

HOW I GREW TRIP REGISTRATION

- Omer Hit, IACT Coordinator *NYU*
- Zach Silverman, Senior IACT Coordinator *University of Texas*
- Matal Camille, IACT Coordinator *Northeastern University*
- Brooklyn Michalowicz, IACT Coordinator *Columbia/Barnard*
- Lauren Cohen-Fisher, IACT Coordinator *Harvard University*
- Becca Levine, IACT Coordinator *University of Delaware*

Large Campus Recruitment

Zach Silverman

Three Prongs

- Interns
- Network
- Engagement -> Recruitment

Interns

- Cover Diverse Networks
 - Greek
 - Jewish and Non-Jewish
 - Non-Greek
 - Regular Hillel Students
- Approachable and Socialable
- Emotionally Intelligent



Network

- Does tabling work?
- Alumni
- Current Birthright Students
- Hillel Leaders
- Fellow Staff Members



Grand Strategy

- Engage to recruit. DO NOT recruit to engage.
- If you're making a hard sell, you're doing it wrong.
- Talk about everything but Birthright.

How I Grew Trip

Staying true to target audience focus

- Focused heavily on underclassmen (32/40)
 - Capitalized on:
 - Freshfest week (+Parents)
 - Welcome week
 - New relationship with staff, school, and Hillel
 - Shabbat Dinners
 - Incoming NEU freshman list
 - Coffee, on Coffee, on Coffee
 - Informing of secondary Israel opportunities
- " It's not if.... It's when..."*

How I Grew Trip

Getting the word out

- Intern team
- Tabling on campus
- Heavy social media
- Swag production





Birthright Recruitment Best Practices: Columbia/Barnard Hillel

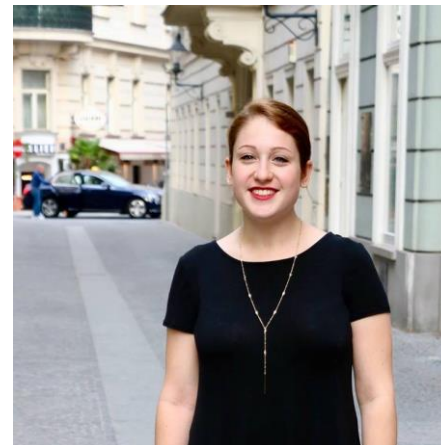
BROOKLYN MICHALOWICZ

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(Side) Street Team



Share Some Friends

- ▶ Started with a list of over 600 students
- ▶ Narrowed it down to about 120 eligible students
- ▶ Recruited almost 40 from that list for this winter
- ▶ 80+ students on the SSF list for summer
- ▶ Added names of students that coworkers met throughout registration

A	B	C	D	E	F	G	
First	Last	Email	School	Year	Street Team Last Semester	Status Last Semester	Street Team
Ada	Naiman	an2767@barnard.edu	Rosie		Anna Fondiller	emailed	
Alexa	Perlov	alp2221@columbia.edu	SEAS	2021	Anna Fondiller	emailed	
Alexa	Perlov	Alp2221	Seas	2021	Liza Cohen		
Alexa	Levy	arl2202@columbia.edu	Columbia College	2021	Liza Cohen	Messaged	
Alexander	Tuchler	awt2124@columbia.edu	SEAS	2021			
Alexandra	Cooper	Arc2225@columbia.edu	Columbia College	2021	Brooklyn	Meeting Up w/ this week	
Allison	Greenberg	alg2232@barnard.edu	Barnard College	2021	Rachel Winton	emailed	
Amit	Regev	amit.regev@columbia.edu	General Studies	2021			
Anna	Feldman	af2992@columbia.edu	JTS/General Studies	2021	Anna Fondiller	emailed	
Anna	Feldman	af2992	JTS/Columbia	2021	Brooklyn	emailed	
Annie	Ablon	aba2160@barnard.edu	Barnard College	2021	Rachel Winton	emailed	
Ariel	Tzamarot	ant2130@barnard.edu	Barnard		Anna Fondiller	emailed	
Arielle	Yacker	aly2115@columbia.edu	JTS/General Studies	2021	Anna Fondiller	emailed	
Arielle	Yacker	Aly2115	Columbia jts	2021	Paige Miller	interested in Winter 2018-2019	
Avital	Raff	jr22119	Barnard	2021	Liza Cohen		
Avital	Raff	jr22119@barnard.edu	Barnard College	2021	Sarah	emailed	

Catch us under the
Columbia flag in the
shade at the bottom of
low steps! If you're
facing low, we're on
the lawn to the right!



