

Hands-On Recruitment: Resources and Reminders

Michael Eglash

Effective Recruitment on Campus

Jared Glosser, *Senior IACT Coordinator, University of Florida*
Matal Camille, *IACT Coordinator, Northeastern University*

Data Management and Recruitment

Jared Glosser
IACT Director of UF to Israel
University of Florida



What would you do with a list of every Birthright Israel eligible student on your campus?



Master Prospect List

Gather information on
participants

Clean your list

Hotlist

Pre-Registered

Expressed interest in
upcoming season

Hotlist
should be 1.5
X deposit goal

From Hotlist to Deposit

- Track your hotlist once applications open
- Your hotlist should be the easiest students to convert into deposits
- If you are scrambling to put a hotlist together after registration opens ... IT'S TOO LATE

Thank You

Jared Glosser

IACT Director of UF to Israel

941-374-0854

jglosser@ufhillel.org

Registration: In Action



Best Practices:

- Coffee dates
- Tabling
- \$\$ Incentives
- Utilizing Hillel events, (table fliers)
- Newsletter

Competition:

- Co-Op program & Jobs
- Summer 1 & 2
- National trips

Alumni leveraging:

- BRI Intern circles
- Reminders at events for new leads
- Greek life

Share friends:

- Intern outreach

Social Media Campaigns

Featuring NEU Birthright Alumni to create traction

MICHAEL, 19
From New Jersey
Neuroscience Major
Loves long camel rides
and his Nikon D3400



Looking for love?!
BECAUSE NO ONE SHOULD
RIDE A CAMEL ALONE ...
ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8


ZAK, 19
From NYC
International Relations Major
Loves ugly Holiday sweaters
and everything ISRAEL



Looking for love?!
HE CAN PUT A RING ON IT
... ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8

NICK, 22
From New Jersey
Business Major
Loves chick flicks
and great sense of humor



Looking for love?!
LET SOMEONE ROCK YOUR SUMMER
... ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8

JON, 19
From New Jersey
Information Science Major
Loves being the little spoon
and watching the sunrise



Looking for love?!
COME SNIFF OUT YOUR OPTIONS
... ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8

ALEX, 20
From New Jersey
Bio Engineering Major
Puts Grey Poupon on everything
and super artsy



Looking for love?!
FIND YOUR CALL TO LOVE
... ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8

SLOANE, 20
From New York
Information Science Major
Knows literally everyone on campus



Looking for love?!
YOU WON'T HAVE TO
WANDER FOR 40 YEARS
... ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8

SOPHIA, 19
From Connecticut
Behavioural neuroscience Major
Hates when people call her Sophie
Proud mother of Fat Roxy, her cat



Looking for love?!
CHECK OUT THAT 'VIEW'
... ON BIRTHRIGHT


MAY 7-17
JULY 29-AUG 8

JENYA, MAGGIE, EMILY,
From Bus #1
Can count up to three
and returned with all their digits



Looking for love?!
HAGGLE 3 FOR THE PRICE OF 1
... ON BIRTHRIGHT

MAY 7-17
JULY 29-AUG 8




neu2israel.com

Maybe you'll remember your NEU freinds
But you'll never forget Your Birthright family

Pre-register NOW

NEU BIRTHRIGHT • MAY 7-17 • JUL 29-AUG 8




neu2israel.com

Maybe you'll remember your NEU freinds
But you'll never forget Your Birthright family

Pre-register NOW

NEU BIRTHRIGHT • MAY 7-17 • JUL 29-AUG 8




neu2israel.com

Maybe you'll remember your NEU freinds
But you'll never forget Your Birthright family

Pre-register NOW

NEU BIRTHRIGHT • MAY 7-17 • JUL 29-AUG 8



neu2israel.com

Maybe you'll remember your NEU freinds
But you'll never forget Your Birthright family

Pre-register NOW

NEU BIRTHRIGHT • MAY 7-17 • JUL 29-AUG 8



Interns:

- 8 Interns (Alumni from December bus)
- Campus & Co-op
- Underclassmen circles
- Relationship & Reward
- Bus communication for potential leads
- Maximize Greek life affiliations
- Underclassmen Intern team use 'acclimation' to campus as a TOOL to gain interest.

