# Table Of Contents

Greetings ........................................................................................................................................... 3

The Need To Belong .......................................................................................................................... 4-5

Reflections On Belonging – Raya Jaglom, World WIZO Doyenne .................................................. 6

10 Rules For Retaining Members ....................................................................................................... 7

A Little Fairy Dust Spreads Magic ...................................................................................................... 8

WIZO Is In My DNA ............................................................................................................................ 9

On Membership & Sisterhood ............................................................................................................ 10

Membership Around The World ........................................................................................................ 11
  **Australia:** "You’re The Voice" – WIZO Australia’s Successful Membership Campaign ............. 12
  **South Africa:** Tackling the challenge of membership head on ....................................................... 12
  **USA:** WIZO Florida Tackles The Challenge Of Membership ....................................................... 13
  **Austria:** Knowing Y - What You Need To Know About How To Engage Your Next ............... 14
  Generation Members, As Seen Through The Generation Y And Millennial Lenses
  **India:** WIZO India Federation Membership Development: Approach And Programs ........ 15
  **Italy:** Baruch Habà - Adai-WIZO Is Launched In Taranto, Puglia .............................................. 16

WIZOuk Young Professionals – Musings On Membership, Commitment And Belonging .......... 17

Rising Star Kim Exudes WIZO Enthusiasm ....................................................................................... 18

A Passion For WIZO Transcends Generations .............................................................................. 18
Dear Chavera,

Membership is the lifeblood of our movement and as such warrants an in-depth analysis that will give us a better understanding and deeper insight into the challenges facing WIZO Federations worldwide in their efforts to recruit new members (especially the younger generation) and retain existing members, keeping them motivated and engaged. As an international sisterhood membership has always been on the top of our agenda and there is no better time than the present with WIZO leadership (from Israel and the worldwide federations) congregating in Tel Aviv for the annual Meeting of Representatives to tackle this burning issue and the challenges it presents.

As a social movement WIZO cares deeply for the people of Israel and has much to offer women who care about a wide range of social issues and the betterment of Israeli society. When all is said and done it is evident that people want to belong and at the end of the day there are enough people interested in our mission and vision. We need to reach out to this matrix of people and engage them in our cause. In today’s world, we live in a society where marketing and packaging are very important. You can have the best product – which I believe WIZO is – but if you don’t have the right packaging, it’ll never sell. We need to craft clear and impactful messages; rebrand and recreate our image to be attractive to our target audience especially the younger generation. All this while keeping uppermost in our minds that membership is crucial in order to sustain a viable, valuable and vibrant movement.

We understand that today for women to be involved in any organization they need to feel included, to belong to something bigger than themselves, to exert influence and make an impact. It is our collective responsibility to ensure that the torch will be passed on to the next generation; that the WIZO flame will continue to be a source of light to our chaverot across the globe and the People of Israel. Now more than ever, the time is ripe to re-affirm our commitment to this great organization and to encourage as many as possible to join us in the service of an improved Israeli society.

With warm WIZO regards,

Janine Gelley
Chairperson, Organization and Tourism Division
World WIZO
Belonging to the Jewish Nation offers many alternatives and each individual chooses to belong to a group according to his preference and affinity. In our case we chose to belong to WIZO, a social, cultural, educational and humanitarian movement.

The human being is the only animal who needs protection and care for his survival. The family, the fundamental social unit is the one that provides sustenance, shelter and education. Without the family, the possibility of life and growth is impossible. This belonging to the family unit is what gives the individual the initial skills and competencies for autonomy and individuation and the creation of defense mechanisms that will repress his instinctual drives in order to sublimate, to learn and to become a member of society. The first stage of development is the learning stage which molds future patterns of behavior.

If we validate these concepts and accept that belonging to this primary group (the family) will determine the individual’s entrance into society, his motivations, possibilities, beliefs and needs, we can determine his personality type and allow the formation of positive values.

“The basic function of the family is to defend life and instill values” is an important belief based on the teachings of the Torah. This belief is what motivates the State of Israel and the Jewish People in the quest for self-improvement and extending the Jewish family. If we accept what is written above, and take the definition of “belonging” from the Royal Spanish Academy, it’s clear that by belonging to the Jewish People, all the above statements are relevant to us and concern us.

A. B. Yehoshua defines a Zionist as a person who accepts the principle that the State of Israel does not belong exclusively to its citizens but to the entire Jewish People. The practical expression of this commitment is the Law of Return.

Until now we have seen that human beings by nature are gregarious. The individual’s personality is molded from the outset by the primary social group (the family) that guides and educates him. We have also shown that the sanctity of life is one of the most important concepts in the world view of the People of the Book, but not only. Judeo-Christian culture also places a high value on life.

As the child’s social and emotional growth progresses; new needs, tensions and motivations arise. In attempt to seek ways of adapting to these newfound stresses, he forms relationships with other social groups that help shape his personality. At school he interacts with his peers and educators. Adults beside his parents become authoritative figures. Interaction with new social groups enables the individual to expand his knowledge. As he matures and transitions from childhood to adulthood he forms his own family unit and the cycle of life continues. So too belonging to the WIZO family enables the individual to expand his horizons, as previously mentioned.

Belonging to the Jewish Nation offers many alternatives and each individual chooses to belong to a group according to his preference and affinity. In our case we chose to belong to WIZO, a social, cultural, educational and humanitarian movement. The mutual exchange between members of the different social and cultural groups is translated into practical work which gives life to WIZO’s network of services: day care centers, youth villages, youth clubs, community centers and special projects. It is important to mention the shelters for battered women that have enabled the rehabilitation of the victims of domestic violence and their reentry into the workforce as their situation improves.

