

MVP 101: HOW TO BE THE MOST VALUABLE PLAYER AS THE MEMBERSHIP VICE PRESIDENT



Written by Lindsey Marnocha
NFTY OV MVP 2018-2019
Personal: lindz0515@icloud.com
NFTY: ov-mvp@nfty.org

Contact info on the last page

Who am I?

My name is Lindsey Marnocha, and I am NFTY Ohio Valley's MVP for the year 5778-5779. I am currently a junior at Wyoming High School in Cincinnati, Ohio. I really love photography, playing guitar, and my dog.

I am involved in many things outside of NFTY, such as temple and clubs at school. I am a member of Rockdale Temple, and our TYG is the Youth Group of Rockdale (YGOR). I am a guitarist and vocalist for my temple's Rock Shabbat Band, and a madricha in our religious school.

I also am the teen representative for my Rockdale's Justice Collaborative Initiative. This position is my outlet for my love of social justice. Our team reaches out to the congregation and listens to the issues they are specifically passionate about. Right now, we are focusing on the topic of healthcare outreach.

My love for NFTY also introduced me to my love for GUCI. Two summers ago, I spent my first (and last) summer as a camper at GUCI. This past summer, I joined my fellow GUCIites on the NFTY In Israel trip, which was by far the most rewarding summer of my life.

What is NFTY?

NFTY stands for the North American Federation of Temple Youth. We are a youth organization of reform, high-school aged Jews. NFTY is funded and supported by the Union for Reform Judaism (URJ). Ohio Valley is considered one of smaller of the 19 regions across the continent, however, we are obviously the best. Ohio Valley consists of 5 states: Ohio, Indiana, Kentucky, Tennessee, and West Virginia. TYGs (temple youth groups) make up NFTY, and without them, outreach and expansion would be much more difficult in the position of a MVP. NFTY is the North American branch of a worldwide progressive Zionist youth movement called Netzer Olami.

NFTY is a movement that builds strong, welcoming, inspired communities through teen-powered engagement.

Together, we pursue Tikkun Olam, personal growth, youth empowerment, and deep connections, all rooted in Reform Judaism.

Acronyms you'll need to know!

PVP - Programming Vice President

RCVP - Religious and Cultural Vice President

SAVP - Social Action Vice President

MVP- Membership Vice President

FVP- Financial Vice President

CVP-Communications Vice President

PP- Participant

GL- Group leader

PL- Program leader

JYG - Junior Youth Group

GUCI – Goldman Union Camp Institute

HUC - Hebrew Union College

NFTY - North American Federation of Temple Youth

NFTY OV - North American Federation of Temple Youth – Ohio Valley

OV - Ohio Valley – Our NFTY region (Ohio, Indiana,

Kentucky, Tennessee, West Virginia)

TYG - Temple Youth Group.

URJ - Union for Reform Judaism.

Sicha – the Hebrew word for discussion

Ruach – the Hebrew word for spirit

MVP = Most Valuable Player!

“Membership Vice President is the most important position on regional board. Don’t tell anyone I said that.” -Andy Harkavy, regional advisor 2017.

MVP is 100% the Most Valuable Player on regional board. You can tell people / said that. Without MVPs like you and me, many of the people around you wouldn’t be here right now. Let’s talk about what it takes to be the most valuable player.

WHAT IS A MEMBERSHIP VICE PRESIDENT?

The goals of an MVP are:

- Bring new members in
- Keep old members coming back

These things will help you become the most valuable player of your TYG, or even the region.

HOW TO BRING NEW MEMBERS:

JYG: What is JYG? JYG stands for Junior Youth Group, which many temples have. This is basically a TYG (temple youth group) but for 6th-8th graders. Some temples even have a youth group for younger grades. Getting middle schoolers hooked and excited for NFTY before it even begins is essential to your job as an MVP.

Each of you can recruit using your temple's JYG, and if your temple doesn't have one, create one, or involve your middle schoolers in several high school events. There is even a whole page at <http://www.nfty.org/nfty678/> with all the info you need to help you start a JYG at your temple. Plan at least one event a year to invite them to. Having several friends that are upperclassmen will make any freshman feel more comfortable joining NFTY.

Be welcoming!: An MVP's most important job is probably their hospitality. If you're recruiting someone, it most likely means that they're new! Make them feel welcomed and wanted in your TYG and our region. Being as friendly and outgoing as possible will never hurt when it comes to being an MVP. Talk to people you might not talk to! Make friends with the people sitting alone! It will make a big difference.