"It's a really easy way to make 40 new friends and some great memories to have back on campus"

- Bi-weekly meetings with dinner - acted as a small reunion
- Distributed leads - responsibility
- Campus mapping

Post-trip & Pre-trip

Pre & Post trip program ideas:

- Paint Your Israel Night
- Israeli Movie night
- Tu'Bishvat Making the Desert Bloom (JNF Colab)
- Guest speakers: Building a Better society: Lian Najami
- Birthright Hebrew workshop
- Good Deeds Day
- Rugelach Registration night
- Birthright Orientations (2)
- Birthright Shabbat
- Israel Shabbat
- Bubbles & Birthright
- Bagels & Therapy Dogs
- Freshfest Birthright Session (Students & Parents)
- Registration opening Party
- Apple Picking for High Holidays
- Bus Reunions & BICEP
- Knafeh Bake-off
- Let's talk 'Tachles' (LTT)/ Israel Deep dives



Tracking & Measurements



Recruits:

- Google docs of leads with Interns
- Share Some Friends doc
- List of prospects for future season

Engagement results:

- Two filled tables every shabbat of Winter 17 Alum (20+ Students)
- Celebrating Student Talents and giving them ownership of being part of Hillel
- IACT X series alumni participation
- 23% rise in winter trip registrations
- 89% rise in summer trip registration
- 50% BRI Internship growth

Something Out of Nothing: Creating and Supervising a Successful Sales Team

Danielle Neeman, *IACCT Coordinator, Boston University*

Tara Levy, *Senior IACCT Coordinator, University of Miami*

Creating and Supervising a Successful Team for Birthright Recruitment

Danielle Neeman
IACT Campus Coordinator
Boston University
August 15, 2018
IACT Summer Conference



תגליט • TAGLIT
BIRTHRIGHT ISRAEL



What are your students looking for?

- Work experience
- Social opportunities /interactions
- Education
- Networking opportunities



What are the goals of the internship?

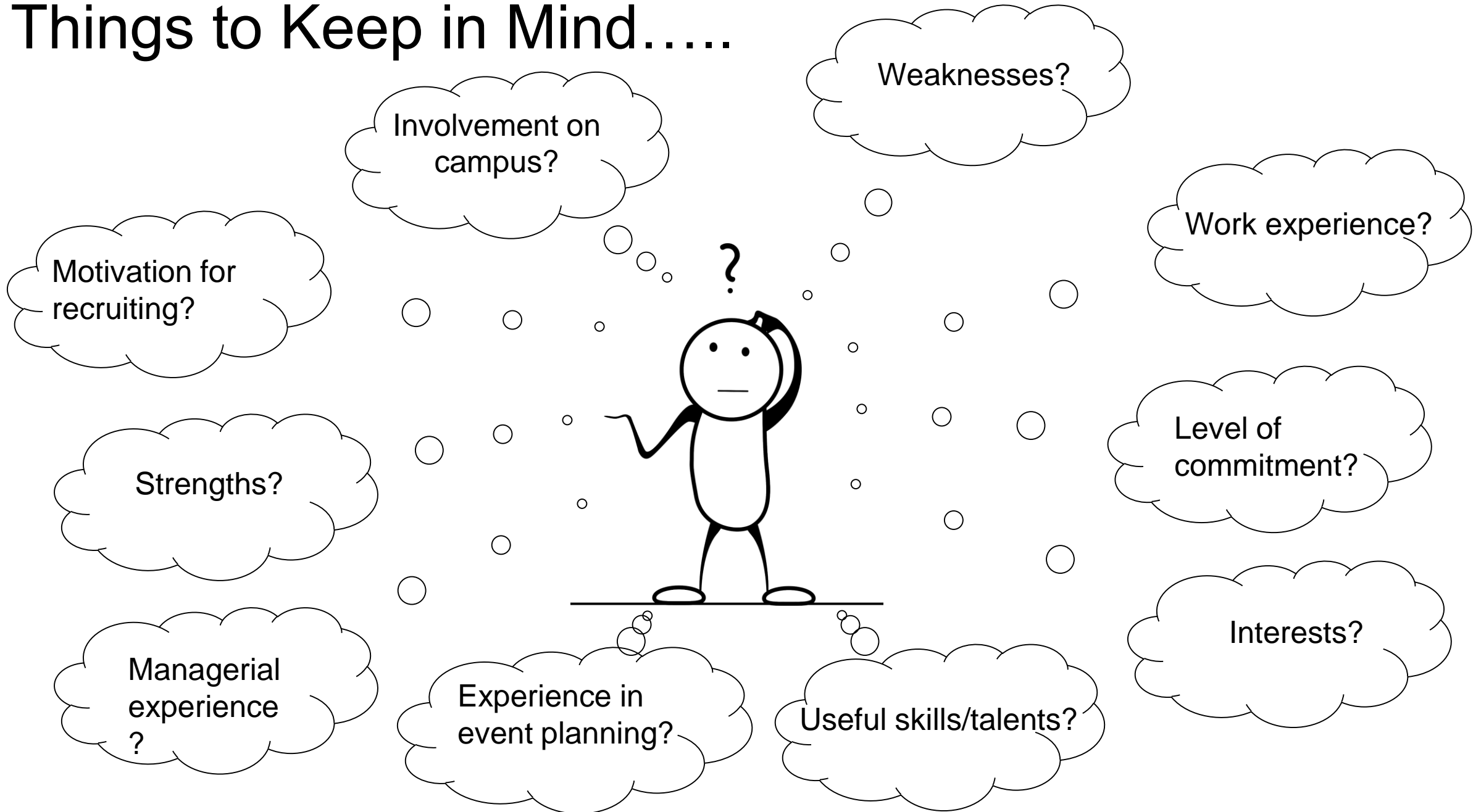
- Actively and regularly engage alumni
- Preserve social dynamics created on the trip
- Provide alumni with opportunities for professional development
- Opportunities to meet other alumni/eligible students

