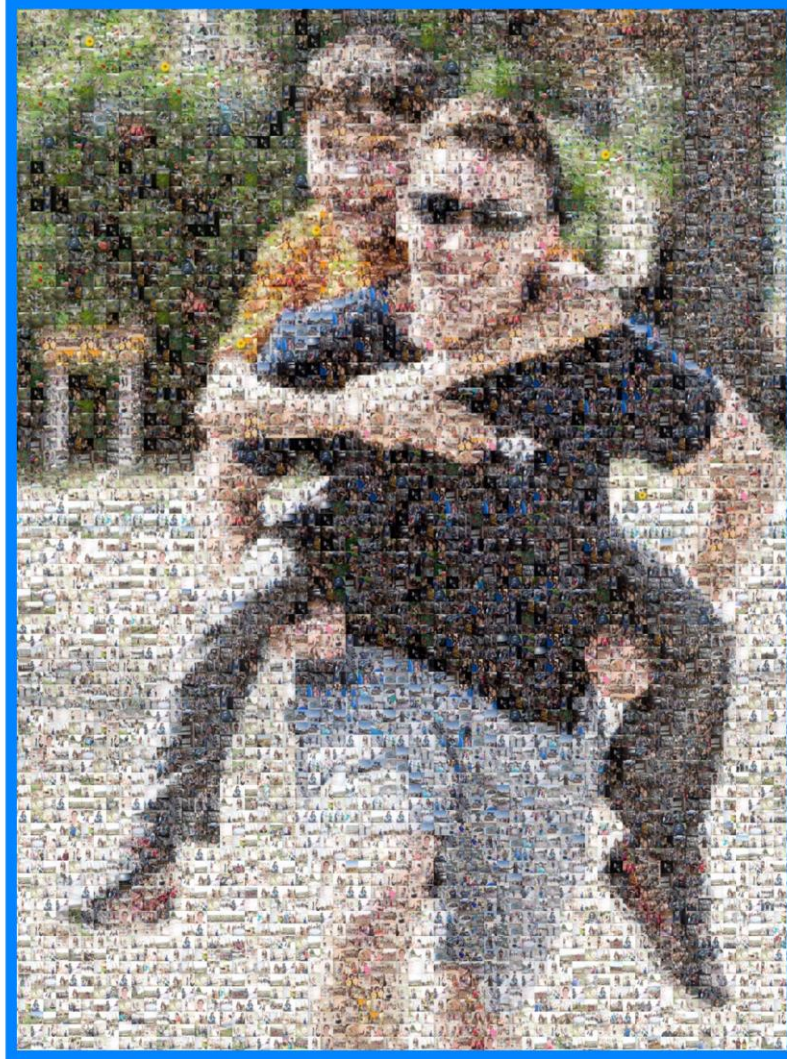


# The **BIRTHRIGHT** Show



*"I had the time of my life in Israel!"*

-Kevin, Northeastern University

Volunteering at the Nirim School in Haifa

**BIRTHRIGHTISRAEL.COM**

# CJP's IACT Initiative – The IACT Vision: Yesterday, Today & Tomorrow

*Cheryl Aronson , Vice President, Israel and Overseas, CJP*

*Sara Teichman, Assoc. Vice President, Immersive Israel Experiences, Hillel International*

# Staff Introductions & Conference Goals

Michael Eglash, *Upstart Ideas*

Matt Lebovic, *Associate Director, Campus Services, CJP*

# Welcome to BU Hillel – How Did I End Up Here? A Personal Story of Transformation

Reb Jevin Eagle, *Executive Director, BU Hillel*

# What'd You Say Your Name Was? – Icebreaker

*Ali Bernstein, IACT Coordinator, University of Central Florida*

*David Korenthal, IACT National Program Officer, CJP*

# Why We Do What We Do

Introductions: Sarah Granof, *IACT Coordinator, University of Vermont*

Lori Palatnik, *Founding Director, Jewish Women's Renaissance Project*

# Our Marketing Challenge? Recruiting Participants for Birthright Israel

Introduction: Michael Eglash, *Upstart Ideas*

Jeff Reinstein, *N. American Participant Recruitment Director, Taglit Birthright Israel*

# Personal and Professional Skills Session

Introduction & Moderator: Eric Esses, *Upstart Ideas*



# Personal Effectiveness – *The Power of Habit*

Omer Hit, *Senior IACT Coordinator, New York University*

# THE POWER OF HABIT

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A BOOK BY CHARLES DUHIGG

AND A PRESENTATION BY OMER HIT



NYU

| BRONFMAN

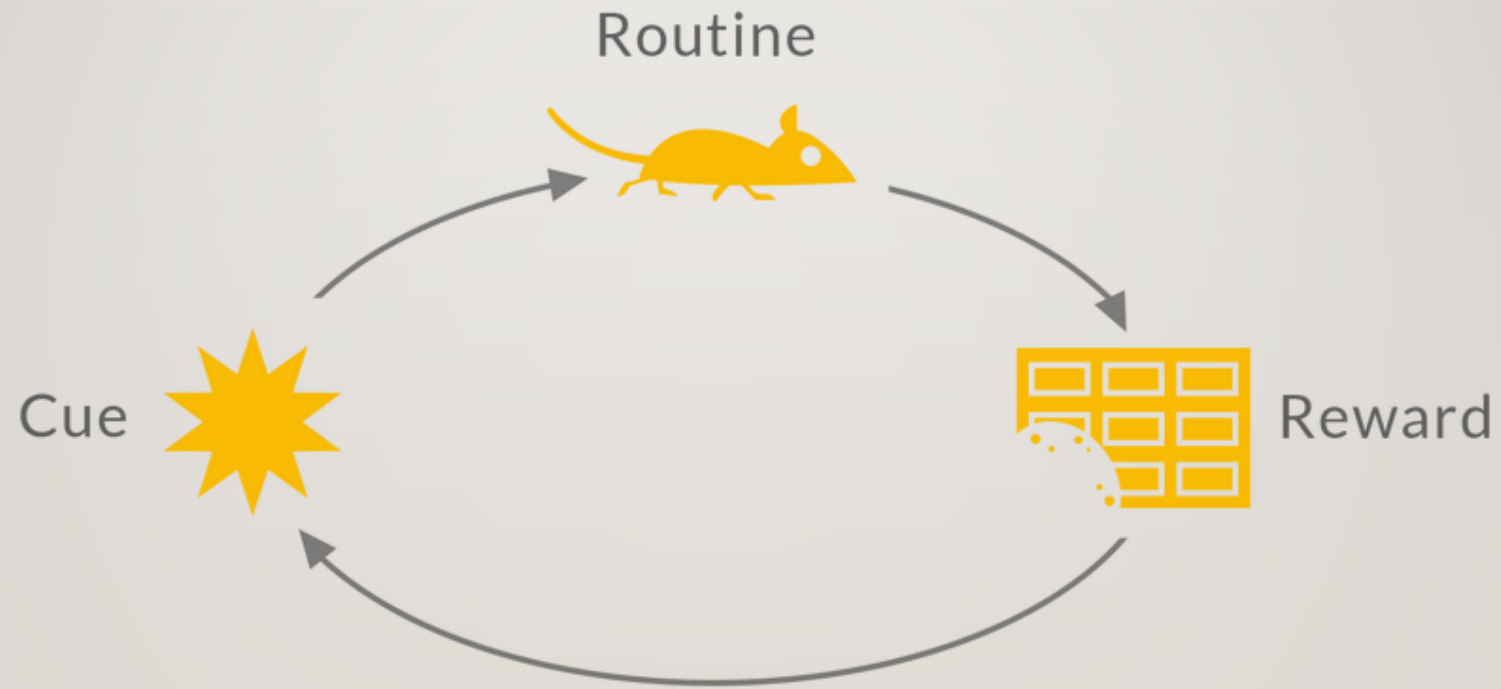
# HABITS

---

- Habits are innate, consistent, and shape our framed interaction with the world
- The brain is constantly trying to automate a sequence of actions to be efficient
  - This process is known as “Clunking”
- Examples: Walking and Central Pattern Generators, Reversing Out of A Driveway
  - Things that should take multiple steps are processed seamlessly

