least three full weeks before each convention**

YEARBOOK RGB

The Yearbook Process

Being in charge of the Tzafon yearbook is a great honor. You have before you the opportunity to record, photograph, and savor the memories of what is bound to be an amazing USY year. Although your final product is not distributed until the end of Regional Convention, your job is a year long task. Below is a list of suggestions for how to maximize your year on Tzafon's Regional General Board, and simultaneously, your yearbook's potential, as well as a list of ideas for creative and innovative yearbook pages. What at first may seem like a daunting task will soon become a special mini project which you can complete in small pieces over time. Remember that if at any point throughout the year you find that you have questions, concerns, or fears about your task or final project, please don't hesitate to contact your Regional Communications VP, Regional Youth Director, or Regional Fieldworker. You have a wealth of support and guidance at your fingertips, all ready and waiting to help you create the best Tzafon yearbook ever.

Suggestions:

- ☺ Pick a theme! Work your theme into your cover, page borders, songs, poems, and whatnot.
- ☺ Compile convention photo collages as you go. The same thing for the pages on RGB and REB. There's no reason that the Encampment page needs to wait until April!
- ☺ Begin to think of meaningful poems and lyrics early. That way when it comes time to make your final decisions you will have a wealth of material from which to choose.
- ☺ Keep in close contact with the chapter communications VPs and/or historians. Make sure that the chapters are saving pictures and preparing for their chapter spotlights.

Ideas:

- picture collages from each convention
- chapter pages (pictures, board members, etc.)
- senior wills
- senior pictures
- college listing for outgoing seniors
- "remember when" page with pictures of the seniors as freshmen
- regional board page with pictures
- regional general board page with pictures
- Pilgrimage/Wheels/etc page(s)
- Camp Ramah page(s)
- lyrics, poems
- "the year in pictures" – important news events, pop icons, etc...
- themed pages (Shabbat, dances)
- page featuring chapter advisors and regional youth director
- class sections/pictures
- signature page(s)
- baby pictures (of seniors, REB/RGB, chapter presidents – have USYers guess who is who and provide answers later on)

******* Remember that the final yearbook is due to Sandra Goldmeer by May 1st *******

REGALIA RGB

How to Design/Order Regalia

Designing and ordering Regalia is in many ways one of the most important positions on Tzafon RGB. In fact, with the rise of digital photography and e-mail, the products that you create will serve as many USYers' sole tangible memories from their USY experience. However, Regalia RGB can also be an immense amount of fun. You have before you the opportunity to design and create new pieces of Tzafon history. Think into the future – see your item being sold at a Tzafon Encampment SATO auction as a piece of Tzafon memorabilia. So get psyched, get creative, and look forward to a fun-filled year.

Regalia RGB has two main components: regional "Tzafon" regalia, and convention regalia. In recent years most regalia has been convention regalia, proudly sporting the name and date of the convention at which it was first sold. While convention regalia is extremely important, as USYers love to take away a t-shirt or sweatshirt by which to remember a wonderful weekend with USY, one of the goals for the upcoming year is to increase the quantity and variety of classic "Tzafon" regalia that can not only be sold at international convention, but also throughout the year and over the years right here in Tzafon.

The following information is broken into two sections. The first section is comprised of a variety of suggestions for both Tzafon and convention regalia. The second section outlines the process by which to effectively and appropriately order regalia for Tzafon. While the majority of the business end of the process is handled by the Regional Youth Director and Regional Administrator, it is important that you understand your essential role in the process so that you can take full advantage of the many opportunities and options available to you as Regalia RGB.

Regalia Ideas

- | | | |
|----------------------|---------------|-------------------------------|
| - frisbees | - suspenders | - t-shirts/long sleeve shirts |
| - pens/pads of paper | - hats/visors | - pillow cases |
| - notecards | - boxers | - sweatshirts |
| - calendars | - socks | - sweatpants |

The Process

1. Pick a goal. Will this item be sold at a specific convention, or throughout the year?
2. Pick an item!
3. Get approval for your item from the Regional Youth Director (see below). This should be done at least two months before the goal set in step #1.
4. Plan out your design. Utilize the ideas of your fellow USYers and create a design that is new, unique, and creative.
5. Get approval for your design from the Regional Youth Director (see below). This should be done at least six weeks before the goal set in step #1.
6. Work with the Regional Youth Director to determine an appropriate quantity of the given item to be ordered. The Regional Youth Director will place the order with a company with which the region has built a positive relationship, and front the funds for the initial purchase. The item will be shipped to the regional office and brought to the convention at which it will first be sold by the Regional Youth Director.
7. Plan an advertisement campaign. If possible, include a line about the new regalia item with its corresponding price in the cover letter sent to each of the convention's participants. In addition, send an e-mail to the Tzafon listserve announcing the new item.
8. Pick a couple of USYers (ex: chapter membership VPs) to help you sell the item.
9. Work with your Regional Youth Director to make sure that your income matches your sales, and plan creative ways to sell the remainder of your item at future conventions/events.

Questions/Concerns?

Contact SANDRA GOLDMEER, Regional Youth Director, at Goldmeer@uscj.org