



Jewish Learning Venture™

Berger Synagogue Network for Engaging Families with Young Children

They showed up, now what?

*How to follow up with families after they attend an
event.*

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Hello and welcome!

Once we get started, I'm going to ask each of you to introduce yourself to the group. Please share:

your name

your congregation and role

During the webinar I welcome you to ask questions and make comments. Let's imagine that we are all sitting together conversing. Put your feet up, relax, and let the ideas flow.

This webinar is going to be recorded.

Thank you and, once again, welcome. I'm so glad that you are joining us today.

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Agenda

- *Welcome*
- *Limmud*
- *They came, so what?*
 - *Social Media*
 - *E-mails/Phone Calls: How much and when?*
- *Q & A / Sharing*



Limmud

Hillel says:

Do not separate yourself from the community; do not have confidence in yourself until the day of your death; do not judge another until you stand in his place; do not say something that shouldn't be heard; in the end it will be heard; do not say, "when I have time I will study," lest you never find time.

Pirkei Avot 2:4

Questions for Discussion:

- *Who is the community?*
- *What does it mean to "separate yourself" from the community?*
- *What are the implications of this text on your follow up with families?*



Social Media Follow-Up

- *1. Make sure you have photo permissions before people leave your event!*
- *2. On Facebook, you can share location, venue, any partners, etc. so that more people will get to see and share. We don't "tag" but invite people to tag themselves and share photos.*
- *3. Use your website to feature a photo gallery/ short blurb/blog about the event*



Social Media Follow-Up

Best ways to stay in touch using social media:

- *Find out what social media your people are using. Pinterest? Twitter? Meetup? If you have limited time to post, use it where people will see it.*
- *Use your social media to say hello and connect people in between events—for example, set up a weekly “Shabbat Shalom” facebook post.*
- *Check out your synagogue/school web site to see if there is parent-friendly, welcoming language.*



Following up: How much and when?

- Personal e-mails, coffee dates, phone calls
- Communal e-mails
- Targeted e-mail
- We missed you e-mail
- Sending packages in the mail
 - (snail mail vs. e-mail)





Developing relationships

Do: Follow up with a personal e-mail

Don't: Send an impersonal thank you by blind copying a whole list of families

Do: Forge a personal relationship family to family

Don't: Forget to think before you act:

What is the family interested in?

Do: Invite to another event in the near future

Don't: Automatically send membership material

Do: Check in periodically

Don't: Forget about families you met earlier in the year



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