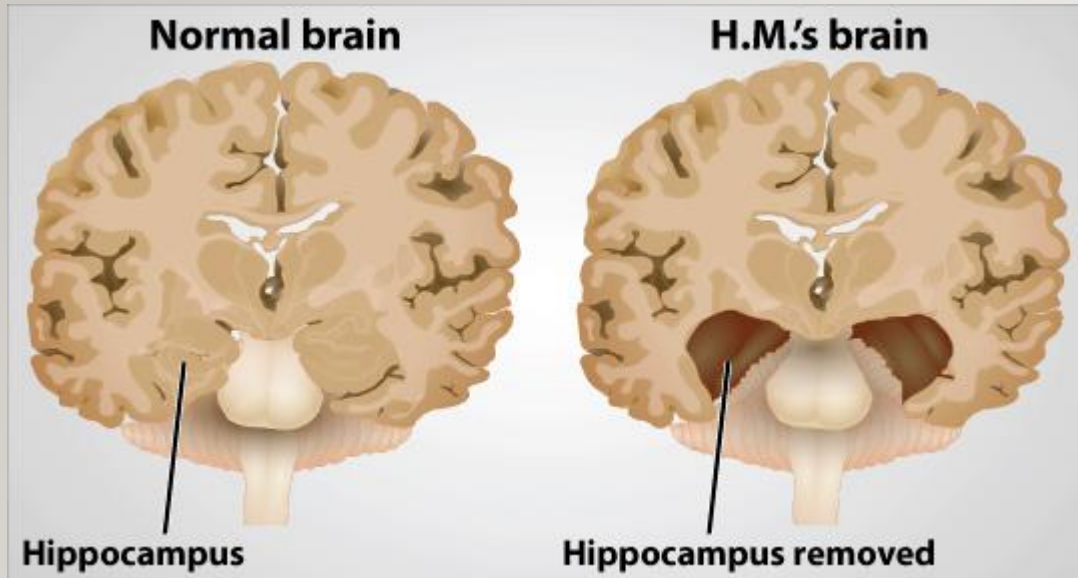
# THE HABIT LOOP

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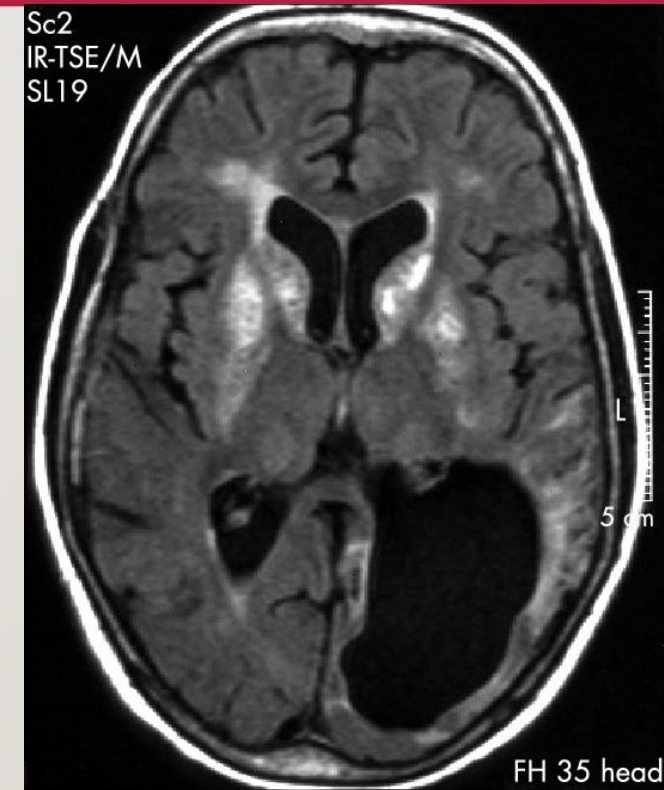


**THE HABIT LOOP**

# NEUROLOGICAL CASES SHAPING HABITUAL UNDERSTANDING



Patient HM



Patient EP



# HABITS CAN BE RESHAPED BUT NOT DESTROYED

---

- A Habit can only be manipulated if a new routine is successfully inserted into the process with the *same* cue and the *same* reward
- Must understand what is the current process, and work to understand the true cue and reward
  - Eating a cookie everyday at 4pm
  - Alcoholic's Anonymous
- Has to be belief driven

# MARKETING AND THE NEURAL HABIT LOOP

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- Habits can be created to meet the craving brain
- Marketers constantly manipulate the neural habit loop to integrate into consumer habits



# ADDITIONAL HABIT PIECES

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- Keystone Habits- a habit that causes a chain reaction of habit disruption
  - Exercising, prepping your bed before work
- Automating Will Power
  - People perform far better, and have much greater willpower, when they feel like what they are doing is a personal choice
- Many major companies are using data to analyze and predict consumer habits
  - Find it is powerful tool to sandwich a new habit you wish to nurture between your already existing routines



# HABITS AND SOCIAL MOVEMENTS

---

- Rosa Parks at 6pm on Thursday December 1, 1955 refuses to give up her seat
  - Two incidents like this happened in the month before this so what distinguished this as a fuse for the civil rights crusade?
- Ms. Parks was deeply involved in her community but the fuse of the movement sprouted from her "weak ties"
  - Weak ties with acquaintances are paradoxically more important than inwardly-facing conversations with close friends
- In the Montgomery bus boycott weak ties were powerful because they created peer pressure
  - Parks' web of connections made people risk losing face in social standing for not participating and enabled a new social habit that sparked the Civil Rights Movement

# LEVERAGING WEAK TIE ENGAGEMENTS

---

- Recruitment methodology at the core is engagement based relationship building-no way around it
  - Leveraging ways to capitalize on the weak ties is a strong tangible way to couple the pitch through multiple channels
- Allow interns to understand the full vision for the engagement recruitment model
  - Building and leveraging emotional capital to move students to go on the trip
  - Understand the full values proposition of your trip and allow them to use their own language to frame it based on their own experience
  - Work with interns to strategically program, outreach, and engage prospect lists through weak ties
- Manifesting strategic brand definition

# LEVERAGING WEAK TIES CONTINUED

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- You have to work hard to build the base personal relationships
  - Go on the coffee dates, build emotional capital and leverage personal pitches
- Then build avenues to instill avenues to engage weak ties
  - Table with four to five diverse students always
  - Posters in dorms, popular campus coffee shops, and departments
  - Email campaigns and leverage story
  - Innovative events that draw students in such as Puppy Party



# new york city can be lonely.

[freeisraeltrip.org/nyu](https://freeisraeltrip.org/nyu)



תגליט • TAGLIT  
BIRTHRIGHT ISRAEL  
this trip is a gift from Birthright Israel.



find your people on nyu's  
official trip to israel



NYU

BRONFMAN  
[bronfmancenter.org](https://bronfmancenter.org)



