

Appendix 1: Recruitment

Recruitment Strategies and Suggestions:

Below are some suggestions to help recruit both women and girls to participate in your collective:

- Create a brochure or flyer with highlights of the curriculum (SEE ATTACHED)
- Write a letter of introduction to send to parents of girls in Hebrew school classes, youth groups, etc. (see below).
- Speak to supplementary and day school teachers, youth group leaders, JCC staff, Hillel staff and students, friends and colleagues. Advertise in synagogue bulletins, local Jewish newspapers, at JCCs, women's groups and e-mail lists.
- Hold an open meeting for anyone interested in learning more about the collective.

Sample Recruitment Letter

Below are the recruitment letters we wrote. Please adapt them as you see fit.

Letter to Parents of Potential Teen Participants

Dear Parent:

Think *tzedakah* is easy? Putting a penny in the *pushke* box is a wonderful start, but we all know that giving money away is a complicated intellectual, financial and emotional decision.

That's why we are creating The Young Jewish Women's *Tzedakah* Collective—a monthly gathering of young teen girls and their 30-something counterparts—to explore our roles as philanthropists and change-makers in society. Co-sponsored by the Jewish Fund for Justice, the JCC in Manhattan, and *Ma'yan: the Jewish Women's Project*, our group will meet monthly from September through May. We will together become aware of ourselves as philanthropists and activists, culminating in a charitable donation to an organization of our collective choice.

Do you have a tenth-grade daughter (age/grade flexible) who would enjoy and learn from this experience? By joining us, she will have the opportunity to think about charitable giving early in her life, and to understand that both her money and her activism are necessary to make the world a better place. At the same time, we would like to mentor the girls who participate in this program. We hope that our involvement as peers rather than as authority figures will make this relationship easier.

Who Are We? Two years ago, eight Jewish women in their 20s and 30s gathered under the auspices of the *Ma'yan: The Jewish Women's Project* of the JCC in Manhattan for an amazing series of meetings about philanthropy. None of us had much to give away—indeed, most were students or working for non-profit organizations. But we were eager to make a difference in the world, and wanted to explore the financial possibilities. The intense collective decision-making

process and connected discussions culminated in an \$800 donation and the impulse to continue our work with girls.

How Will It Work? The Young Jewish Women's *Tzedakah* Collective will meet once a month for eight sessions in the 2000-2001 school year. We will bring together up to eight teenage girls and an equal number of young Jewish women to follow a philanthropy curriculum. All participants--teens and adults alike--will donate at each session, the girls a minimum of \$5 and the adults, a minimum of \$10 a session, and our discussions will be aimed, ultimately, at deciding collectively where to donate our collected funds, and why.

What Can You Do? Sign up your sincere, articulate tenth-grade girls now. Encourage them to participate, and explore with them what they might gain from this experience. Call us with any questions you may have, or have your girls call us themselves.

On the attached pages, you will find more information about what we have done and what we hope to do. We will be accepting girls for this project on a first-come, first-served basis through the summer, and hope to hear from you soon.

Letter to Teen Girls:

We are creating The Young Jewish Women's *Tzedakah* Collective—a monthly gathering of teen girls and their 30-something counterparts—to explore our roles as philanthropists and change-makers in society. Co-sponsored by the Jewish Fund for Justice, the JCC in Manhattan, and *Ma'yan*: the Jewish Women's Project, our group will meet monthly from September through May. We will together become aware of ourselves as philanthropists and activists, culminating in a charitable donation to an organization of our collective choice.

Are you or do you know of a tenth-grade girl (age/grade flexible) who would like to join us? We will have the opportunity to think about charitable giving, and to understand that both our money and our activism are necessary to make the world a better place. At the same time, we would like to mentor the girls who participate in this program. We hope that our involvement as peers rather than as authority figures will make this relationship easier.

Our group began last year, when eight Jewish women in their 20s and 30s gathered under the auspices of the *Ma'yan*: The Jewish Women's Project of the JCC on the Upper West Side for an amazing series of meetings about philanthropy. The intense collective decision-making process and connected discussions culminated in an \$800 donation and the impulse to continue our work with girls.

This year's Young Jewish Women's *Tzedakah* Collective will meet once a month for eight sessions in the 2000-2001 school year. We will bring together up to eight teenage girls and an equal number of young Jewish women to follow a philanthropy curriculum. All participants--teens and adults alike--will donate at each session and our discussions will be aimed, ultimately, at deciding collectively where to donate our collected funds, and why.

Please do call us with any questions you may have.