What Needs to Be Done?

1. Tabling on campus
2. Networking/tabling at events
3. Coffee Dates
4. Calling/emailing/texting eligible students
5. Administrative work
6. Facebook/Instagram/Snapchat and other marketing ads



Things to Keep in Mind.....



Training Recruiters

Everyone

- Icebreakers
- Eligibility
- What to do if someone is interested
- How to submit hours
- Go through recruitment handbook
- Sales Funnel
- Meet coordinators
- Network mapping

Administrative Work

- Understanding outreach lists
- Understanding our CRM
- Overall recruitment strategy

Outreach

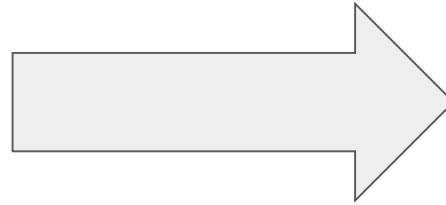
- Understanding our CRM
- Hot, warm, cold leads
- How to handle pain points
- Role playing recruitment scenarios
- Create first week leads list
- Go over excel outreach sheets
- Weekly check in with me & outreach benchmarks
- Arranging event/tabling

Social Media & Marketing

- Overall marketing message
- Themes?
- Imagery
- Outlets: snapchat, IG, FB, poster, website, etc.
- Media: pictures, videos, boomerang, testimonials, etc.
- Creative brainstorm
- Assignments (Based off student interest. Students are also welcome to combine with class

How do we get here?

Motivation & Compensation



- Start building relationships and student/staff dynamic on the trip
- Get to know them
- Build trust and rapport
- Let them get to know YOU

- Paid hourly
- Points for outreach:
 - Total # of students reached
 - Total # of students on trip



Challenges...and how to handle them

A student has a project and can only commit 1 hour instead of 10/week!

Be flexible with students and be prepared to have back ups to take over tasks.

It's overwhelming...there are too many people to keep track of!

Reassess the hierarchy...can any other task be delegated?

I need someone to table/work an event and no one is willing to....

Offer a higher hourly rate for just that time to make it more appealing... suddenly people will have time.

Makes
YOUR
life
easier!

Preserve
trip
dynamics

Give the
students
ownership



Perks of the Job

“2 for 1” post-
trip
engagement
+
recruitment

There’s
always
someone to
help out

Guide
students
through their
own Jewish
journeys



Questions to Leave With...



What
motivates
your
students?

social

professional

academic

What are
your
internship
goals?

post-trip
engagement

increase
social
network

What
needs to
be done
next
semester?

social
media

post-trip
events

recruitment
events

Thank you!
dneeman@bu.edu



CREATING & SUPERVISING A SUCCESSFUL RECRUITMENT TEAM

By: Tara Levy

Senior IACT Coordinator at University of Miami Hillel

WHY DO WE NEED INTERNS?



- Information comes from the ground
- Can talk about their experiences
- Helps keep us motivated
- Great resources

RECRUITING YOUR TEAM:



I WANT YOU

What are you looking for?

- Students you have a connection with.
- Students who are well connected on campus.
- Birthright rockstars!
- What else?

—

DEPLOYING & TRAINING YOUR TEAM:



LET'S GO!

How do you train your team?