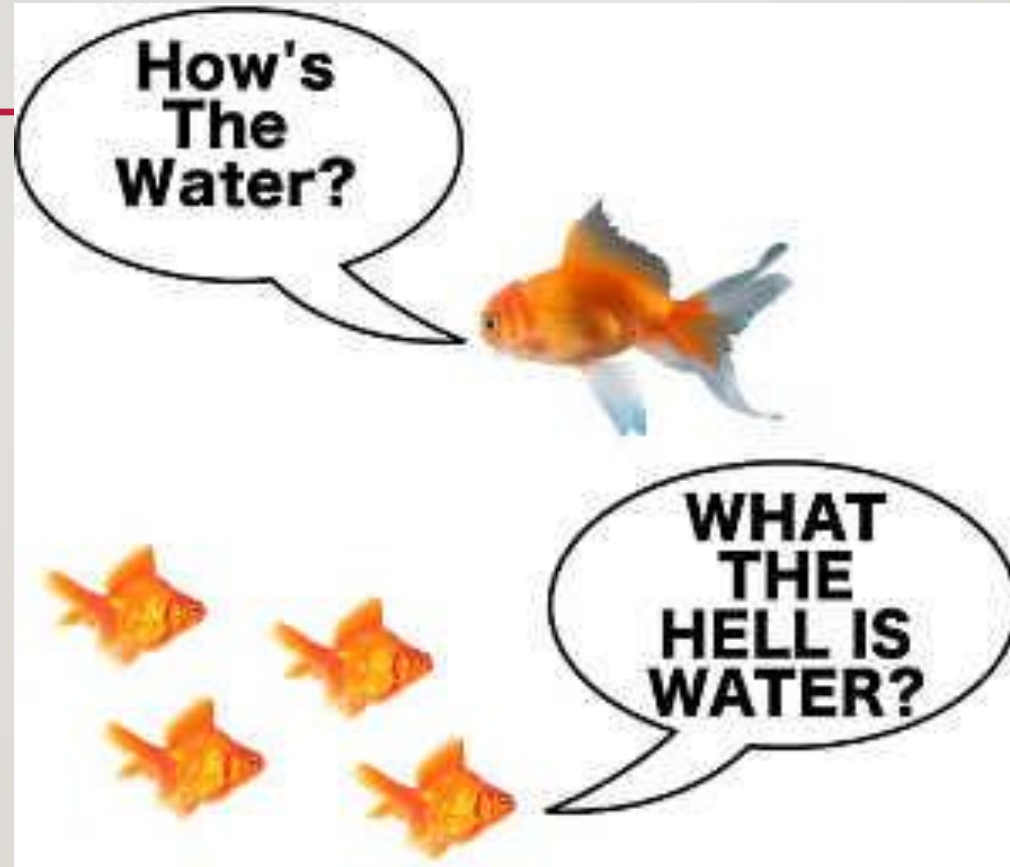
@bronfmancenter

# FURTHER LEVERAGING HABITUAL KNOWLEDGE

---

- Craft a model that celebrates will power and responsibility
  - NYU Birthright Fellowship's duality of responsibility as individuals and a team
- Keystone habit of Coffee And Tasks
  - To ensure priorities don't fall through and that all responsibilities are accounted for
- Outline institutional habits of communication, transition between projects, and collaboration to best position your program to succeed

# NEUROBIO OF FREE WILL



- No matter how strong a habit is, as long as you are aware the habit exists you have the ability to decide to change it





NYU | BRONFMAN



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IACTWEACT UACT

YALLA

# A Moment of Movement

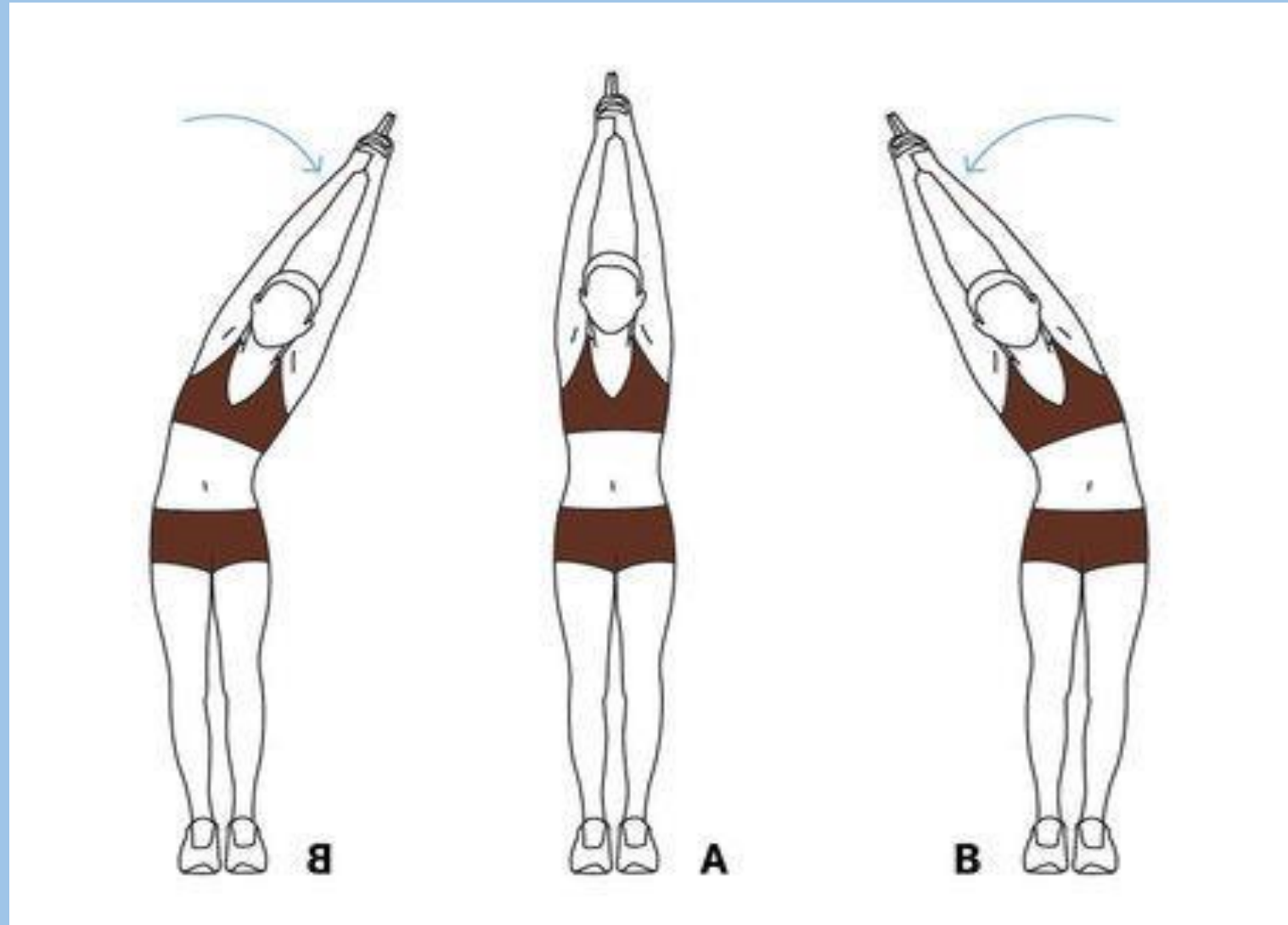
Tarryn Winik, *IACT Coordinator, Virginia Tech University*

