

## **Membership Committee 2006-2007**

This has been a year of wonderful successes for the Membership Committee. The big news of the year was our new ad campaign, which showcased The Jewish Center's best asset, its people! The ads featured individual congregants in a testimonial setting. The text used real quotes from the subjects which explained why they felt such a deep attachment to The Jewish Center and how their synagogue enhanced their lives. Copy provided specifics on the featured individuals such as occupation and membership tenure to further allow the reader to connect to them as real people. The ads ran a number of times in leading publications, in the weeks leading up to the Open House. Press releases and articles in TJC's newsletter ran as well to round out the media plan.

The Membership Committee began its roster of activities with a wildly successful Open House. This event was held on the same day as the Block Party and Nursery School Open House. Prospective members got to meet and greet Jewish Center clergy and board members, and participate in these two events.

The success of our ad campaign and Open House was demonstrated in prospective member attendance and new member sign ups. Compared to previous years, there were more than double the number of prospective members who attended the Open House after our ads and articles ran in the local media. During 2006-2007, membership continued to grow at a healthy pace, and the inquiries are still coming in.

Throughout the year, the Membership Committee continued to follow up on inquiries from prospective members. Committee members welcomed new members with a phone call or two and sought them out at TJC events to make our newest additions feel welcome.

Last but not least, the committee produced a new Membership Directory. This document lists all TJC families, addresses and phone numbers, and even email addresses. There is a cross reference for couples whose last names are different. The directory includes Board and Staff contact information, and wonderful welcoming letters from our Rabbi, our Board President and the Membership Committee Co-chairs.

The committee looks forward to another year of continuing to help TJC build a warm, welcoming congregation.

Respectfully submitted,  
Stephanie Will and Debra Morgenstern  
Co-chairs, Membership Committee