- Teach them the lingo
- Encourage group initiatives and individual projects
- Mentor along the way
- Design intern teams and designate Senior Interns

MOTIVATING & REWARDING YOUR TEAM:

T-E-A-M

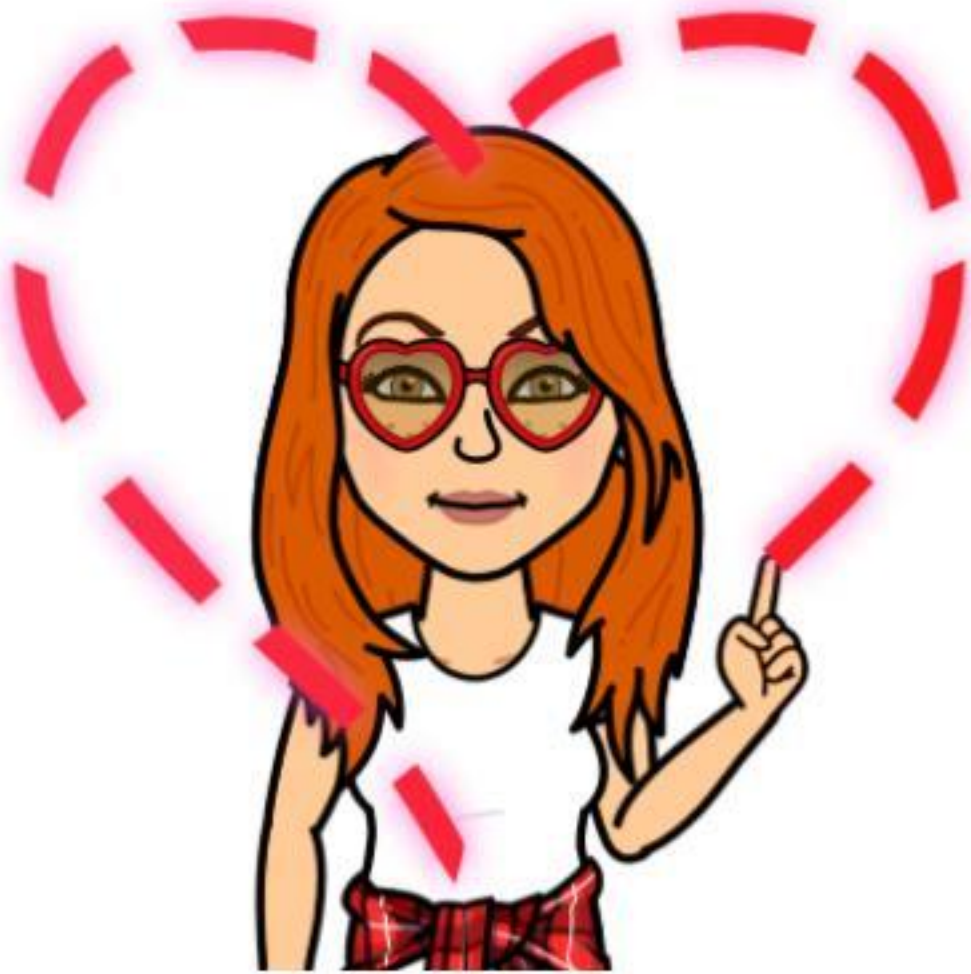


W-O-R-K

- Intern of the week
- Initiate a bonus structure
- Celebrate victories
- Be on their team
- Treat them like leaders
- Give them personal attention

—

RETAINING YOUR TEAM:



- Make them a priority throughout the semester
- Let them know their voice matters to you
- Use futuristic language
Example: "Next semester I want to try this"
"For the spring, would you be up for this?"

Getting the Job Done – Your Role, Role Playing

Brooklyn Michalowicz, *IACT Coordinator, Columbia University*

Cydney Goldberg, *Senior IACT Coordinator, Ohio State University*

Omer Hit, *Senior IACT Coordinator, NYU*

Tara Levy, *Senior IACT Coordinator, University of Miami*



BIRTHRIGHT SCENARIO ROLE PLAYING

Brooklyn, Omer, Tara, Cydney, Nikki

Share Your Recruitment Plans – Concurrent Sharing Sessions

Lauren Cohen-Fisher, *Senior IACT Coordinator, Harvard University*

Transforming the Campus

Eric Fingerhut, *CEO, Hillel International*

The Pre-Trip Experience – Orientations and Pre-Trip Activities on My Campus

Cydney Goldberg, Senior IACT Coordinator, Ohio State University

Amarya Weinberger, IACT Coordinator, Brown University

Pre-Trip Programing

Amarya Weinberger
Goldberg
Brown RISD Hillel
University

Cydney

Ohio State

	Pre-Trip Programming Brown and RISD
--	-------------------------------------



Events: Photo Gallery Opening



Events: Photo Gallery Opening



Events: Orientation



Events: Lunch and Learn



Events: Shulchan Ivrit



Events: Shabbat



14,618,614

Students you could impact with your programing



Thanks!