The woman regains her independence and her ability to support herself and her children. WIZO in this instance is one of the pioneer organizations in Israel offering this important service. The sponsorship of projects by WIZO Federations creates unbreakable bonds between the federation and WIZO’s social enterprise.

I cannot conclude without mentioning my personal story and what motivated me to join and belong to WIZO.

The first recollection of my Zionist awakening occurred in 1948 with the Declaration of the State of Israel. My family used to listen to the radio at the same
time every day. During my childhood I had heard the worst news: the Jewish community in Pinsk, the city where my father was born and lived until his teens almost ceased to exist as did his family.

A happy moment: announcement of the end of the war! Then hearing Hatikva: La Esperanza (The Hope). My father ran outside to the front of the house and raised all the flags. The largest one, the Israeli flag stood proudly. Then somebody rang the bell. It was a policeman from the Intelligence Bureau who demanded that he remove the Israeli flag. Argentina, my country, was neutral. That was the beginning of my introduction to Zionist learning even though I had attended a Jewish school for a few years.

With the passage of time, after studying, get married, bearing 4 children, working all the time, between the hospital and clinic, teaching, writing, having my thesis approved, travelling and having a full life, I felt that something was missing: applying my knowledge in a social arena. I was introduced to WIZO and became more involved. The chaverot welcomed me with open arms and hearts. I learnt about WIZO’s work. On my visits to Israel I always made a point to visit our projects and the WIZO headquarters. I have a son and 3 grandchildren in Israel.

Belonging to and working for WIZO is an integral part of my life. This has given me great joy and allows me to further develop my intellect, have good colleagues and friends.

To be another member of the great WIZO Family!
Thank you for letting me belong!

Martha’s C.V:
Martha Lerman Frydman has a MA Degree in Psychology from the University of Buenos Aires and a PhD in Clinical Psychology from the JF Kennedy University. Besides working in children’s hospitals, she was the founder and director of the Department of Psychology and Training at the YPF, (Yacimientos Petrolíferos Fiscales) the Argentine national energy company. She has taught at various universities and institutes and is the author of several books and articles. She is a member of OSFA-WIZO Argentina, where she is head of Education.

Individuation- to distinguish oneself from others of the same kind
(1) S. Freud: Mass Psychology, E. Pichon Riviere: Complete Works
(2) R. Soifer, M. Lerman: Psychodynamics in family with children and toys
(3) J.B. Yeoshua: Who is Zionist
Gregarious - fond of the company of others, sociable
Reflections On Belonging –
Raya Jaglom, World WIZO Doyenne

By Lisa Moss-Phillips, based on an interview with Raya Jaglom

At ninety-five years young, Honorary Life President Raya Jaglom is an encyclopedia of WIZO facts and history, her clarity of recall and the details that goes with it is admirable. Listening to her it is as though you have entered a time capsule and are rewinding the clock. The stories she recounts from her illustrious WIZO career are positively captivating. Jaglom is one of the very few WIZO women today who can boast of having had a close relationship with Rebecca Sieff, one of the founders of WIZO who was a wonderful mentor and had a hand in grooming her for leadership.

How did it all begin? In 1940 Sonia Shapira head of the Organization Department of the Tel Aviv branch came to Raya’s house and asked her to join WIZO. Pregnant with her first child she told her she would be delighted but only once the baby was born. A year later Sonia was back and the rest belongs to history. Charity and philanthropy is baked into Raya’s DNA, her mother was active in the OSE (Organisation Service d’enfants) and Keren Kayemet LeIsrael. It was Josef her husband who encouraged her to become a social activist. Artistically talented, she had wanted to be a sculptress, but he told her that sculpture could wait because the Jewish homeland which at the time was still striving towards independence had many social needs and helping the less fortunate was more important. Raya felt that by working to improve the quality of life for mothers and babies she would be doing something worthwhile for her country and so she joined WIZO in 1941. Slowly she became more involved in all the usual kinds of fundraising events, bazaars, concerts and garden parties but at that time she had no aspirations on become a leading figure in WIZO.

In 1956, Lea Wilensky Treasurer of Word WIZO decided Raya should be her deputy. She didn’t know anything about balance sheets or budgets but Lea wasn’t prepared to take no for an answer and said “you’ll learn” and so she did. Throughout her illustrious WIZO career she lived by the motto “Never give in. Never give up. And never take ‘no’ for an answer” and this made her a formidable force to be reckoned with.

Speaking about membership she mentioned that times have changed. After the establishment of the State of Israel in 1948, resources were needed to build up the country. In her capacity as World WIZO President Raya traveled throughout the Jewish world raising funds for the organization. However, fundraising was only part of the reason that she went abroad. She felt it was important to bring the spirit of Israel into the everyday lives of Jews living in the Diaspora and being a member of WIZO helped to strengthen their Jewish identity and connection to the State of Israel. Her goal was to recruit at least 10% of the local Jewish community to WIZO which was not an easy task. When the women said they didn’t have time she answered that one can always make time, even if it’s only an hour or two. She appealed to their emotions, engaging them in her cause by explaining that by supporting needy children, youth and women they would be helping an entire family. To make their connection with the projects in Israel more tangible and personal it was decided that the Federations would adopt and sponsor a specific day care center, nurturing the project like a mother nurtures her child.

