

# Community Think Tank

Sharing community ideas

By Jonny & Yaacov

Welcome! We are very excited to share with you a project from the new Community Engagement & Marketing Team, working with you to build vibrant and engaged communities. This is going out to Rabbis, Honorary Officers, Board members and Administrators.

The aim of Community Think Tank is to share your best ideas and success stories, so please be in touch with suggested ideas for inclusion in future editions.

## Rosh Hashanah & Yom Kippur Edition

### 1 Rosh Hashanah coffee stop



The Rosh Hashanah Service is one of the longest of the year. For many members this can be a very uplifting experience, but for others, they may need an occasional coffee break.

Belmont successfully introduced a coffee stop on Rosh Hashanah. We think this is a great way of engaging members outside of the service. Contact us to find out how to make this work in your community.

This could be combined with a reading corner, giving those after a break the opportunity to nourish their soul as well their body.

### 2 "Happy to Help" volunteers

Many members only come to Shul at this time of year. They are likely to need some assistance - whether it is finding a seat, directions to the children's service or knowing which page to turn to in their machzor.

"Happy to Help" volunteers around the site and inside the service can be friendly faces, who members know they can turn to for help. We recommend using lanyards to make these volunteers identifiable.

If you have a big site with multiple rooms, consider creating a site map showing all the different activities to help people get around. Your "Happy to Help" volunteers can hand these out on the front gate with a smile and a 'shana tova'.



### 3 Get Social in the run up to High Holidays

The average person spends around 1 hour and 20 minutes browsing Social Media every day - the possibilities for engaging your members are endless



Do a Facebook recruitment drive.  
Try a 'Honey Cake Selfie' as a way to build followers



Share your favourite High Holy Day tunes. Last year, Stanmore put out a beautiful YouTube clip by Chazzan Jonny Turgel



Encourage community discussion:  
2 ideas - What is your new years resolution? Favourite Rosh Hashanah recipe?



**Need help with Social Media? Ask Jonny!**

### 4 Tashlich in the park

Every year, Borehamwood hold a Tashlich Social in the park.

They encourage the community to meet in the same park at the same time. As well as Tashlich, there are games, social areas and of course, honey cake.

This simple event provides the opportunity for the community to spend time together outside of shul and helps to build a sense of unity.

**To use this poster, contact Jonny**

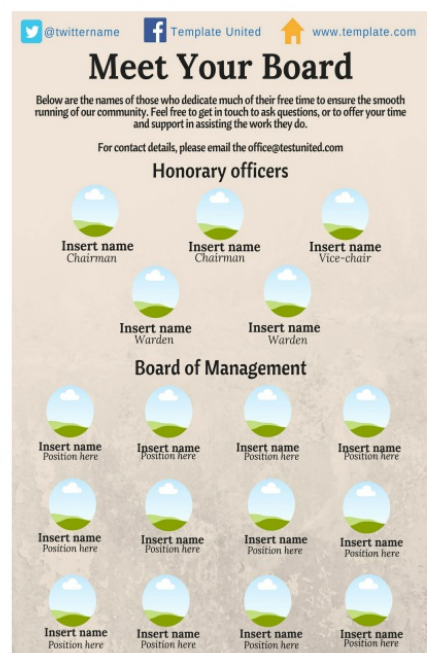


### 5 Create a who's who!

To help members and visitors feel more at home, why not create a flyer introducing the community team? This could include both the Rabbinic team, Professional staff, Executive & Board of Management.

It is simple to create - all you need is photos, names and a line or two about their role. Speak to us and we can share a template with you.

Place this on every seat in shul, including a note inviting potential volunteers or visitors to be in touch.



**To use this poster, contact Jonny**

### 6 A different appeal

This time of year members contemplate New Year's Resolutions. This offers a wonderful opportunity to engage them in volunteering projects.

On Rosh Hashanah, why not run a different appeal not for money, but for volunteering time.



**Need help with this idea? Contact Yaacov!**

**Get in touch:**

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