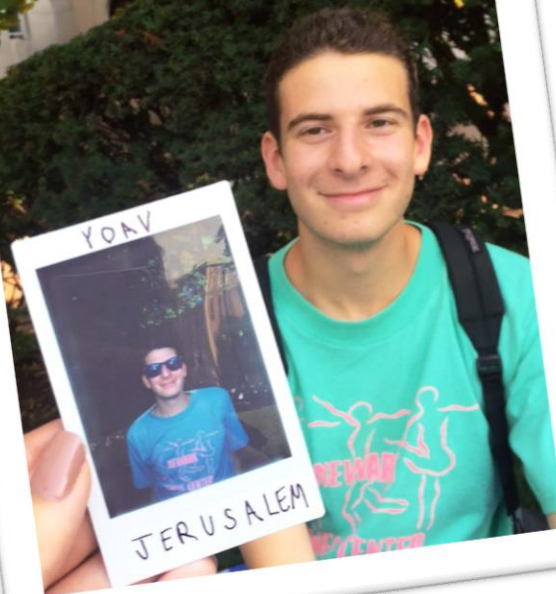
13 people registered
[@morgan.raum](https://www.instagram.com/morgan.raum)



5 seats officially full!



All-signed up and ready
to go!



We have our first
student officially
registered!!!!

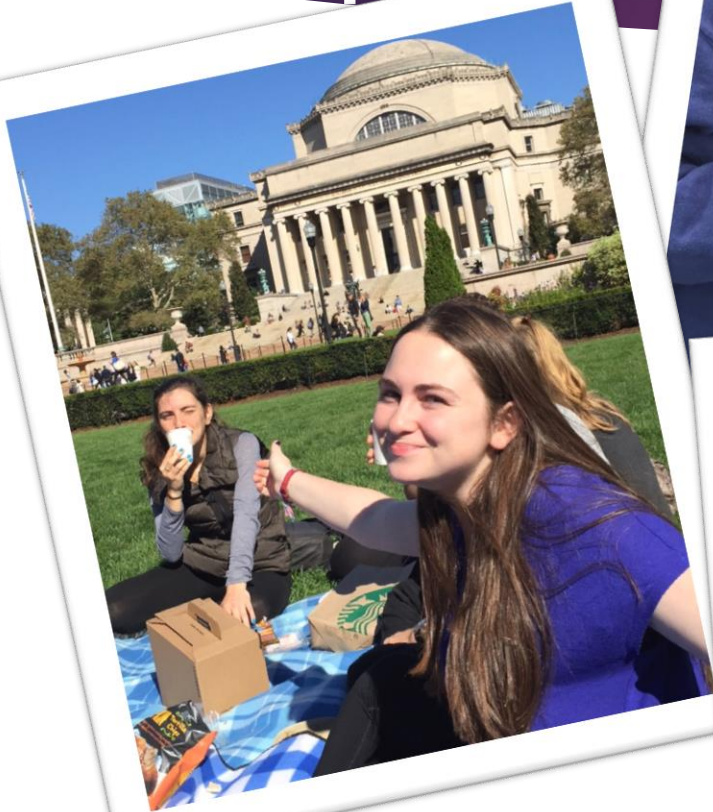


First day of Registration!