Today Israel is perceived as a military and high-tech superpower, a prosperous country and this is reframing the need for Diaspora communities to step up and give to the State, whether it is money or volunteer time. Tackling this problem Raya offered words of advice – membership is the backbone of WIZO and we need to work hard to retain existing members, while at the same time recruiting new ones in order to ensure the continued existence of our movement.
10 Rules For Retaining Members

By Rolene Marks, Media Specialist

“Rise to the challenge – get out and about and recruit those members. They bring a breath of fresh air and new perspective and ensure our growth and continuity and if anyone can make the difference, we WIZO women can!”.

Membership. It is the life blood of every organization and it is no secret that in today’s busy and challenging world, the fight for membership is becoming more and more of a challenge.

Is this a phenomenon that is unique to WIZO or is it more widespread across all volunteer organizations?

It has become more and more challenging for organizations to recruit volunteers. It is not because these organizations don’t have something awesome to offer, they do! Everybody wants to belong to something that they contribute to but in today’s busy world, time is a premium so how does one decide where to go?

Members are the ultimate investment in ensuring continuity and growth so how do we go about attracting and retaining them?

Rule 1) Go to them!

If you want to attract new members, you have to take the movement to them. Get on the ground and get campaigning. Set up booths in places where there is high traffic of potential members. Offer to speak at venues that have large gatherings of women.

Rule 2) Value your existing members!

It is important to treasure your existing members. They have given their time and their dedication but they are also the best advocates that you can have for encouraging their friends and others to join WIZO. Listen to their ideas and keep the lines of communication open. A happy and appreciated member is motivated to contribute more.

Rule 3) – Adapt….or die

The world is changing at a rapid rate. Just when you think you have Facebook figured out and don’t feel like a twit when you tweet, something new comes along. This is where you literally have to adapt or die. In the information age where technology changes as quickly as the seasons it is essential to adapt. Not only are these platforms perfect for getting your message out but potential members are very aware of where they see your brand positioned.

Rule 4) Offer them something different

The key to attracting dynamic, committed members is to offer them something that they will not get anywhere else. This requires understanding your potential members very well and anticipating and adapting to changing climates. This is also Federation specific – what works in some countries may not work in others. Be open to creative and fun ideas by engaging with your community.

Rule 5) Make it fun!

Some say that you can measure the level of success of your business or organization by how much fun you are having. Whether we are raising funds or recruiting members and even discussing challenging issues, injecting a little bit of fun into the mix brings a good energy that reaps rewards.

Rule 6) Sell Solidarity!

At a time when anti-Semitism is on the rise, it is critical to unite and show your solidarity with each other and Israel. In many parts of the world it is becoming increasingly unsafe to identify as Jewish. The best answer to the detractors and the haters is to know exactly who you are and be proud to stand together. WIZO offers women an opportunity to wear their Zionist and Jewish identity with pride – while doing something special for Israel’s children.

Rule 7) Know your Product!

In my opinion, WIZO is one of the best kept resources. WIZO offers women a myriad of opportunities to be involved and engaged in a multitude of projects and activities that suit their interests. WIZO offers a lot to choose from and the best advocates or sales people are current members. Nothing sells WIZO more than someone who can talk about what we do and our projects with passion and conviction.

Rule 8) – Speak the language of your market

What language does your market or Federation speak? I am not necessarily talking about mother tongue language but rather the methods and trends that appeal to your market. This type of language is evolving constantly and you need to keep abreast of new technologies and mediums so that you can remain attractive to your community.

Rule 9) Mentor a new generation

The measure of a good leader is whether or not they have created continuity. An ideal way to do this is through mentoring. Mentoring not only ensures that future leadership of the organization is created but also gives members something to aspire to. Pass on your skills to a new generation and help them feel that long term investment has been made in their growth and leadership potential.

Rule 10) Be seen and be heard

Does your market place know who you are and what you are up to? The value of public relations and social media is priceless and reminds your current and potential market about what you do. Don’t become the best kept secret – wear your WIZO identity with pride and shout out your achievements from the rooftop. Potential members are attracted to organizations that they see visibly making a difference.

Rise to the challenge – get out and about and recruit those members. They bring a breath of fresh air and new perspective and ensure our growth and continuity and if anyone can make the difference, we WIZO women can!
A Little Fairy Dust Spreads Magic

By Tricia Schwitzer, based on an interview with Betty Crystal

“Betty says that it is important to remember that each member plays just a part in the large worldwide organization that is WIZO. “Don’t ever think it is your personal domain,” she warns, “because to be effective and inclusive, you must know how to work for the benefit of the organization and not for personal gain”.

Betty Crystal, fondly and aptly known as ‘the fairy queen of fundraising’ has a WIZO career spanning over 65 years, and is still as active as ever in her efforts on behalf of WIZO. Even after all these years, having taught and encouraged generations of WIZO women to follow in her footsteps, Betty’s passion has not waned and neither has her dynamism. She is heralded throughout the WIZO fundraising world for her generous altruism as well as her innovative and successful fundraising ideas. Betty initiated the Sponsor A Child Campaign, which has been adopted by World WIZO, as one of WIZO’s most successful campaigns, and is now held in many federations around the world under Betty’s guidance.

Today she heads “Friends of WIZO” - a very active group of supporters and donors in the Tel Aviv/Herzlia Pituach area of Israel, whose fundraising efforts culminated in the adoption of the Friends of WIZO ‘Home of Dreams’ Day Care Centre – a previously neglected day care centre in South Tel Aviv. Today, it has become a model day care centre, due in no small part to Betty’s vitality and vision.