Ben Kern, *IACT Coordinator, University of California, Santa Barbara*

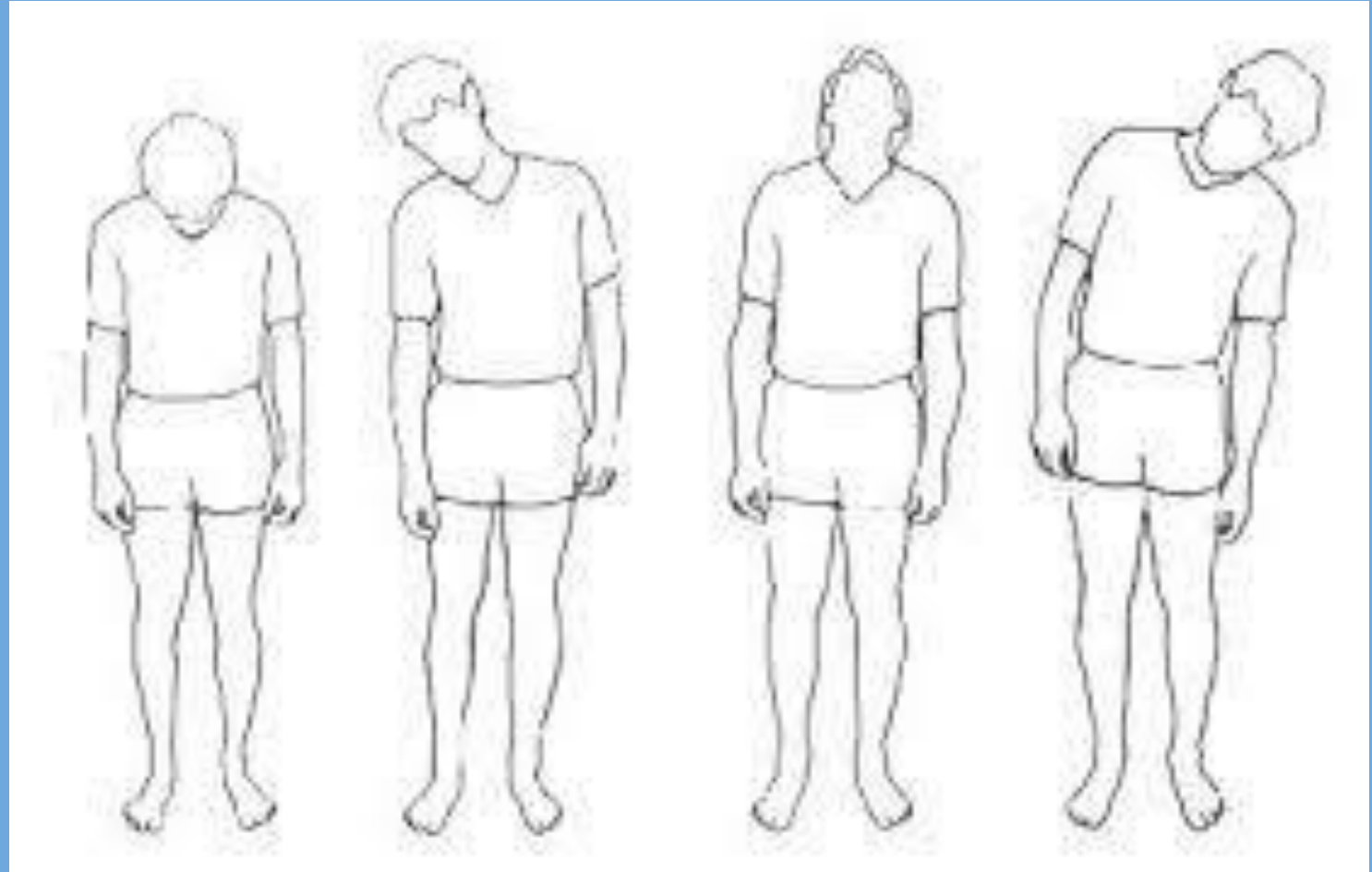


Get Up and Moving with  
Tarryn & Ben

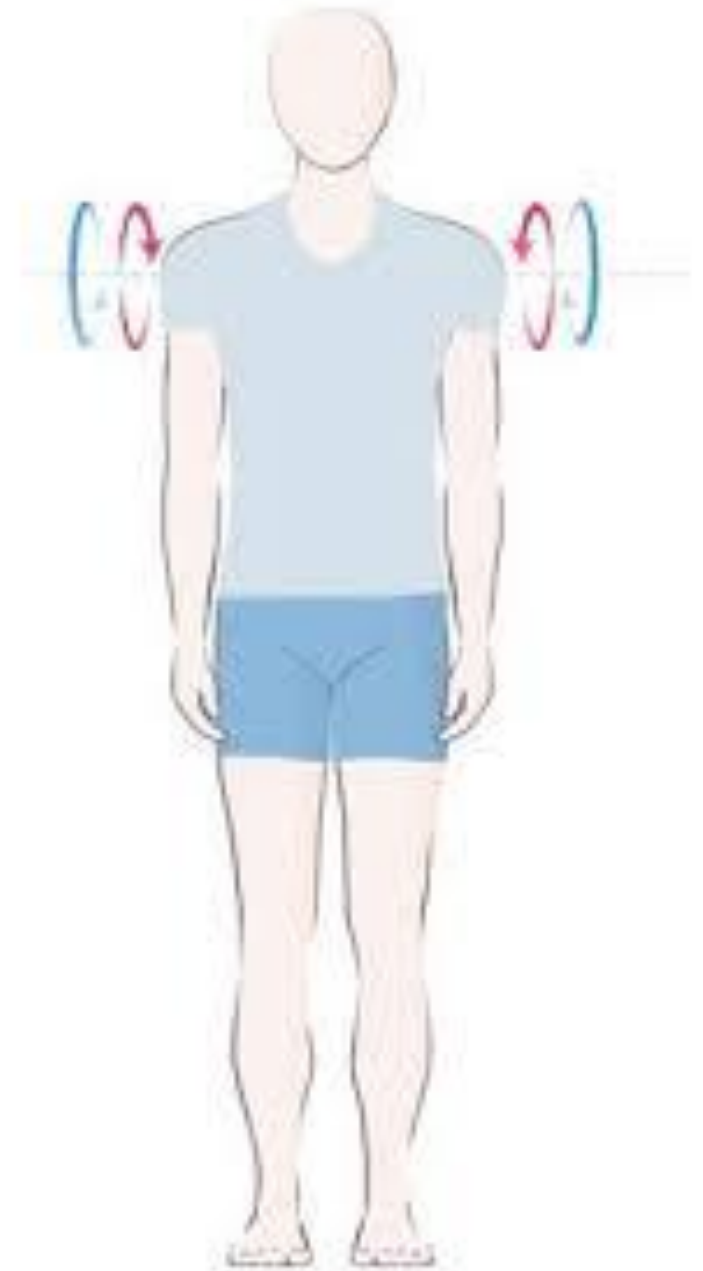
## Upward Reach (15 seconds each side)



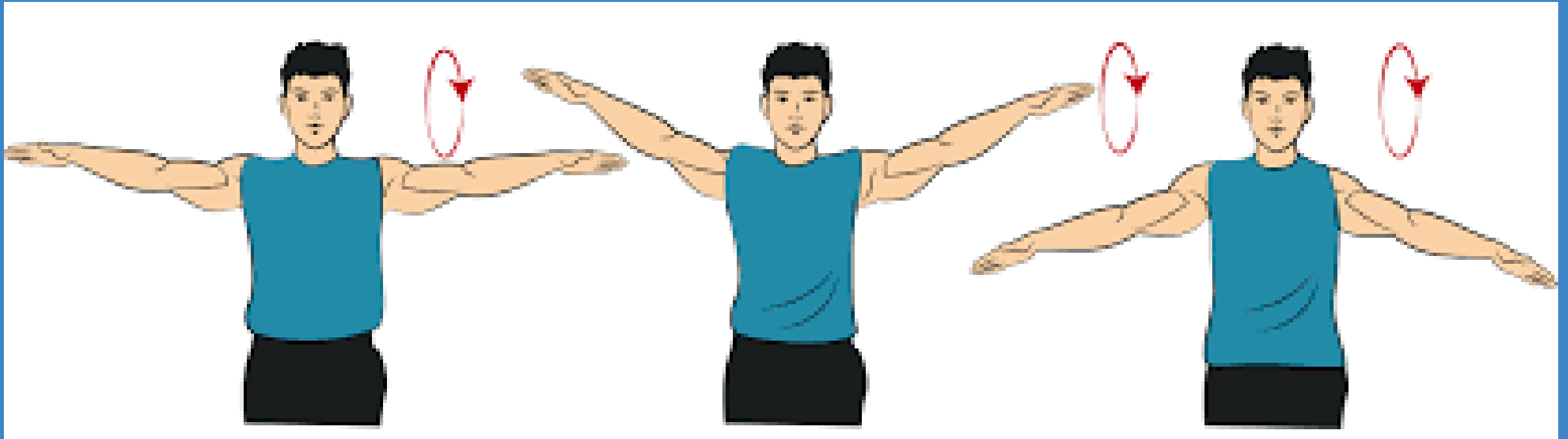
## Neck Rolls (15 seconds each way)



