

Filling a Need Might Yield Your Club New Members

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At different stages in our lives we all have needs we want filled. When a Men's Club steps forward to fulfill that need with an activity, a man will likely be impressed by the worth of the club and would want to be part of this meaningful organization in the future. Here are some ideas that your club could try:

Newly-weds involved in a mixed marriage might feel alienated in a synagogue setting. This is a perfect opportunity for a Men's Club to step forward with a **keruv group discussion** so that these couples won't feel all alone; such a session might be the catalyst for new friendships and involvement.

Men with pre-school age children often want to spend quality time with their kids and also want to meet other young men. A Chicago area Men's Club created **Daddies and Darlings** to fill this need. It's simply a Sunday morning program for dads and their pre-school aged kids, where the club hires someone to play games and sing songs with the children. Fathers will sometimes join in, but they are also taking the opportunity to forge new relationships

by not having free time just for the two of them. That's where a Men's Club in Richmond, VA, stepped in with **Kids' Night Out** – a monthly activity at the synagogue for the kids on a Saturday night with pizza, movies, and games. It actually allows a parents' night out on the town, and the husband won't forget the club's thoughtfulness.

When children turn 15, parents are concerned about their driving. A Men's Club could offer a **safe driving course** in cooperation with the local police department and gain the enduring gratitude of dads.

When children are sophomores and juniors in high school, the family starts thinking about college. If your community doesn't have one already, this is the perfect opportunity for a Men's Club to offer a **College Fair** with representatives from colleges often attended by congregational youth, a representative from a nearby Hillel, and a person who acts as a trainer or aide to help kids with their college admission applications. This is a great program to offer jointly with other Men's



Clubs or Reform Brotherhoods in the area.

There are all kinds of opportunities out there to appeal to men at a time when they could use a supportive program. Good planning and targeted advertising is all you need.

The last date to register for the Convention and receive a discount is February 15. More information inside.

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Shoah Yellow Candle Program FAQs

The Shoah Yellow Candle program is one of the FJMC programs most frequently done by Men's clubs. It is also one of the oldest of the current programs, being 30 years old this year.

Although most of you are very familiar with the yellow candles that most of your clubs order and distribute to your congregations each year, there may be some aspects about this very important program you may not know.

Here are some frequently asked (or maybe not so frequently asked) questions. An understanding that the program is more than about just distributing candles will help you make the program better and more meaningful.

1. Q. When are the candles lit? (This is probably the single most asked question and also leads to the most confusion.)

A. Yom HaShoah is observed this year on May 2. The Yellow Candles should be lit Erev Yom HaShoah, on the evening of May 1.

2. Q. Is there anything new for the program this year?

A. Yes, there are several new things added to the program this year. First, there is the Shoah Yellow Candles Facebook Group. This is intended to be a valuable resource to share your experiences with others. There is also the Ner Katan six-candle set that is available for individual use or com-

munal observances that need six candles to remember the six million. These can be used for Kristallnacht or other important Shoah observance dates. These sets can be ordered at any time for only \$18 each including shipping to any address in North America.

3. Q. How are the candles distributed?

A. Candles may be shipped from the FJMC by direct mail to individuals or they may be shipped by bulk mail to a club or organization. If the candles are received by bulk mail, they can be mailed to recipients by club volunteers or handed out in shul or to religious school students. Some Men's Clubs partner with youth groups for mailing and handing out candles. For directions and forms for ordering candles, visit: www.yellowcandles.org; or call 800-391-7293 or email yellowcandle@cox.net for questions.

4. Q. How can a club raise funds to underwrite the cost of the candles and mailing?

A. There are a number of ways to pay for this program. Most clubs ask for a donation by a letter and return envelop inserted inside the box with each candle. Sample letters can be found in the Yellow Candle Program guide at the web site given above. This usually

results in a return in excess of the costs. The club may decide to donate the "net profit" to local Holocaust programs or related activities. Other ways to finance the program is to find a sponsor(s). Each sponsor might buy a case of candles in honor or memory of someone. Sponsors might be Holocaust survivors, their children or others active in promoting Holocaust remembrance.

5. Q. What are the deadlines for ordering and mailing candles?

A. March 21 for direct shipment orders and April 1 for bulk shipment orders. Clubs should mail candles by Monday, April 11.



Dates to Remember

February 6: World-Wide Wrap

March 21: deadline Yellow Candles direct shipment orders

April 1: deadline Yellow Candles bulk shipment orders

April 1-2, 2011: Men's Club Shabbat

May 20, 2011: Quality Club award submission deadline

July 13-17, 2011: Convention

Are You On Track to Submit Your Torch Award?

This year, as in every Convention year (odd years), the Torch Awards are presented at the Convention. This is a great way to get some recognition for some of the programs that you do in your club. It's not only an excellent reward for the members who worked hard on your program, but you will receive a handsome award that you can proudly display in your shul as an accolade that will attract attention to your innovative programming for years to come.