Betty and her husband, Jack, divide their time between their homes in London and Tel Aviv - and in both locations Betty is as busy as ever with her WIZO work. “My family (sons) grew up with WIZO and its work, it was always part of our everyday life and values, and it is the number one organization for the betterment of Israeli society. I get so much satisfaction knowing that many thousands of children, women and families benefit from the important work we do.”

Betty says that it is important to remember that each member plays just a part in the large worldwide organization that is WIZO. “Don’t ever think it is your personal domain,” she warns, “because to be effective and inclusive, you must know how to work for the benefit of the organization and not for personal gain.”

She believes that everyone can contribute and says that being a supporter is as important as being a member who carries a membership card. Betty is adamant every WIZO member or supporter has a duty to show and tell the world about the scope and importance of WIZO’s work. “Our projects and our programs are proof that, after 96 years, our mission statement is still a beacon.”

Betty is unswerving in her devotion to WIZO and her message is always inspiring. “WIZO is the number one Jewish women’s organization in the world yet, regrettably, we do not publicize enough about the variety and scope of our life-enhancing and indeed life-saving endeavors. This is the focus of our work, affecting the lives of hundreds of thousands of Israeli citizens through the myriad of all our services. If someone took a survey, you would find at least three million Israelis at some times in their lives have gone through the WIZO doorway. It is not a misconception that WIZO has helped many lives. The legion of our graduates from our schools and facilities would light up more lights than Broadway.”
The identification of the organization to the volunteers (WIZO is Mrs. X) can be a two-edged sword. I think that we can build on our achievements and work on two objectives:

1. An appropriate communication and constant update towards our friends and donors about WIZO projects and realizations
2. Connect young volunteers, involve them in the management of our groups, help them develop new ideas and introduce them to our contacts in order to ensure continuity later.

My first visit to our institutions in Israel was a revelation. I suddenly understood what is special about WIZO.

WIZO is not only about providing help to those in need. WIZO adapts and constantly updates its professional caring offer to the real needs of toddlers, children, youngsters, women, families or seniors; WIZO puts the human being at the center of every action, regardless of any social, cultural or religious background. Children at risk are cherished at WIZO; they are given care and love, and it’s a daily joy to see them blossom into young people full of promise.

Where other social organizations are providing structures WIZO cares with love. Besides being the first social partner of the State of Israel, WIZO is a family. Everlasting bounds link the youngsters to their teachers and school. As young adults, the boys and girls come back on week-ends or holidays like big brothers or sisters would at home, to take care of the younger. Their success in integrating society is a model to the kids even more: both of them share the same background.

I chose and committed myself to WIZO “for the cause”. This was my motivation. Later came the icing on the cake: working together to create imaginative events and raise funds made us become closer to one another. Our latest project, the organization of the European exhibition Trait d’Union – Women and their Olive Trees for WIZO Afula’s Olive Tree project, tightened the bonds even more. It was a very moving experience to build the message and bring it out, because we felt we had the tools there to change people’s vision of Israel: Jewish and Arab women coming together to paint and share their vision of a common future. This message of hope also applies to our sick European societies. Help those in need through the most efficient structures and create your own ways to do it, proudly stand for Israel and be part of a big caring family- don’t wait! Join us!

“My Mum is WIZO. My Grandma was WIZO”.

I remember when I was a little girl the yearly WIZO flee market where the whole congregation would meet in a happy bustle; WIZO husbands were in charge of the bar; heaps of tarts, cakes and cookies would vanish away within the afternoon; the huge toy stand was our home and we knew that we would be spoiled thanks to WIZO! And of course, the Jewish arts and crafts booth including small silver jewelry was our favorite.

I remember the February Israeli fruit sale. A sweet elderly lady with an arched back called each of her acquaintances (they were numberless) to take their orders; later she joyfully delivered the heavy baskets with plenty of oranges, grapefruits and avocados in her wagon car everywhere downtown. Despite very limited resources she was extremely generous; she sacrificed herself to donate to anyone who would ask for help.

No wonder after such a “kindergarten” that my natural path was volunteering for WIZO.

The first time I went out “schnorring” I realized what “the brand” WIZO means. “For WIZO? Of course we donate! We always do.” The job was almost done in advance. This recognition was- and still is- the result of meticulous work completed on the ground by tireless volunteers. I assume that few of the donors know exactly what WIZO is all about, but they remember that it’s a serious organization, caring for children and education.
The caring, support, unity & love of our WIZO Aviv family are our rewards for the amazing acts of Tikun Olam that we are performing as members of WIZO Aviv. We are all smart, strong, caring, capable young woman burning with the same passion to help others. By joining together we create an awesomely powerful team that can achieve great things together!

For young (Aviv) Jews around the world living in ever more anti-Semitic environments, connecting with each other, sharing support & information, strengthening our bonds & extending our ‘families’ is an important gift to gain from belonging to WIZO that cannot be found in other social, apolitical nonaffiliated platform.

Aviv delegates at our recent International Aviv Seminar 2014 in Israel were charged with the task of being the ‘construction team’ to brainstorm a WIZO ‘extreme makeover’ in order to build our WIZO future together. The team proposed a new form of Aviv member communication. An AVIV PLATFORM to facilitate better & more accessible communication between Aviv members, groups & federations will further strengthen & reinforce our bonds with each other. I think this says it all!!!

As the future leaders of WIZO world wide, Aviv’s believe in contemprozing the WIZO brand and the importance of constant innovation to remain relevant in the future or die as an organization!