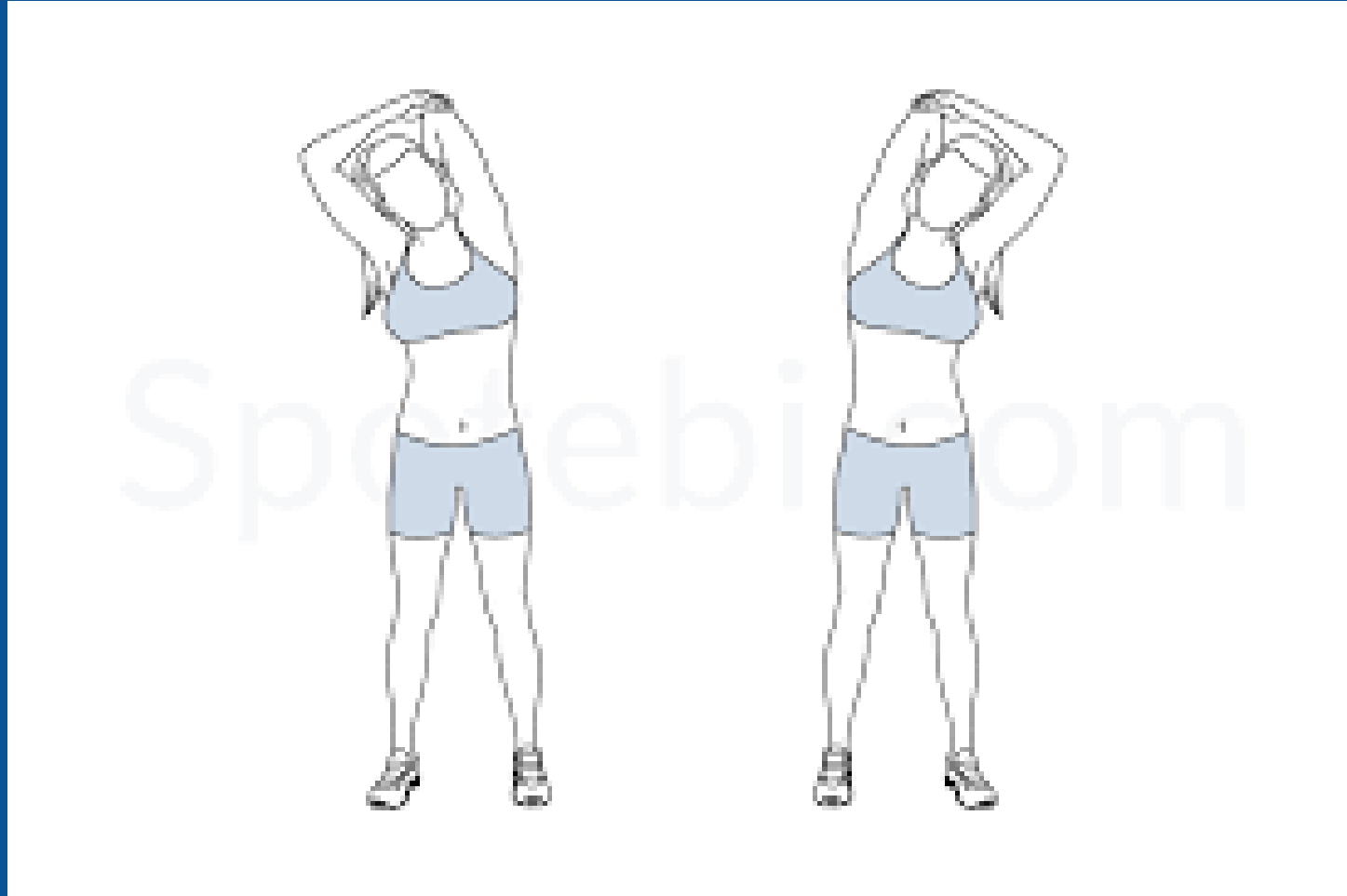
Shoulder Rolls (15 seconds forward,  
15 second backward)



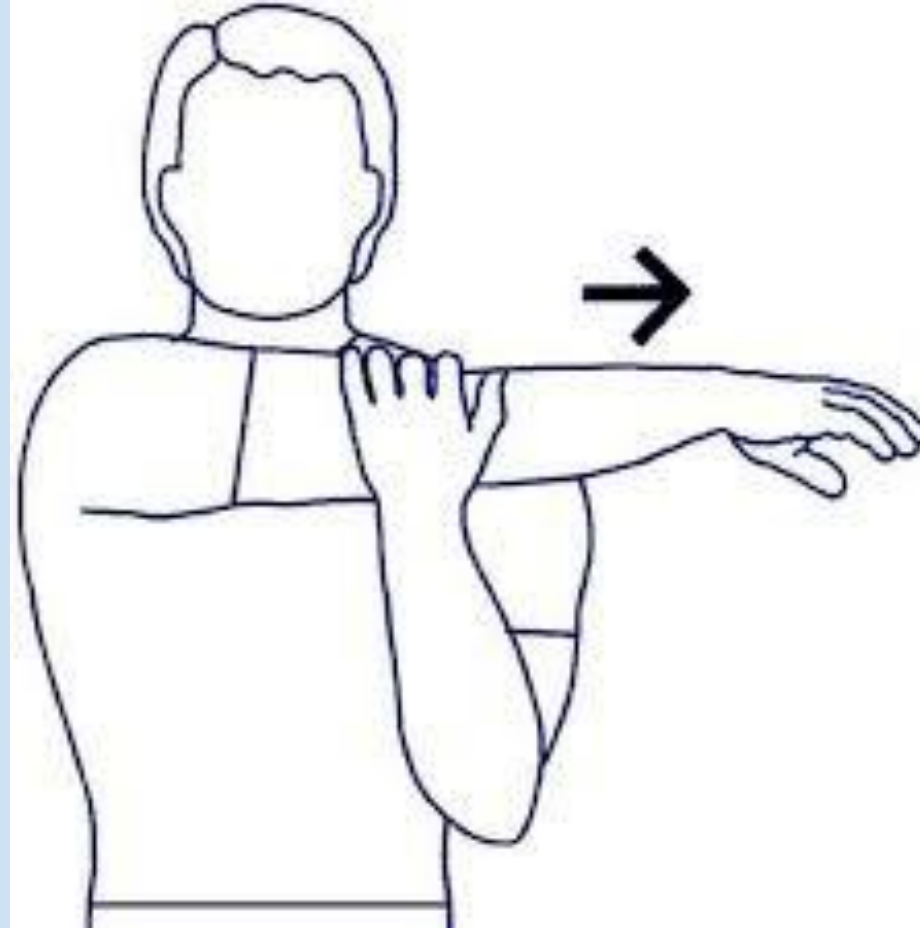
Arm Circles (15 second forward, 15 seconds backward)



## Tricep Stretch (15 seconds each side)



Shoulder Stretch (15 seconds each side)



## Wrist Stretch (15 seconds each side)





## Quad Stretch (15 seconds each side)



# Full Body Shake Out

# Motivating People - *Start with Why*

Alyssa Kaminsky, *IACT Coordinator, Clark University*

# Start With Why

By: Simon Sinek

Alyssa Kaminsky  
IACT Clark University

# START WITH WHY: HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION | SIMON SINEK (2009)

Are you deciding based on **false** assumptions?

Design things to **fit** from the start.



transactions  
stress, no loyalty



568 MP3 Player  
↓  
1,000 songs in your pocket

People don't buy **WHAT** you do, they buy **WHY** you do it.

