



“But What Do I Say When...”

The Finer Points  
of Recruitment

UNITED SYNAGOGUE YOUTH



THE  
UNITED  
SYNAGOGUE OF  
CONSERVATIVE  
JUDAISM

י"ד ה' נשמת אדם

Experimental Edition

# “but what do I say when...”

In all the older versions of “how to get members”, you were given examples of dialogues – what exactly to say to a member to get them involved in USY.



While some of the older information is useful, the new approach of giving new members one-on-one attention means that you talk about whatever interests **YOU** and the **TARGET MEMBER!** People will want to join USY if USY means the new member will be spending his/her time wisely– being around cool people like you **AND** doing things he/she wants to do!

There are many common misconceptions about USY. Although it is likely that these “accusations” are totally false, the impression does lie in the mind of the potential member. In order to fight these stereotypes of USY, you need to change their impression of USY into a positive one! This is a compilation of those misconceptions and what your **IMMEDIATE RESPONSE** might be.

# helpful hints!

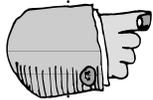
## BE YOURSELF:

That's why we're doing the no dialogue thing! You have to feel out the person and depending on their reactions, go with it!

## LEAVE THE DOOR OPEN:

Let's say the responses don't work and you have done all you can. The best thing you can do at this point is to leave the door open—make sure your friend/target member knows that they can come to USY events whenever they want! Your contacting them is not a one-time deal, so leave your email/IM name/phone number!

**DON'T GIVE UP-  
BE PERSISTENT,  
BUT NOT *PUSHY*.**



*These are QUICK responses for you to give to the other person you are recruiting.*

**USE THESE RESPONSES—  
THEY WORK!! THEY ARE REALISTIC!**

WHAT DO YOU WANT TO DO?:

This is a great idea to keep in the back of your mind when you're trying to get someone to join you and your friends in USY. There is something in USY for everyone, so when a target member gives an excuse, give them a reason why they're wrong—make sure they know that whatever they're interested in, they can do in USY.

**ONE ON ONE.**

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**ONE ON ONE.**



BE PERSONAL—

DON'T JUST TALK ABOUT USY STUFF BECAUSE HONESTLY, IS THAT ALL YOU WANT TO KNOW ABOUT THE PERSON?

NO!!!

YOU WANT TO KNOW THEM!!

REMEMBER—

THERE ARE FRIENDS/BOYFRIENDS/GIRLFRIENDS OUT THERE THAT YOU HAVEN'T MET!!

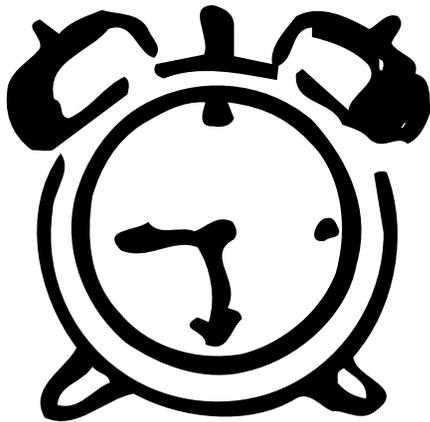
GO GET THEM!!

Sure this is about getting members, but more importantly it's about caring about the PERSON!

# quick answers to common misconceptions

“I’m too busy”. “I don’t have time”.

- \* Me too! But we’re only talking about one night...
- \* Who does? So many people in our chapter are involved with other organizations and activities but this is one time we come together and have a lot of fun!
- \* When is a good time for you?



”

“USY is too religious –  
all they do is pray and eat!”

- \* **AGREE:** We do pray. But honestly the tunes at USY services are really catchy and upbeat and it’s so easy to follow along!
- \* **DISAGREE:** We don’t pray that much. And there are *ruach* sessions (explain what *ruach* is) that are really enjoyable.
- \* Learn the prayers there. So many people learned the prayers by attending these conventions.
- \* There is also other programming—not just religious stuff! (We have dances, social events, social action programs) If there isn’t something that interests them ask what they’d want to do and have them plan it or help them organize a committee!

ברוך אתה

***“USY conventions are just camp reunions.  
I don’t go to camp.”***

- \* **AGREE:** Neither do I! There are so many other people there that don’t go!
- \* **DISAGREE:** I do go to camp and there are a lot of camp people there but I will introduce you to them....
- \* Everyone hangs out with each other regardless of where they spend their summers! So many USYers just came back from USY summer programs such as Wheels or Pilgrimage.

***“Everyone already knows each other...  
it’s cliquey”.***

- \* **AGREE:** People have their friends, you have that situation everywhere. It’s no different than anywhere else but everyone is willing to meet new people.
- \* **DISAGREE:** Not our chapter! (if this is true). We are all friends, it’s great.



We’ll get together and I’ll introduce you to other people in my chapter...

A lot of people are in the same boat as you!

