

# NFTY Ohio Valley

## Communications Packet



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CVP 2019-2020

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# Dear CVPs

Congratulations on your election as CVP, I can't wait to get to know all of you and for all of us to work as a team this year! I hope you all feel confident and prepared for the upcoming year as a TYG member and an important part of OV.

As your network leader I will always be here for **each of you**. Feel free to hit me up if you have questions about NFTY or just wanna talk. I may also reach out to you guys for help at events and during the year so be prepared for that! Again, I'm so excited for the year and I hope you all are too.

Frances Magee

## **My Social Media:**

IG: @francesmagee\_

Twitter: @OV\_CVP & @francesmagee\_

Snapchat: @frxncesm

Cell: (317)625-5287

Email: [ov-cvp@nfty.org](mailto:ov-cvp@nfty.org)

## **OV's Social Media:**

IG: @nftyov

Twitter: @NFTYOV

Facebook: NFTY OV

# What Does a CVP Do?

The basic responsibilities on a CVP include:

1. Taking Pictures
2. Flyers
3. Contacting People
4. Social Media
5. Promo Videos
6. Board Meeting Minutes



## Tips

- ✓ Know Event Info
  - You are responsible for making sure other board members are aware of upcoming deadlines.
- ✓ Keep a Planner/Calendar
  - I like a physical planner but your phone calendar is also a good choice.
- ✓ Do Not Freak Out!!
  - There is sometimes where you may just want to freak out. Do not, just take a deep breath. You will be FINE!
- ✓ Do not be afraid to ask for help
  - If you ever need help just text or call me and I will help you out.

# Communications

Communications is more than just sending out information. It's a two-way street; it's not only how you convey the message but also how the message is received and understood by others.

How to communicate without technology

- Form a relationship and find things in common
- Make the other person the subject of conversation
- Be approachable, friendly and confident
- Really listen to what the other person says
- Show you care, give them all of your attention
- Always exchange contact information, so you can stay connected



# Pictures

Your main job at events is to take pictures, here are some important things to remember...

- You don't need an expensive camera to take pictures, your phone will work fine.
- Try to take pictures of everyone. If someone doesn't see any pictures of themselves they may feel excluded and may not come back to events®.
- As soon as possible, post the pictures so that everyone can see them. (Instagram, Twitter, Facebook, Google photos (that's what I use!))
- There is absolutely no such thing as too many pictures. You might hate a picture but someone might like it.



# Videos

One of my personal goals is to make more videos at regional events so, it would be amazing if you made videos at your TYG events (if possible). Here's some tips...

- Phones are perfect for videos!
- If you want to get fancy you can use iMovie or other video editing apps
- Upload to Instagram or Twitter

# Social Media

Social media is the best tool to advertise events before, during, and after them.

Before events you can...

- Make a flyer for the event.
- Distribute the flyer via IG, Twitter, text, email, etc.
- Use social media and/or text/call people to let them know about the event.

During events you can....

- Record videos and put them on Instagram/Facebook
- Take lots of photos.

After events you can...

- Post ALL the pictures and videos you took on as many platforms as possible in order to make sure everyone sees them.

## Get Your TYG On the Map!

Most TYGs have Facebooks and Instagrams but, if yours doesn't it is your job this year to make one and be active on it. Social media can reach many different audiences and is essential for increasing membership and excitement.



# Flyers

## DO:

- Keep it Simple:
  - Try the 3-second rule. If someone can look at the flyer and know all the key information in three seconds then it is good to go.
  - White space is not a bad thing
- Make Font Legible:
  - No smaller than 10 point font
  - No more than 2 different fonts
- Represent NFTY and URJ
- Have a Catchy Headline:
  - Grabs the audience's attention
  - No long headlines
- Organize Data:
  - Use boxes, bullet points

## Don't:

- Use too many exclamation points
  - Stick to one!
- Forget key details:
  - Date
  - Time
  - Location
  - Price(if there is one)
  - Contact info
  - Deadline (if there is one)
- Forget some type of graphic
- Send out the first draft, proofread... multiple draft aren't bad



## Flyer Making:

- Quick Flyers (deadline, special announcement): Vanilla Pen is a simple app on your phone that makes quick flyers
- Event Flyers: Canva is a free website and app that has many templates and options to make great flyers



# Phone Calls

## Phone Tree

Basically, a phone tree is a system for contacting a large number of people quickly. These are used when your board gets together to make phone calls, reaching out about events. Though this sounds super boring, make it fun.

Phone Tree Event Ideas:

- Have pizza and drinks to give encouragement
- Have a goal in mind so everyone knows what you guys are working together to do.
- Make sure you know whom you are calling and know their names as well.
- Have a phone script in front of you so it sounds like you know what you are talking about.

## Phone Etiquette:

**Do:**

- Keep a list of whom you are suppose to call- leave room for comments... take notes
- Know the people who are related so you don't call a family twice
- Have either info or a script in front of you
- Ask if family received flyer – if not, email one to them
- Make the phone call like they never got the flyer
- Make small talk
- Identify yourself
- Sound enthusiastic
- Take an interest in the person so they will take in interest in your TYG and NFTY OV

**Don't:**

- Just scibble notes
- Make the call sound too businesslike or too casual
- Sound desperate
- Call too frequently
- Call past 9pm or on Shabbat
- BE RUDE!!





# Being a Board Member

You are now a part of a team and need to be a team player! It is essential to collaborate with not only your TYG board but also your advisor to ensure an extremely successful year!

Do

- Be approachable
- Be flexible
- Be open minded
- Keep track of deadlines
- Be active on accounts
- Build bridges with OV
- EVERYTHING NEEDS TO BE APPROVED

Don't

- Procrastinate/miss deadlines
- Post anything bad on any social media
- Point fingers
- Make commitments you can't keep

**\*\*Please keep in mind that you are a board member before you are your position. \*\***

As a board member you are expected to be a leader to others. At events you should not just hang around with people you know but mix and mingle... meet new people.