This is better because...  
customer loyalty and self-justification



Clarity of **WHY** → discipline of **HOW** → consistency of **WHAT**



limbic brain  
decisions, gut feel  
neocortex  
rationalization

I think this is right  
<  
I feel this is right  
<  
I know this is right

Trust is not a checklist.

I did everything I promised. Can I have your undying loyalty now?



You have to show that you share the same **values** and **beliefs**.



A company is a **culture**. Find people who believe what you believe.

Men wanted for Hazardous journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honour and recognition in case of success.



Clear a path for others



Leadership:

~~come up with all the great ideas~~  
create **environment** where great ideas can happen

I have a **DREAM**.

We have a **PLAN**.

WHY people  
+ HOW people  
+ WHAT people

Energy excites, charisma inspires.

**FIND YOUR WHY.**



succession is important

Where are you on this spectrum? Where are your customers?

Logo → **symbol**

Achievement ≠ Success

compete against everyone = no one helps  
compete against **yourself** = everyone helps

# Golden Circle

— — — —

Why are some organizations able to inspire and succeed while other aren't

Why- what's your purpose? What's your belief? Why do you get out of bed every morning?

How - how you do it

What- everyone knows what they do

Most communicate outside in, and that isn't working

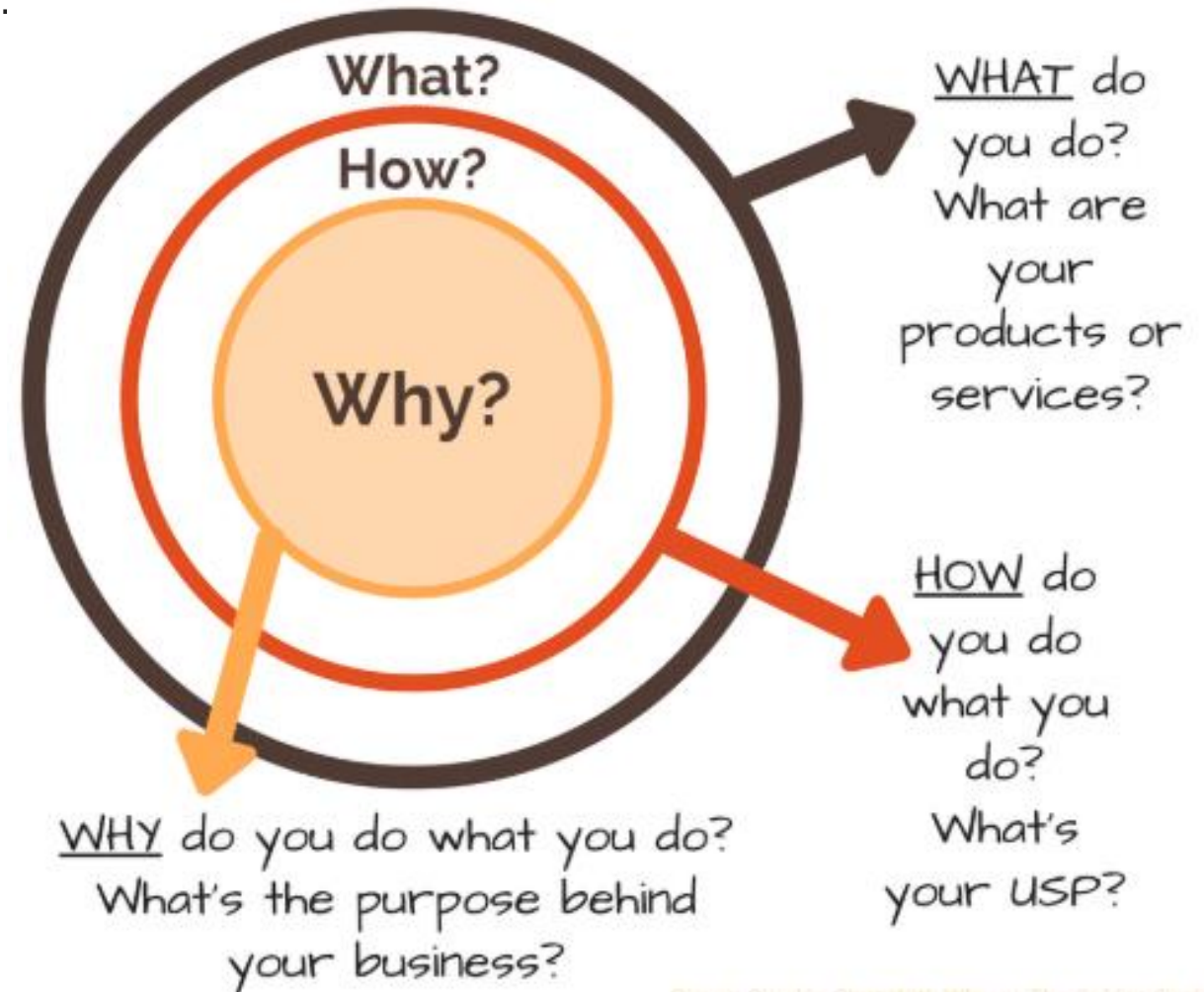
We have to work from inside out- Show WHY you do what you do

# Golden Circle

- Sinek purports that great organizations seem to create their foundation by first addressing Why they exist, then How they go about their mission, and then finally, What they do.

## How Great Leaders Inspire Others

- How do you inspire others?



# Law of Diffusion of Innovation

— — — —

- innovators/early adopters/early majority/late majority/laggers
- To achieve mass market success you need to cross the “tipping point” between 15-18% market penetration
- The early majority won’t try something until someone else does it first
  - Need to target innovators and early adopters so the majority can feel “safe”



# Leaders v Those Who Lead

— — — —

- Leaders: hold a position of power/authority
- Those who lead: inspire us
  - We follow those who lead not because we have to, but because we want to
- It is those who start with *why* who have the ability to inspire those around them

# Why buy it from you?

— — — —

- Have to pitch with our “Why”
  - Why are we selling this trip? Why do we have this job? Why do we care?
- People don’t buy what you do- they buy why you do it
- You are selling a trip, an experience, and specifically with you, as a trustworthy, educated leader

# Start With Why- IACT Model

---

- Why: Do you want to be engaged with a community on campus that understands you with bonds you'll have for the rest of your life? Do you want to have an amazing learning and cultural experience abroad that will gear your college years? Do you want to be a leader on campus?
- How: Sign up for Birthright with your campus
- What: Birthright Israel trip for 10 days

# Marketing Skills – How to Make Your Birthright Trip *Contagious*

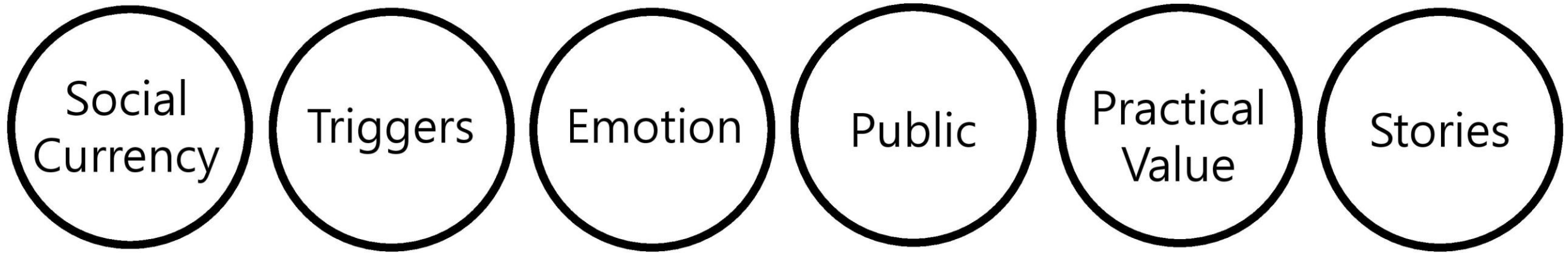
Stephanie Bekerman, *IACT Coordinator, University of Maryland*