WIZO Aviv’s who meet through groups in their own cities, other destinations or seminars such as the International Aviv Seminar make lifelong friends, extend their social network & support & care for each other often connecting daily through social media.

By marketing WIZO’s ‘edge’ as a SISTERHOOD that offers a myriad of benefits for MEMBERSHIP, we can be sure to attract Aviv ‘newbies’ by including desirable ‘what’s in it for me’ added value such as:

- Uniting our international Jewish family,
- Women empowerment, upskilling members, Jewish connectivity, Zionist advocacy empowerment, international & Israeli travel, etc etc

All this and more to gain from being members of a ‘sisterhood’ that takes care of Israeli society & the rights of women & children around the world!

Who wouldn’t want to be a part of WIZO!!

“For young (Aviv) jews around the world living in ever more anti-semitic environments, connecting with each other, sharing support & information, strengthening our bonds & extending our ‘families’ is an important gift to gain from belonging to wizo that cannot be found in other social, apolitical nonaffiliated platform”.

Its funny how when Googling the subjects of SISTERHOOD & MEMBERSHIP, the same visual images keep cropping up!

Emotional unity & spiritual care seem to be the common denominators that link the two concepts as well as the Aviv women who want to belong to a ‘family/group.

Highlighted by the World Aviv Seminars as well as at every stop on my worldwide Aviv ‘TurboTours’ is the feeling of support, belonging & togetherness that unites our WIZO Aviv sisterhood. THIS is the silver lining that our beautiful organization has above all others. It’s the magic that binds Aviv’s together & sets us apart from other organizations.
"You’re The Voice" – WIZO Australia’s Successful Membership Campaign

By Gilla Liberman – Federal President of WIZO Australia

Without membership we have no international power. Without membership we cannot change lives. Without membership we are not WIZO.

In 2012 WIZO Australia launched an exciting new membership campaign "You’re the Voice" whose aim was to raise awareness about WIZO in the community and make WIZO attractive to new members. We aimed to be as visible as possible for a specific period of time, with strong branding that would be identified with WIZO. Calling on people to join us, the campaign was based on a series of advertisements and posters using bright pink speech bubbles, each of which conveyed a different WIZO message, and created a lot of interest in the community.

The campaign was mostly a social media campaign. Our website and Facebook page would promote the campaign with articles, competitions, personal video testimonials and of course the call for people to join and become a member.

We began with a WIZO version of the song "You’re the Voice" placed on Youtube to which we received a tremendous response. During weeks 2 and 3 of the campaign a number of advertisements were placed in the Jewish News featuring prominent WIZO members holding our speech bubbles with statements that alluded to various aspects of involvement in WIZO. Sandwich bags were placed in primary school children’s lunch boxes with a note inviting mothers to become members. Stickers were placed on Glicks.

The Membership Drive was a great success on two levels, the first to increase our membership and the second to increase awareness of WIZO in the wider community.

Membership is a privilege that allows us to effect change in Israel and retain our status on the United Nations. Membership allows us to have a link to Israel as a woman. Membership however also has obligations such as commitment and involvement. These obligations can only be made through awareness and education. The “You’re the Voice” campaign thus served both these purposes. It is a campaign that will continue to evolve and remain as a WIZO brand for Australia.

South Africa: Tackling The Challenge Of Membership Head On

By Tamar Lazarus, President WIZO South Africa

As every WIZO federation knows, it is always a challenge to increase and maintain membership. For the Aviv generation (20 – 45 year olds) there is a tendency not to sign up for a committed membership but rather for ‘pay as you go’ for activities, campaigns and ad hoc donations. There is a large choice of Jewish organizations in South Africa one can show affiliation with or support without paying a membership fee.

For the 60+ generation, there are limited methods to staying connected as many are not internet and social media savvy and are reliant on communication via costly print material and post. South Africa faces constant labor strikes and in the past two years has experienced a postal service strike for over 5 months.

Despite all this, with a concerted effort WIZO SA has managed to sustain its paid membership in 2014.

- Through internet and postal mail shots twice a year.
- The introduction of a ‘Life Time Membership’ at R5000 is showing results and seems to be an attractive option for some members.

- At some of our functions we have had raffles to win prizes, and to enter the draw the person was required to fill in a membership form.
- The most obvious way to attract new members is to make WIZO as visible as possible in the community. This has been done very effectively this year in different ways:
  - The use of social media in the creative and original #SPREADINGLIGHT campaign.
  - WIZO SA had a highly successful Biennial Campaign with riveting guest speaker Dr Bernard Wollschläeger who drew capacity audiences countrywide.
  - WIZO held many fun-filled, uplifting events. From Yom Tov markets, to Girls Nights Out, from Antique Fairs to an array of prominent Speakers and Book Launches.
  - A monthly column published in the Jewish Community weekly Newspaper also adds to the visibility of WIZO.

• The most obvious way to attract new members is to make WIZO as visible as possible in the community. This has been done very effectively this year in different ways:
  - The use of social media in the creative and original #SPREADINGLIGHT campaign.
  - WIZO SA had a highly successful Biennial Campaign with riveting guest speaker Dr Bernard Wollschläeger who drew capacity audiences countrywide.
  - WIZO held many fun-filled, uplifting events. From Yom Tov markets, to Girls Nights Out, from Antique Fairs to an array of prominent Speakers and Book Launches.
  - A monthly column published in the Jewish Community weekly Newspaper also adds to the visibility of WIZO.

The Membership Drive was a great success on two levels, the first to increase our membership and the second to increase awareness of WIZO in the wider community.

