**Job description:**

Help me recruit for the Summer 2017 Birthright bus! I am looking for current Clark students, located in Worcester for the Spring 2017 semester, who are outgoing, creative, personable, charismatic, involved on campus, and passionate about his/her BRI experience. Most importantly, these students will serve as a BRI ambassador on campus with their peer network to be a voice of the Clark BRI trip and recruit students for the upcoming trips.

**Main Responsibilities:**

1. Assist tabling and at BRI recruitment events
2. Generating new leads by reaching out to friends and potential Birthright participants via phone calls, email, Facebook, and general social media
3. Recruiting Clark students to register for and attend for this summer’s trip
4. Marketing the Clark BRI experience

Sharing information in classes and student organization meetings

Creating status updates on your own page to promote Birthright

1. Reporting weekly on hours worked and BRI recruitment activities

**Expectations:**

1. You are required to work the duration of registration until just after spring break. The hefty hours are on the front end, during February. You will be paid $50 plus $8/hr for tabling + working residence hall events, $5 for being at an event per hour (and an extra $10 for each BRI eligible students you bring to an event). These are all based on the hours you log on the online tracker for everything listed below in #5 and that will be your salary. You do not have to present at each full event, although that is preferred.
2. Generate a list of at least 3 new-found qualified Clark students for the winter trip ($10 deducted for each student under 3)
3. Your main goal is Recruitment. Recruit at least 1 student to sign up (who wasn’t planning on definitely going) and they must use your name as a reference. If this is not fulfilled, $50 will be deducted from your salary. For each additional person, you will receive $50.
   1. Double dip <http://www.birthrightisrael.com/sendafriend/Pages/default.aspx>
   2. Spread this info around to friends so they can recruit too
   3. You can have up to 15 coffee dates paid for with up to $100 in cash (negotiable) with students to speak about your Birthright experience, explain why they should go on Birthright, and help them register. Save your receipts.
4. Attend the following events, which **do not** count towards your weekly hours/salary
   1. Individual meetings with Karen at the start and periodically throughout the semester as we see fit, based on your schedule.
   2. Five Shabbat Dinners/Holiday dinners until March 25.
5. Attend the following events, which **do** count toward your weekly hours/salary. Each of these times reflect the start and end times of events. As an intern, it is also your responsibility to set up and clean up, which counts towards your hourly salary.

Recruitment Events on Campus:

* 1. **Birthright Israel Big Prize Bingo – Grind** 
     1. Wednesday, January 25, 7-9 pm
  2. **Putting the “Om” in Shalom Yoga – Grind**

**\*\*Reach out to fitness clubs for this**

* + 1. Thursday, February 2, 7-8 pm
  1. **Dessert in the Desert Birthright Israel Information Session – Lurie**
     1. Monday, February 6, 7-8 pm
  2. **Fondue You Want to Go to Israel? Birthright/Onward Alumni Panel – Lurie**
     1. Tuesday, February 7, 7:30-8:30 pm
  3. **(Root Beer) Float on the Dead Sea on the Square – Red Square**

**\*\*Need to get our table and maybe tent**

* + 1. Wednesday, March 1, 12-2 pm

Recruitment Events in the Residence Halls (dates and times still TBA but here’s what I requested) – these times reflect start and end times, budget in about a half hour for set up and clean up

\*\*SEND MITCH MESSAGE TO SEND TO RAs (note to Karen)

1. **Cookie Decorating in Bullock and Wright**
   * 1. Tuesday, January 24, 7-8, 8-9
2. **Cookie Decorating in JSC and Dodd**
   * 1. Wednesday, February 1, 7-8, 8-9
3. **Cookie Decorating in Dana and Hughes**
   * 1. Monday, February 13, 7-8, 8-9

Tabling in the UC:

1. **Wednesday, January 25, 5-7 pm**
2. **Thursday, January 26, 11:30-1:30**
3. Friday, January 27, Involvement fair 3-5 pm (tentative)
4. **Monday, January 30, 11:30-1:30**
5. **Thursday, February 2, 5-7**
6. **Monday, February 6, 5-7**
7. **Tuesday, February 7, 5-7**
8. **Wednesday, February 8, 11:30-1:30**
9. WPI Thursday, February 9, 12-2 with Rachel (note)
10. WPI Friday, February 10, 12-3 with Becky (note)
11. WPI Monday, February 13, 11-3 (note – just Karen)
12. **Tuesday, February 14, 11:30-1:30**
13. **Wednesday, February 15, 5-7**
14. **Wednesday, February 22, 5-7**
15. **Thursday, February 23, 11:30-1:30**
16. **Friday, February 24, 11:30-1:30**
17. **Monday, February 27, 11:30-1:30**
18. Pick 1 club to reach out to and actively seek out friend groups to register for trip
19. Post on Facebook at least 3 times per week about registration (one may be sharing a post of mine)
20. Invite all friends to Birthright Facebook events
21. Share Some Friends app (maybe)
22. Have flyers on you at all times, be ready to talk about Birthright and give out flyers
23. You will have check-ins with Karen (either in person or via text/phone) every week to review long-term project status and specific goals
24. End of recruitment celebratory dinner!

Notes:

1. Sign up for events and tabling on the Google spreadsheet in the allotted slots (on your $$ tracker, include set up and clean up time)
2. Tabling
   1. Interactive, Lively, Music, don’t be on computer, standing up
   2. Have sign up sheet and give out swag
   3. Ideas? Games, spinner/raffle?

\*trip dates: May 17, 2017 – May 29, 2017

Registration Instructions:

1. Sign Up now at clarkubirthright.com (make sure "Tlalim-Israel Outdoors" is set as your trip organizer)

2. Complete your registration starting February 6th at clarkubirthright.com

3. Make sure to **Tlalim-Israel Outdoors** is set as your trip organizer in the Primary Application.

4. Make sure the Clark University trip is set as your trip selection.

5. Submit your deposit.

6. Once you submit your deposit, within 24 hours Israel Outdoors will email you a link to the Secondary Application. Log in and choose the Clark University trip.

7. Wait for a "Trip Offer Email" from Israel Outdoors. Once you receive it, accept the spot!

To guarantee your spot on the trip, register by February 13th. First round of trip assignments go out that week!

The absolute deadline is March 13th if the trip isn’t full.

By signing below, I am agreeing to the following statements:

* I have received a copy of the Taglit-Birthright Israel Intern Contract.
* I understand the above description, responsibilities, strategies and expectations.
* If the above expectations are met, all Birthright Interns will be paid for the work completed through March 25, 2016 (with exceptions of last minute/late sign ups using you as a reference that may be included later.)
* I understand that if I do not meet the above expectations, I may be fired or deducted compensation.
* I have officially accepted the Taglit-Birthright Israel Intern position for Fall 2016 recruitment for the Clark Birthright Spring 2017 trip.

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**Taglit Birthright Intern Printed Name Date**

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**Taglit Birthright Intern Signature**

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**Clark IACT Coordinator Printed Name Date**

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**Clark IACT Coordinator Signature**