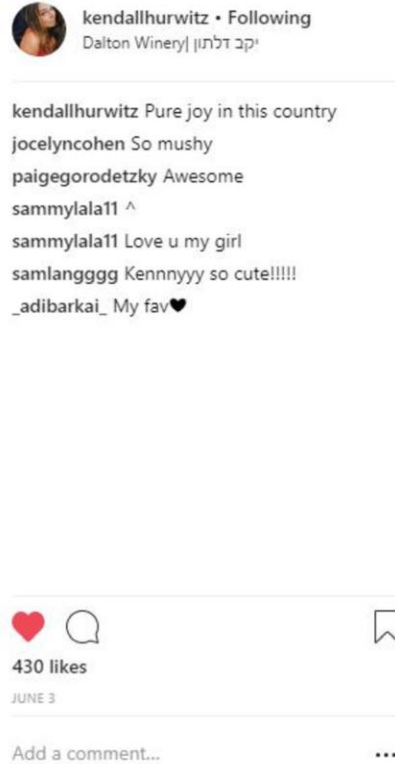
# Making Our Trip *Contagious*

Contagious – Why Things Catch On, By Jonah Berger

STEPHANIE BEKERMAN

# STEPPS





# SOCIAL CURRENCY

People share things that make them look good to others

Create a trip that makes students want to talk about it



Social  
Currency

Triggers

Emotion

Public

Practical  
Value

Stories



Email

# TRIGGERS

Posters

BIRTHRIGHT ISRAEL  
WINTER  
PRIORITY LIST  
JOIN NOW

Social Media Ad

BIRTHRIGHT  
ISRAEL  
MARYLAND HILLEL

SIGN UP TO TRAVEL  
» FREEISRAELTRIP.ORG/UMD

*This trip is a gift from Birthright Israel.*

Social  
Currency

Triggers

Emotion

Public

Practical  
Value

Stories





# EMOTION

"Rather than harping on features or facts, we need to focus on feelings; the underlying emotions that motivate people to action."

"How can we craft messages and ideas that make people feel something?"



**CHECK OUT PHOTOS FROM OUR SUMMER 2018 TRIPS**

Social  
Currency

Triggers

Emotion

Public

Practical  
Value

Stories

Observability has a huge impact on whether products and ideas catch on

# PUBLIC

SWAG

PopSockets

Carabiners

Drawstring Bags



A promotional poster for Birthright Israel Maryland Hillel. The background is yellow with a honeycomb pattern. The text "BIRTHRIGHT ISRAEL" is in black, and "MARYLAND HILLEL" is in red. Below this, it says "SIGN UP TO TRAVEL" and "FREEISRAELTRIP.ORG/UMD". At the bottom, it says "This trip is a gift from Birthright Israel." There are three polaroid-style photos: a group of people, a person riding a camel, and two people in swimwear. Logos for Maryland Hillel and Birthright Israel are in the bottom right corner.

BIRTHRIGHT  
ISRAEL  
MARYLAND HILLEL

SIGN UP TO TRAVEL  
»» FREEISRAELTRIP.ORG/UMD

*This trip is a gift from Birthright Israel.*

MARYLAND HILLEL  
TAGLIT • ת'גלית  
BIRTHRIGHT ISRAEL

Social  
Currency

Triggers

Emotion

Public

Practical  
Value

Stories



**BIRTHRIGHT ISRAEL  
MARYLAND HILLEL**  
**FREEISRAELTRIP.ORG/UMD**

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 **CREATE AN ACCOUNT**  
Visit [freeisraeltrip.org/umd](https://freeisraeltrip.org/umd) and create an account with a non-university ("edu") email address.

 **APPLICATION PART 1**  
Fill out the general information portion of the application and submit your refundable deposit.  
For the Trip Selection section, choose "Campus Trip" and select the Maryland Hillel trip.

 **APPLICATION PART 2**  
Confirm your email address by clicking the link in the email from [help@hillel.org](mailto:help@hillel.org).  
Within 24-48 hours, you'll receive an email from Hillel International ([israel@hillel.org](mailto:israel@hillel.org)) with a link to Part 2 of the application.

 **INTERVIEW**  
Watch your email to sign up for a 30-minute interview with a Maryland Hillel team member.

 **SEAT OFFER**  
Once your application is complete, it will be reviewed by Birthright Israel.  
Accept your seat offer and yalla, let's go to Israel!

**QUESTIONS?**  
Email Steph at [birthright@marylandhillel.org](mailto:birthright@marylandhillel.org) or text/call 301.422.6200.

# PRACTICAL VALUE

WHAT ARE YOU WAITING FOR? SIGN UP TODAY AT:

**FREEISRAELTRIP.ORG**

-  visit [freeisraeltrip.org](https://freeisraeltrip.org) to begin your application and to select the trip of your choice
-  submit a refundable \$250 deposit as soon as possible to get priority status
-  fill out part II of your Hillel application when you receive an email with a link to log in
-  schedule a quick chat
-  yalla (let's go) - off to Israel!
-  questions? give us a call at 202.449.6695 or email us at [israel@hillel.org](mailto:israel@hillel.org)

*This trip is a gift from Birthright Israel. Participants must be between the ages of 18-32 to participate.*

Social  
Currency

Triggers

Emotion

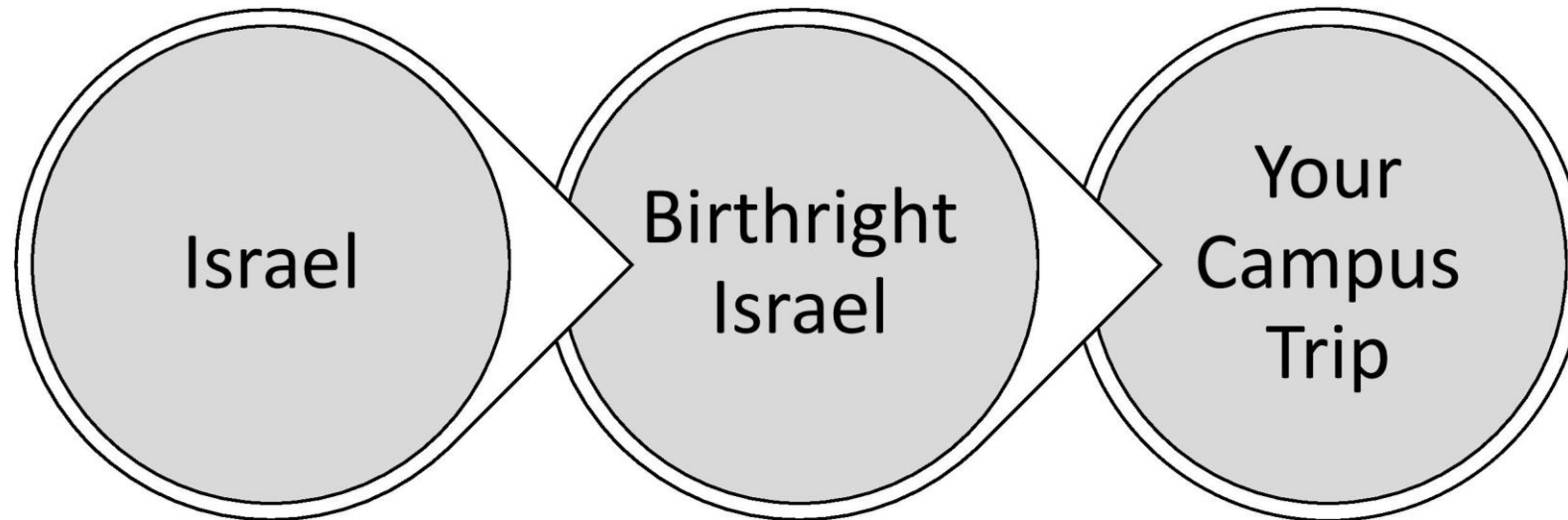
Public

Practical  
Value

Stories

"We need to build our own Trojan Horse—a carrier narrative that people will share, while talking about our product or idea along the way."