Membership is a privilege that allows us to effect change in Israel and retain our status on the United Nations. Membership allows us to have a link to Israel as a woman. Membership however also has obligations such as commitment and involvement. These obligations can only be made through awareness and education. The “You’re the Voice” campaign thus served both these purposes. It is a campaign that will continue to evolve and remain as a WIZO brand for Australia.
WIZO Florida Tackles
The Challenge Of Membership

By: Ruth Benoliel, WIZO Florida Chairperson

During the past few years WIZO Florida has worked hard to increase membership. Under the able leadership of Margie Szerer, Membership Chairperson and Margarita Minski her Vice-Chair they have succeeded in attracting new members to the organization. Recently, Keila Silberman joined as Co-Vice Chairperson.

WIZO Florida is fortunate to have 9 active WIZO chapters each of which has a membership chairperson who reports to the Chair and Co-Vice Chairs of Florida Membership. WIZO has increased dramatically awareness of membership throughout South Florida and recently we have noticed a huge growth of a young generation who is joining the WIZO Florida family.

Challenges faced by WIZO Florida Membership

1. South Florida is blessed with an intricate presence of hundreds of Jewish Organizations who target the same chaverot WIZO has targeted through the years. With the advent of social media, the same audience is being bombarded with invitations to be part of a multitude of projects that point to the same goal of supporting the Jewish cause in different ways.

2. The cost of membership has been kept extremely low, both in consideration of the cost of membership of other organizations as well as the costs of WIZO itself. Therefore the reliance of said ingress of monies to help cover the basic expenses of our administrative office is truly meager.

3. Over two thousand chaverot, corporations and other entities have consistently participated in activities organized by WIZO Florida, or have donated more than $54 in one year or another, without having enlisted themselves as WIZO members. Occasionally, WIZO Membership representatives feel awkward asking a $5,000 annual donor to pay $54 more.

4. Since the monies collected under Membership are so direly needed for the purpose of office maintenance, WIZO Florida Membership is constantly creating highly inspirational, attractive events that are totally sponsored so as not to cause any expense to WIZO.

Solutions to the Challenges Above

1. Many donors help the Jewish schools, synagogues and local foods banks in their community, but WIZO should remind them that WIZO programs directly help the people and the state of Israel.

2. WIZO Florida has recently increased the cost of its annual membership, from $36 to $54 and its lifetime membership from $200 to $250.

3. WIZO Florida is considering a category of MEMBERSHIP by DONATION, which includes those cases where the participant does not wish to register or the organization finds it awkward to bother a large donor for such a small donation.

4. Margie, Margarita and Keila, together with the membership committee, have established relationships with businesses and corporations enabling our federation to offer events free of charge, with perks geared to thank our volunteers for the excellent work done through the year.

a. partnering with nationwide fitness chains that offer free class passes and gift prizes to raffle.

b. For 12 years WIZO Florida has held a Bat Mitzvah program in which 44 girls participate. To be accepted in this program it is a requirement that both the Bat Mitzvah participant as well as her mother become WIZO Florida members.

c. By procuring a donation of a luxury vehicle, sponsored by Lease Trader, an online auto leasing company, increasing awareness of WIZO.

d. By offering Jewish enrichment activities at no charge, example 1 - “Memories in the Living Room”. These small, intimate gatherings in our living rooms allow our members to have the honor to experience one-on-one the life of a Holocaust Survivor. Example 2 - "The spirituality of Challah Baking with Margie Szerer".

e. Organizing an annual end-of-the-year Volunteers’ Recognition Dinner- no charge event- to thank and acknowledge those who distinguished themselves within each of the 9 chapters with the WIZO Florida Volunteer of the Year Award. Ruth Benoliel, WIZO Florida Chairperson and Jana Falic, WIZO USA Co-President, sponsor this activity. Spouses and families of the recipients are secretly contacted to surprise the winners at the informal dinner party.

f. In 2014, we had the honor to welcome Rhoda Dermer, wife of Israel’s Ambassador to the U.S. and MK Limor as extraordinary guests and speakers, hosted and sponsored by Jana Falic.

g. WIZO Florida’s creative and exciting events such as the Kosher Food and Wine event which had 800 attendees; the Bee Sweet campaign in which a Rosh Hashana gift is brought into over 2,000 homes; the Gala dinner with Dr. Oz; a vital Social Media presence, and many other activities is what creates awareness of the scope of work that WIZO does in Israel, thus making people want to become part of a successful and vibrant organization. WIZO Florida is definitely "on the map" in our community!

h. WIZO Florida empowers each WIZO leader with certain protocols to ensure specific values are maintained. These protocols include: making each member feel part of a family and that their participation is very important for the survival of Israel. We try to engage our members by delegating responsibilities and educating them with WIZO knowledge. We motivate them by producing creative and fun events and reinforcing the idea that any little thing done for the organization counts. On our horizon is a new campaign called “#1” plus one. Each person count!!!

Membership is an integral part of WIZO Florida. Each of our chapters focuses on membership events and places much importance on enticing new women to join. In the future we look forward to continue spreading WIZO’s goal to help the women and children of Israel. This past year we felt an overwhelming amount of willingness from non WIZO members and because of this, our membership numbers have soared. This feat could not have been accomplished without all of our devoted WIZO Board of Directors, staff, volunteers, especially WIZO Florida’s Vice Chair, Lillian Tabacinic, who has been a passionate key player in WIZO Florida.