You will also feel good about sharing your ideas for successful programs with other Men's Clubs so they can benefit from your creativity and experience. Many of the best programs of the FJMC, such as the Shoah Yellow Candle program, Build-A-Pair, World-Wide Wrap, and Keruv began as original club programs that won Torch awards.

Keep in mind that programs to be considered for an award must have taken place between March 1, 2009 and March 31, 2011. Entries must be received by Sunday, April 3, 2011. Additionally, one electronic entry per club submitted as late as midnight Thursday, April 14, 2011 will still be judged.

You can find the rules for 2011 Torch Awards on the FJMC web site: <http://TorchAward.fjmc.info>. You will also find a submission template, a PowerPoint presentation on the "Nuts & Bolts of Submitting a Torch Award Application", past Torch Award entries, sample entries and many more helpful tools.

There are many categories in which to enter programs. They are all listed on the above web site, included a new category this year on Programs for Young Men.

Award levels are **Gold, Silver and Bronze**. All qualifying entries not winning an award will receive a Certificate of Accomplishment.

Plan on attending Convention July 13- 17 and share your enthusiasm, achievements and commitment with other Men's Club leaders.

FJMC Needs to Hear from You



Does the FJMC have accurate information on your club officers? If not, now is the time to send in that information. It is very important that the FJMC has the correct information. Go to our website at fjmc.org and review the list of officers and their email addresses. Please send corrections to: update@fjmc.info.

Do you have an idea you would like to share with other clubs? Send your idea to: FJMCAdvantage@fjmc.org and we will print it in the *Advantage* for others to read. Please give your name and contact info if you wish to have that included.

Ask Dave



Dear Dave,

This year the cost of mailing the yellow candles more than doubled compared to last year. As a result, the expenses of postage plus the price of the candles greatly exceeded the contributions received. We cannot afford such losses and we are considering discontinuing the program. Do you have any suggestions?

-At my wicks end

Dear wicks end,

Don't give up the program so easily. There must have been a mistake in your postage rates. The bulk mail rates are very complicated and even the post office may get it wrong. Some clubs have reported vastly differently rates were quoted simply by taking the candles to different post offices. It would be a good idea to take the mailing during daytime hours when more knowledgeable staff persons are likely to be on duty. Also, check the rules for bulk mailing and be sure you are following are the correct procedures for sorting by zip codes. Make sure you have at least 200 pieces to qualify as bulk mail. You might combine your mailing with that of another club to reach that number. Weigh 10 or more boxes in order to determine the average weight. Then you can check that the post office is using the correct weight. Know ahead of going to the post office the total number of boxes and fill out the forms before you get there.

Registration for the 2011 International Convention is now **OPEN!**

Yes, you are invited to register now for this summer's FJMC Convention!

Just go to our convention website, convention.fjmc.org, and click on "Register Here". You will find it is easy and straightforward to register, whether you are coming yourself or bringing along your entire family. You can also register for pre-convention activities (the Tuesday night Surf City Sunset BBQ on the Beach, or the Golf Tournament or Bike Ride on Wednesday morning), and your wife and children can register for any of the eight tours that we have arranged for them.

While you are on our convention website, you will see that we have populated it with lots of great information on all aspects of convention – details of programming, travel guidance, local sight-seeing information, etc.

Once again we are offering a discount for those who register early. The usual Convention Registration fee of \$75 will be waived if you register and pay your fees by Feb. 15, 2011. In addition, this year we are offering another incentive for registering early – a coupon good for great discounts on selected purchases from the FJMC store!

For any questions about Registration, contact our Registration

Chair, Abe Banke. For any other convention-related questions, contact Myles Simpson or Ed Margolis.

Get ready for Learning, Camaraderie, and ACTION! Take ACTION now and register for convention ..and we'll see you in Southern California in July for an unforgettable experience!

Myles Simpson, Convention Chair
Ed Margolis, Convention Co-Chair

For additional information, please contact: Myles Simpson - agouraguy@aol.com

Yes, *you* are invited...
to an
unforgettable experience!

fjmc2011
INTERNATIONAL CONVENTION

Wednesday, July 13 to Sunday, July 17, 2011 • Orange County Hilton, Costa Mesa, California

Applications for Quality Club Awards May 15

There are several upcoming events that you need to take action on in order to qualify for the Quality Club Award for 2011. World Wide Wrap registration, Yellow Candles, Convention registration, regional retreat/training, a community service project and many other pro-

grams need to be accomplished soon. However, you cannot win the Quality Club Award unless you submit your application before May 15. This is a great way to show that your Men's Club/Brotherhood ranks among the best in the FJMC.

Check out the FJMC website for the rules and application scorecard. Go to fjmc.org, then navigate to Local Clubs, then to Club Awards. You'll be glad you did. Contact me if you have questions.

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