# STORIES



Social  
Currency

Triggers

Emotion

Public

Practical  
Value

Stories



# How is your trip *Contagious*?

Social  
Currency

Triggers

Emotion

Public

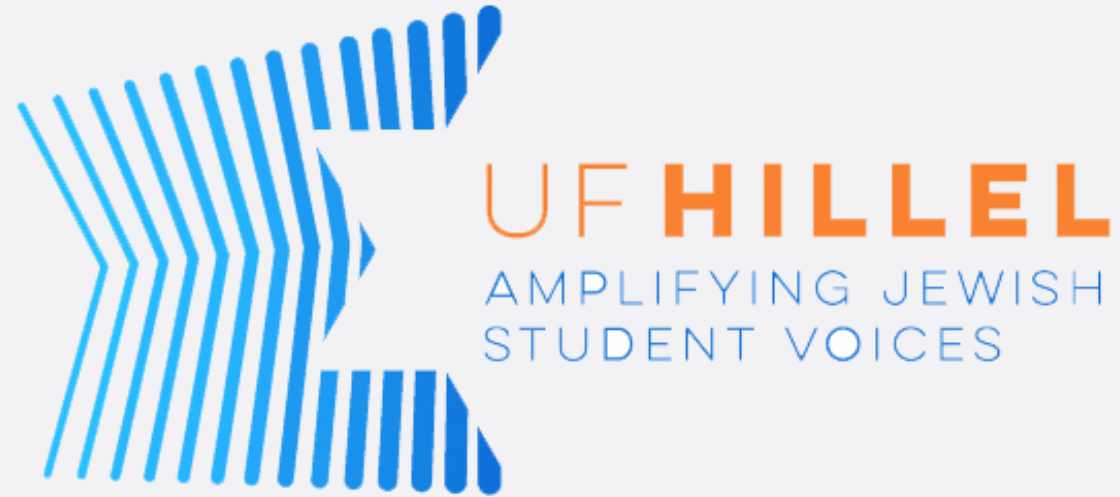
Practical  
Value

Stories

# Understanding the Birthright Israel “Sales Process”

Introduction & Moderator: Tatiana Uklist, *IACT Coordinator, Cornell  
University*

Rabbi Adam Grossman, *CEO, Hillel at the University of Florida*



Going From **Change** To **Transformation**

# TURNING A BLIND EYE





# A NEW GENERATION OF CHALLENGES

26  
%

Of 18-29 year  
olds believe  
**being part  
of the  
Jewish  
community**

40%

Of college students  
are  
**not engaged** with  
traditional  
Jewish  
institutions.

27%

Of college  
students  
**decreased  
their  
approval** of  
Israel.

# SELLING IS TRANSFORMATIONAL NOT TRANSACTIONAL

## PROSPECTING

Finding as many people as possible

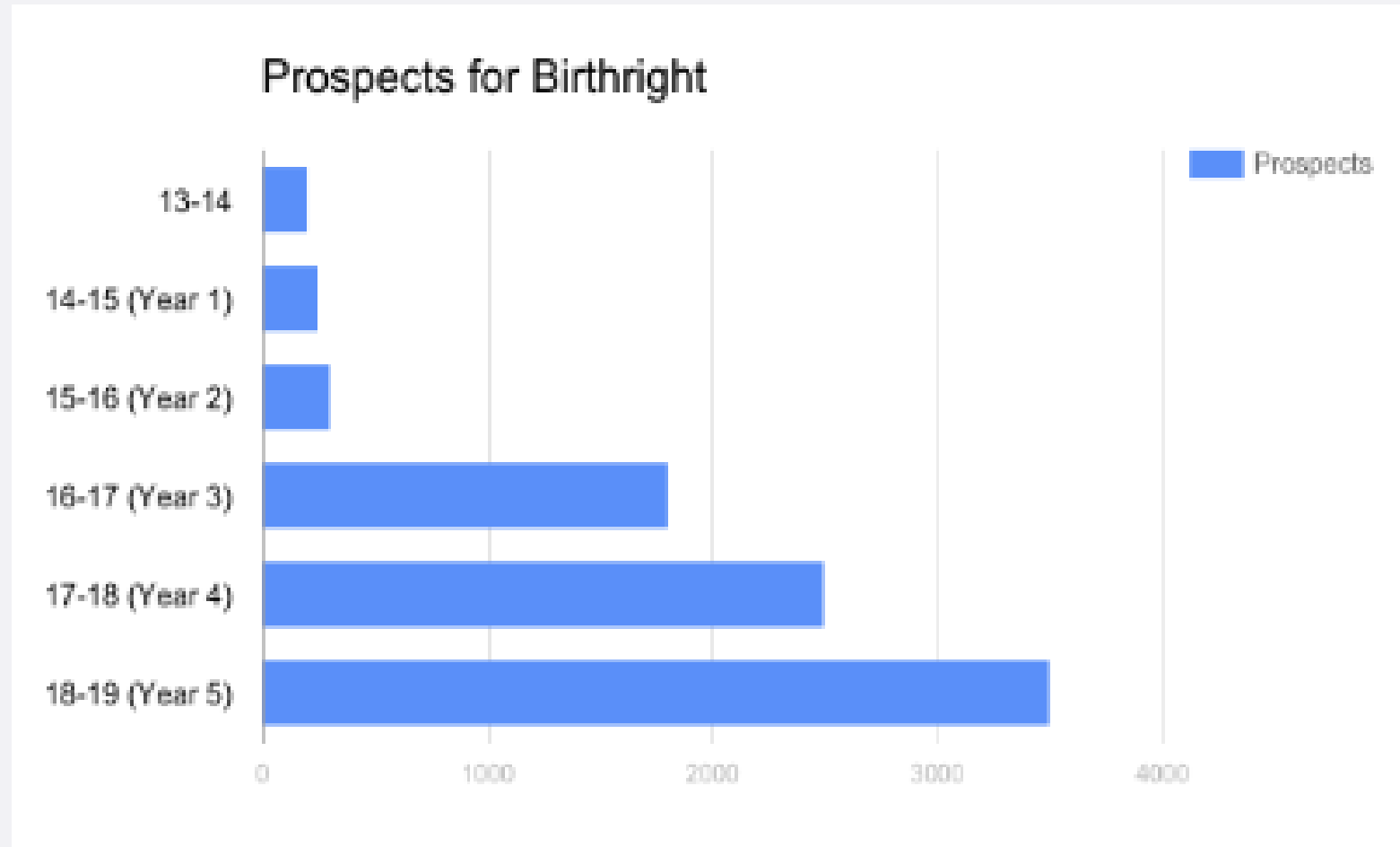
## CLOSING

Maximizing the number of prospects that convert to participants

## ACCOUNT MANAGEMENT

Ensuring retention and relevancy

# PROSPECTING



[UftoIsrael.org](https://UftoIsrael.org)

## CLOSING – COFFEE IS FOR CLOSURES



- Takes 100 Prospects for 1 close
- Convert 15% of Prospects
- UF Hillel Increased Birthright participation from 180 to 280 (55% growth)

# ACCOUNT MANAGEMENT

## 4Rs of Post-Birthright Connection

- RETAIN
- REACH OUT
- RELEVANCY
- REPEAT





## UF HILLEL

Norman H. Lipoff Hall, 2020 West University Ave. Gainesville, FL 32603

[Info@UFHillel.org](mailto:Info@UFHillel.org) / 352.372.2900

UF Hillel / [UFHillel.org](http://UFHillel.org)

Career Up Now / [CareerUp.org](http://CareerUp.org)

The Selling Factory / [TheSellingFactory.org](http://TheSellingFactory.org)

UF Birthright Israel / [UFtoIsrael.org](http://UFtoIsrael.org)



# Day I Summary and Q & A