Any questions?

Highlighted Post-Trip Programming Opportunities

Gift of Life

Russell Lowe, *Gift of Life*

Israel on Campus

Matt Hoffman, Israel Campus Roundtable, *CJP*

Jewish Life & Learning – Shabbat Challenge

Shoshana Gibbor, *Senior IACT Coordinator, MIT*



MARROW
REGISTRY

IACCT & Gift of Life

IACCT Conference | Boston, MA

WHAT IS GIFT OF LIFE?



- One of the world's leading bone **marrow and stem cell registries**
- Finds healthy donors for patients battling blood disorders and in need of a life-saving match.
- Part of the **World Marrow Donor Association**

IACCT Success Stories

- 15 Recruitment Drives
 - 336 Drives
- Rutgers, U of A, University of Vermont, UTexas, Boston, UMass Amherst

Partnership Opportunities



- Swabbat (The Great Shabbat Challenge)
 - Sukkah Swabbing
 - Food Trucks
- Degy Entertainment



GOL STATS



REGISTERED DONORS

309,035



MATCHES

15,218



TRANSPLANTS FACILITATED

3,301

Gift of Life and Taglit Birthright Israel

- Since 2004, Gift of Life has partnered with Birthright to offer participants a way to Pay it forward
- Gift of Life representatives visit Birthright tour groups to explain the mission to cure blood cancer and offer the opportunity to join the registry with a simple cheek swab



GIFT OF LIFE CAMPUS AMBASSADOR PROGRAM

- Enlisting college students across the country to educate and swab their peers
- Providing students the extraordinary opportunity to become lifesavers
- Focus on recruiting young donors between the ages of 18-22



Match Madness

- Match Madness is an initiative that aims to recruit as many college students into the bone marrow registry as possible during the month of March
- The last two years of Match Madness drives resulted in over 10,000 donors registered, 19 matches found, and 4 life-saving transplants
- **Our goal for March 2018 is to swab 7,000 donors!**

Steps For Life Events






DIY SHABBAT BIRTHRIGHT CHALLENGE

The Challenge? Let's have *8 SHABBAT Dinners this semester hosted by different MIT Hillel Birthright alumni.

You've been to Israel, you've participated in a Shabbat experience, **you can do this.**

All you have to do is sign up to host a Dinner, pick up your Shabbat package, and have a fun Friday dinner with your friends.

ALL FREE

So, are you up for the challenge?

SHABBAT RITUAL GUIDE

The meaning of the Sabbath is to celebrate time rather than space. Six days a week we live under the tyranny of things of space; on the Sabbath we try to become attuned to holiness in time. It is a day on which we are called upon to share in what is eternal in time, to turn from the results of creation to the mystery of creation; from the world of creation to the creation of the world.

— Abraham Joshua Heschel, *The Sabbath*

ברוך אתה אדני אלהינו מלך העולם אשר קדשנו במצותיו
ונצנו להדליק נר של שבת

Baruch ata Adonai, Eloheinu Melech ha-olam, asher
kidshanu b'mitzvotav vitzivanu l'hadlik ner shel
Shabbat.

BLESSING
OVER THE

CANDLES

Blessed are You, God, Ruler of the universe, who
sanctified us with the commandment of lighting
Shabbat candles.

BLESSING
OVER THE

WINE KIDDUSH

ברוך אתה אדני אלהינו מלך העולם בורא פרי הגפן

Baruch ata Adonai, Eloheinu Melech ha-olam, boreh p'ri hagafen

Blessed are You, God, Ruler of the universe, who creates the fruit of the vine.

BLESSING
OVER THE

CHALLAH HAMOTZI

ברוך אתה אדני אלהינו מלך העולם המוציא לחם מן הארץ

Baruch ata Adonai, Eloheinu Melech ha-olam,
hamotzi lechem min ha'aretz.

Blessed are You, Lord our God, King of the universe,
who has brought forth bread from the earth.



DIY SHABBAT
BIRTHRIGHT CHALLENGE



DIY Shabbat: Birthright Challenge

- Reached over 80 people across campus
- Successfully recruited 8 students (BRI Alumnae to become Hosts, cultivating some new leaders)