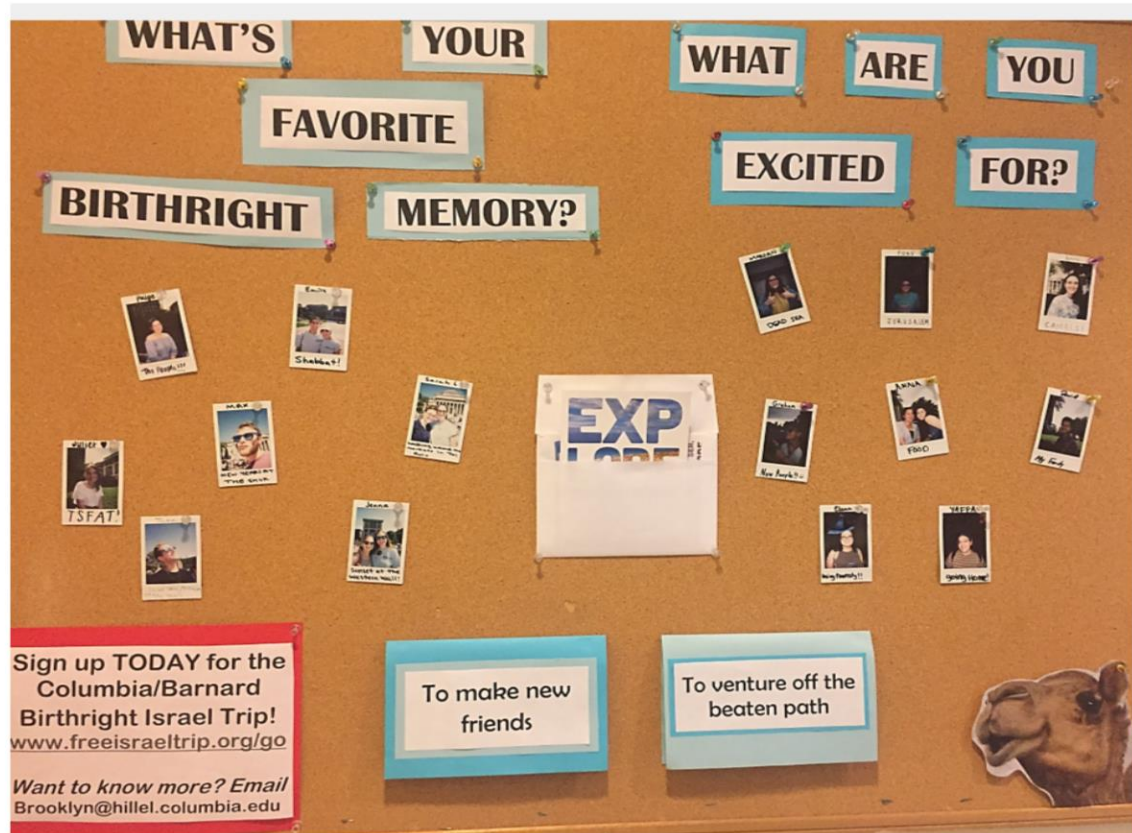


@BirthrightwithBrooklyn

Creating a presence on campus!



Marketing Materials



EXPLORE
SPEND PART OF WINTER BREAK
EXPLORING TEL AVIV, JERUSALEM, THE DEAD SEA, AND SO MUCH MORE



THANK YOU!

GROWING RECRUITMENT

AN EDUCATIONAL APPROACH



SOMETIMES THE BEST MARKETING STRATEGY IS TO STOP MARKETING AND IMPROVE YOUR PRODUCT

- Major issue (on my campus): BRI not imminent
 - Students can now sign up until they're 32
 - There are other campus opportunities that they won't be able to do later
 - Reputation of BRI as a “party trip”
- Solution: created educational programming that elevated my trip so that students felt my product was not something they could “get after college”
- **If you become a stronger educator, you will be able to run a better trip**



BUT HOW DOES ONE “BECOME” AN EDUCATOR?

- Seek professional development opportunities that can enhance your skills as an educator/facilitator:
 - Birthright Fellows
 - Resetting the Table Fellowship
 - M2 Experiential Jewish Education Certificate
 - iCenter Experiential Israel Education Certificate
 - HillelU Talent Grants for Education Conferences
 - AEE Regional Conference on Experiential Education
 - Find an educator that you trust/admire and have them go through your lesson plans with you for feedback



WHY IT'S IMPORTANT?

- Your itinerary doesn't matter as much as you do
- Your alumni will be able to reach far more students than you ever will. If your alumni truly believe that your trip brings something to the table that no other BRI trip will, they will make that known on campus
- My high school science teacher used to tell us that if didn't succeed on an exam, we shouldn't work harder, we should work smarter...



IMPORTANT QUESTIONS TO ASK YOURSELF WHEN BUILDING AN EDUCATIONAL PROGRAM

- What is my goal (ideally what will students walk away knowing/thinking about)?
- What is my objective (what is one measurable metric that I can use to judge whether I am successful)?
- What is my program (literally, what will you do)?
- Does my program directly reflect both my goals and objectives?
- What sort of questions should students leave with?
- What materials do I need?
- **Do I believe with my whole heart in this program and the values it teaches??



Registration in Action

- First time tabling on campus, using puppies at table
- Social media platform #BlueHenBirthrightIsrael
- @BeccaUDHillel
- Birthright Israel Shabbat
- 90 Coffee Dates with Sales Team
- 721 interactions with someone from the Birthright Team
- Freshman Fest tabling, making Sales Team stand out at Freshman Fest as THE trip to go on when put next to Chabad





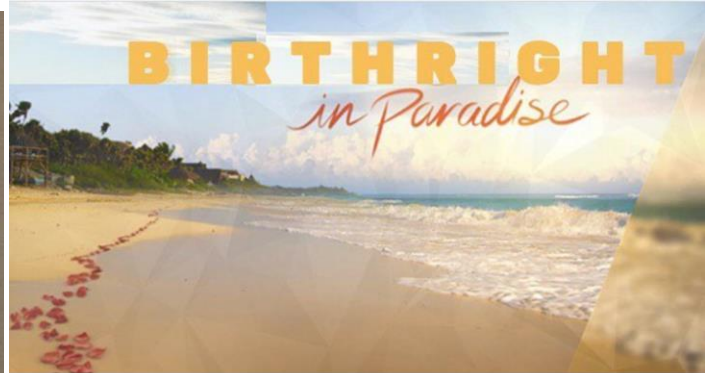
Liked by omgitsemily18, rgord and 58 others

birthrightwithbecca If you're reading this you're going to Israel #BirthrightBling #thatcouldonlymeanonething #bluehenbirthrightisrael #staff #hilleLOWEEN



Liked by rgord, remmmd and 31 others

birthrightwithbecca 🇺🇸 🇩🇪 🇫🇷 🇮🇱 🏠 [freeisraeltrip.org/delaware]



Liked by omgitsemily18, _tlv and 31 others

birthrightwithbecca Are you ready to find your hummUS? 🥰❤️!!! #bluehenbirthrightisrael



Liked by omgitsemily18, rgord and 20 others

birthrightwithbecca Don't worry we aren't sleeping either. Beyoncé is reppin both our trips this winter with #bluehenbirthrightisrael •