Thanks to Judit Groisman, Vice President of WIZO USA & Keila Silberman, WIZO Florida Co-Vice Membership Chairs for their contribution in writing this article.
Knowing Y - What You Need To Know About How To Engage Your Next Generation Members, As Seen Through The Generation Y And Millennial Lenses

By Daphna Frucht, Young WIZO Austria

Minding the Gap
WIZO Federations worldwide are struggling with the issue of bridging the generation gap. For many years, WIZO has been branded as an “old ladies” organization, where women meet for cake and coffee, play cards and/or organize annual bazaars. What might be interesting and exciting for one generation, however, does not have the same appeal for another. Hence, federations need to design events that will attract Generation Y and speak to them in their language.

In addition, the previous generation involved women who - for both cultural and economic reasons - often did not work outside the home, or at least were not as intensely career-focused as Generation Y is today. These women (mostly married with children) invested their money, skills and education into WIZO. Millennials (roughly between the ages of 18 and 33), on the other hand, are often willing to volunteer their time rather than money – which a young student or young professional mostly doesn’t have yet.

Not just a perspective to consider, but a voice to hear
Most discussions about how younger generations perceive membership typically begin with the organization itself, its current activities, or list of benefits and how to make those activities appealing to a younger demographic. This approach is a marketing discussion masquerading as a value discussion. Simply putting current offerings on social media and assuming that’s what it takes to attract Generation Y is not enough. Rather, discussion about the future of membership must begin in the larger social zeitgeist. Generation Y are a product of their environment. Generation Y has a different set of interests, values, needs as well as different communication styles norms of engagement and consumer behaviors.

Because members of Generation Y want different things from WIZO membership than the generations before them, WIZO will need to adapt how they are selling memberships. Generation Y values lifestyle and relationship, so sell your WIZO Federation as a whole new lifestyle for them. The key is to remember that this generation wants to hear how joining or participating will make a difference in their individual lives.

Generation Y were raised on graphics and the Internet. To attract them, you need to be dynamic in your use of graphics and pictures. Use as few words – think in text-messaging format - and as many strong images as possible. Communicate with them frequently. If you try to manage Generation Y using an old, outdated, command-and-control style of leadership, this generation will walk out and blog and/or text about their experience with you, warning their friends to stay away. For Generation Y, membership has to be meaningful, motivational, and memorable. Just think about the pictures that are constantly posted, rather than the moment that is braced and enjoyed.

When looking at these dedicated, passionate young members and listening to the compelling stories they have to tell about how being a member of Young WIZO has changed their lives, you cannot be left with anything but optimism for the future. Considering the Zeitgeist, the formula for attracting younger members isn’t difficult – draw upon your experience but adapt your strategy to meet the changing times and the needs of Generation Y.

WIZO Austria - who is regarded as an excellent role model for cooperation across the generations - has understood that the best resource for attracting Generation Y members is to get the current Generation Y members to do the work for you.
WIZO is a non-political women’s organization lead by a volunteer base of Jewish women with 50 federations across the globe and the Indian Federation is a member of this network. WIZO Federations worldwide approach membership in very different ways. Recognizing and acting on the unique needs, customs, and changes in our local community will enhance our ability to bring in new members and inspire existing ones.

In a small Jewish community being a member of WIZO India attracts women because of the very nature of the core ideology, being able to connect to such a large pool of activities which are of importance to us as women, as Jews and our desire to impact Israeli society.

Most of our members are recruited by word of mouth. The younger women see the experience and involvement in WIZO as a precursor to the Aviv (WIZO’s younger generation) experience in Israel which empowers them as Jewish women to become leaders who value their roots and Israel.

We stay connected through regular meetings where every member is encouraged to bring along a friend or daughter. Young boys also accompany their mothers which helps create a WIZO bond within the family unit.

We generally invite a speaker on various subjects: self-improvement, gender issues, Israel, Jewish identity and Jewish holidays.

We consider our members as customers and work hard to deliver an experience that keeps them engaged and excited about WIZO International and WIZO India. It is well known that engaged members are more likely to stay with us, so we show our appreciation regularly and make sure that they have a variety of options for getting involved and staying active in our Federation.

This is our 8-point plan for keeping members engaged:

1. Make members feel appreciated by recognizing their achievements and their special occasions, such as work promotions, or birthdays.
2. Develop a formalized mentoring Program for involved members to support new members.
3. Get regular feedback from members to confirm that they are experiencing the benefits they were promised when they joined the WIZO India Federation.
4. Encourage them to serve on WIZO committees that suit their skills or interests.
5. Give members a clear sense of WIZO’s world-wide long-range goals and mission.
6. Poll members on their interests and schedule speakers at WIZO meetings who are stimulating and inspiring.
7. Feature photographs of our WIZO members at recent Federation projects and events on WhatsApp, Facebook page and in email communication to acknowledge their contributions.
8. Update WIZO India members regularly on progress towards the Federation’s goals as a way to build loyalty, pride, and an understanding of the need for long term involvement.

WIZO’s recent Stop Domestic Abuse campaign marking the International Day for the Elimination of Violence against women was a very simple but powerful way to spread this message to the larger Indian society and helped spread the WIZO word effectively.

Being a member and connecting to the lovely holiday messages from the World WIZO leadership makes pre festival meetings so much more meaningful and immediately connects you to WIZO and Israel.