***“Well I don’t want to spend my money on  
USY stuff”***

- \* **DISAGREE:** It’s only five dollars, (if this is true) or it’s free (again say this only if this is true!)
- \* I’ll treat you, it’s worth it to me!
- \* Why not? (This question will definitely lead you into another blocker)



***“I don’t have enough money”***

- \* Suggest scholarships. Give the contact information for the youth director or related websites with scholarship information. Point this potential member in the right direction.
- \* Would like the youth director to contact your parents?

***“I go to Hebrew School/Confirmation and I know all the kids already.”***

There are only \_\_\_\_ people in the Hebrew School and there are over \_\_\_\_ people in the chapter.



**There are constantly new people going to our events and becoming involved in the chapter.**

## Parents

***“My parents won’t let me.”***

- \* WHY NOT?
- \* If the answer is related to finances use the suggestions above under the “I don’t have enough money” category.
- \* I completely understand... Tell this person why it is worth it to go and how much you have gained from attending events such as these. For example, you made so many friends, went to a lot of fun places, did things you couldn’t have done without an organized group, etc.
- \* They could be using their parents as an excuse so just try to convince them to “convince their parents”.

***“They don’t know enough about it.”***

- \* Tell the potential member that their parents should talk to an advisor or the rabbi of the congregation.
- \* Send materials promoting USY programs and your individual chapter to their parents.

***“I don’t know—they just won’t let me.”***

**\* FIND OUT WHY AND CONVINCe THEM!**

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***“Because it’s in a hotel.”***

- \* Be sure to tell him/her that there are plenty of staff members at the convention, that guys/girls are always on separate floors, and they have a lot of security!

***“I live too far away. It’s just not worth it.”***

- \* No, problem. I will give you a ride.
- \* How about you meet me half way... this way your parents will only have to drive half as far!
- \* How about you spend the night over my house and we’ll deal with transportation in the morning?



***“I’m already in another Jewish youth group...”***  
***“I already have a group of friends.”***

- \* There are a lot of differences between the youth groups, why don’t you just give USY a chance?
- \* If you come to one of my events, I will go to one of yours!
- \* That doesn’t mean you can’t come to a USY event, a lot of USYers participate in other youth group events.

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\_\_\_\_\_ **is in USY and I don’t like \_\_\_\_\_!**

- \* \_\_\_\_\_ is just one person, there will be so many other people there!
- \* There are going to be so many great people there, don’t let \_\_\_\_\_ interfere with you having a great time!

*“um..I’m just not interested.”*

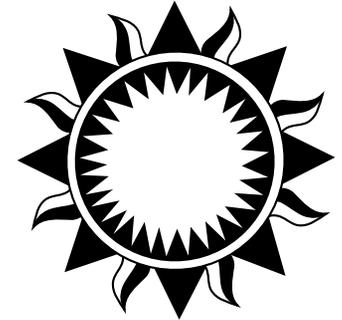
- What are some of your interests? (allow them a chance to respond)...Well we were actually thinking of doing an event involving \_\_\_\_\_.
- Why don’t you help us plan an event?
- If they don’t have any interests say, “we need some help with \_\_\_\_\_, how about it?”



## some of the toughest blockers

*“I already went to \_\_\_\_\_ and it wasn’t good at all.”*

- \* What didn’t you like about that particular event? What could have made it better?
- \* This event will be completely different!
- \* **NEW APPROACH:** What event could we plan that would make you come? Would you be interested in helping plan it?

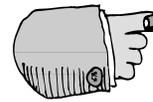


***“I heard that the chapter is weak, the events are lame.”***

- \* Do you have any good ideas for a good program?
- \* If you are disappointed with the chapter why don't you help to make it better?
- \* This year has been much different than previous years, we have X, Y, and Z planned and they're sure to be amazing events. Try it, what have you got to lose?
- \* If they really keep insisting that your chapter sucks, then fine—they don't have to come but the least they could do is personally meet you for coffee. That is where you can establish a relationship with this person and open the lines of communication. Once you know this person you have a much better chance of him/her coming to the next event you invite him/her to!

**IF YOUR POTENTIAL MEMBER IS STILL UNSURE AT THE END OF THE CONVERSATION, BE SURE YOU END IT ON A POSITIVE NOTE!**

**PEOPLE MIGHT MAKE UP EXCUSES BUT JUST MAKE THEIR CHOICE SIMPLE! MAKE THEM WANT TO SAY YES TO YOU!**



**HERE'S THE BOTTOM LINE:**

**USY IS  
AWESOME,  
FUN,  
AND THERE IS  
SOMETHING FOR EVERYONE!  
GOOD LUCK  
WITH RECRUITMENT!**

***“I don't feel comfortable with the level of Judaism in USY”.***

- \* We are strongly committed to the Conservative movement and it's practices. However, USY is a great place to explore your spirituality regardless of your level of religious observance.
- \* We are Shomer Shabbat and Shomer Kashrut.