And always remember, whether or not you are at a regional event or TYG event, you are representing NFTY and your TYG. Inclusivity and an open comfortable space is our goal in NFTY OV and we want everyone to have that opportunity.

Contacting members over the phone:
Creating a personal connection with members over the phone often helps

encourage them to come. Here we will go over the DOs and DON'Ts of making calls.

- DO:

1. Speak clearly and slowly so they can understand you
2. Know all of the information such as:
 - Cost of event
 - Where the event is taking place
 - When the event is
 - Times of arrival and departure
3. Know who you are calling and use their name
4. Leave a message if they are unavailable
5. Ask if they have any questions at the end of the call, and find out any necessary information they may need.

- DON'T:

1. Say words like "Yo," or "Dude," on your call (speak formally)
2. Talk too quickly

3. Speak to them without using their name, make it sound like you care.
4. Assume they know who you are (introduce yourself)
5. Use the NFTY acronyms if they are a new member or simply haven't learned them yet.

These rules will help you make a formal, appropriate phone call, and hopefully gain some new members! Here is a sample script for what a good phone call would look like:

Sample Script:

"Hello (their name)!, it's (your name), from (youth group), I am the Membership Vice President of our Temple Youth group and I am calling to invite you to (event name), it is an event that we are having. We will be having fun, playing games, and there will be food. It will cost (amount) and it will be from (time period) to (time period). Thank you, and have a good day!" **(This is a good guideline

but try not to just read off of a paper. This is more for leaving messages)**

HOW TO KEEP OLD MEMBERS COMING:

- **Mixers:** Mixers/Icebreakers are a fun way to introduce members to each other, and hopefully build friendships that will keep participants coming back. Let's learn how to write a mixer.
- **Different types of mixers:** Mixers have many different purposes. You can have a mixer that is meant to teach each others names, you can have a mixer that is meant solely for having fun, and you can have a mixer that digs a little deeper and teaches the participants more about each other.
- **NFTY PROGRAM FORMAT:** NFTY's program format is a foolproof guideline to teach anyone and everyone how to write a program. Each program is written

this way so that, theoretically, any person can pick up the program and lead it.

Program Title

Event where program will be held

Date of Program

Author(s)

Touchstone Text:

(Jewish quote/related to program)

Goals:

(What you want taken away)

Objectives:

(How to reach goal)

Materials:

(List every single item)

People:

(Use full names)

Space Needed:

(Library, large open field, sanctuary etc.)

Time Table:

00:00-00:00

Detailed Procedure:

(Step by step of activity so anyone is able to lead *include what people say*)

Appendix:

(Insert Page Break before each Appendix EX: A is on one page, B is on another and so on)

- **Feedback:** Always get feedback on your programs from at least one participant! Here are some good questions to ask to get a feel for how the program went.

1. How did the program go overall?
2. What would you have changed to make it work better?
3. Did you like the idea?
4. What are some things the board could change to make it better?
5. What was fun? What was boring?
6. Did you achieve all your goals?
7. Was everyone involved? (if not, why?)
8. Did people seem to enjoy themselves?
9. Were the leaders prepared?
10. Did the procedure run smoothly?

This Year's Regional Events!

Leadership Training Kallah	Temple Beth Or, Dayton OH	August 17th-19th
Fall Kallah	URJ GUCI, Zionsville IN	October 5th-7th
Winter Kallah	HUC, Cincinnati OH	January 25th-27th
NFTY Convention	Dallas TX	February 15th-18th
Junior Youth Group Kallah	URJ GUCI, Zionsville IN	March 1st-3rd
Spring Kallah	IHC, Indianapolis IN	April 4th-7th

As a part of being an MVP, it is important to promote all events, both NFTY and TYG events. Make sure to promote events in a positive way and use social media or other resources when possible. If you ever need help getting in contact with people or not sure what to say, please do not hesitate to contact me *see last page for contact information*. I would love to help!

When it comes to signing up for events, make sure to sign up during early bird so that you are guaranteed a spot and able to take advantage of the discount. If money is still an issue, please apply for a NFTY scholarship or contact your TYG's.

Contact Info!

Please feel free to contact me any time for NFTY or personal reasons. I will try to get back to you as quickly as possible!



Personal

Cell: (513) 808-7107

Email: lindz0515@icloud.com

Instagram: lindsey.marnocha

Facebook: Lindsey Marnocha

NFTY

Email: ov-mvp@nfty.org

Twitter: @ov_mvp

Facebook: @NFTYOV