No member is too big or small, young or old, rich or poor. We in the WIZO India Federation believe that every woman who is actively involved is valuable. This approach has helped us retain our existing members as well as recruit new members over the years. We shall continue to strive strengthening our membership in the years ahead.
The Puglia region (the heel of Italy’s boot) and Salento, the southeastern peninsular extension of this region into the Mediterranean Sea bear ancient and important traces of a Jewish presence. Historiography and documentary sources have shed light on the Jewish cultural heritage of southern Italy, especially in major Puglia cities such as Lecce, Brindisi, Otranto, Gallipoli. Much information on the Jews of Taranto was gleaned from Jewish funerary inscriptions discovered during archaeological excavations of underground catacombs near Bari in 1925.

This new WIZO group in Puglia is committed to spreading the values of Judaism and Zionism throughout the region, thus continuing to raise awareness on the intrinsic values and beliefs that are part of Judaism just as they have always done in the past in their professional and private lives.

Silvia Torsella Della Corte a young (Aviv) member and a qualified lawyer is the chairperson of this new chapter of Adei-WIZO in Taranto. She said “the possibility to join Adei-WIZO fills us with pride and enthusiasm; we believe that the South of Italy, and in particular Puglia Region - but also Calabria Region that are similar geographically, economically and culturally offers fertile and new ground for disseminating correct information on the values of Judaism, the history of the Jewish People, Zionism and the State of Israel. We believe we can count on the cooperation of local institutions and a number of friends, to support and assist our activities and initiatives. We want to share the social aims and goals of Adei-WIZO with our community.

With much emotion and excitement in my capacity as the Adei-WIZO National President I officially welcomed the new chairperson of Taranto during the meeting of the National Executive board which was held in Parma on October 29th, 2014 in the presence of many Adei-WIZO chapter chairpersons who arrived from all parts of Italy.

I would like to point out that Adei-WIZO, to my knowledge is the first Jewish Italian organization to open an official chapter in Puglia. We are very proud and feel strongly about our responsibly and our future work in the region. In the Middle Ages Apulia (Puglia) was renowned as a center of Jewish learning and culture. Talmudic schools flourished and the ancient universities of Fustat in Egypt, Kairouan in Tunis, Cordova in Muslim Spain, boasted of having masters from Bari. The twelfth-century French rabbi, Rabbenu Tam, compared Bari and Otranto to Jerusalem, paraphrasing Isaiah 2.3: “From Bari the Torah will come out and the word of God from Otranto.”

With Simha and a strong feeling of sisterhood we all wish Silvia and the members of Taranto continued success and may they go from strength to strength.

The Adei-WIZO Executive set two main goals in their three-year work plan: the recruitment of new and young members and the establishment of a new chapter in Puglia.

During the past year I made contact with some Jewish women living in the Puglia region and we had two informal meetings to get to know each other and particularly to introduce them to the mission, goals and structure of our movement. Finally it was possible to form a WIZO group in Taranto especially thanks to the interest and commitment of Eugenia Graubardt Curiel and Silvia Torsella Della Corte supported by her beloved mother Evelina Graubardt Torsella.
WIZOuk Young Professionals – Musings On Membership, Commitment And Belonging

By David Weinberg, Participant In The Young WIZO Israel Trip, October 2014

I feel that my generation are more self-interested and when thinking about membership, we evaluate the benefits of joining versus the costs. For example synagogue membership to me gives access to the funeral expenses scheme at time of burial. Beyond that, I perceive little benefits for the present. Additionally organisations are keen to reach out to those unaffiliated and therefore less feels exclusive member only. Joining a synagogue or organisation historically would have been the only way to join the mailing list to receive details of events and social announcements. Today organisations advertise events and personal announcements can be found on social media.

My peers however do want to feel connected to something and others, especially when that commitment leads to making a meaningful difference. Social action is something that the young people I associate with value. People suffer from a fear of missing out. Instead we need to focus on the positive side, the pleasure of joining in. Lauren Weinberg though Young WIZO has taken a fresh approach by creating a sense of caring about the charity. The recent WIZOuk Young Professional group trip to the projects in Israel has instilled in all of the participants a genuine passion based on a first-hand experience of the fantastic work that WIZO does in Israel. We are now committed to supporting WIZOuk financially and by using our own talents to reach others, we are the future of WIZO. Our role is not just to attract new members but to encourage others to share our passion and care for WIZO. Once we have established a connection with the cause, donating follows on naturally.

by Lauren Weinberg, Young WIZO Fundraising & Events Coordinator at WIZOuk

Changing perceptions – young people do care about the cause

Charity is a concept that has been blurred. In a crowded social marketplace of events, elitism and belonging, each charity is fighting their way through the wade of young professional to sign them up as members and to be the charity of choice! Through time, less and less people stop to think about who they are giving to and sadly the only thing on their minds is what’s the best event to be seen at. In time young people are forgetting to ‘Care about the Cause’.

The aim of our trip was to take a range of Young Professionals including entrepreneurs and professionals and that have demonstrated a commitment to working with charities and organising social events or that are unaffiliated but have a passion and commitment to work with charities and to see first-hand some of the 800 projects that are unknown to them that we run and to inspire them to raise awareness and money amongst their fellow Young Professionals in UK.

One of the most important things is to work with YW (Young WIZO) and to change the perception of WIZO “.

Quotes from Participants

‘As part of this trip I have seen that WIZO is not just about women helping women, it is also about far more than just the numbers that you will be told about whilst at home, it’s about helping people in poverty, it’s about showing love to Israeli society and educating families both parents and children, students and abused women, it’s about anyone in need and WIZO cares.’ Josh Cummins

‘WIZO is about empowerment with Love…’ Rachel Posner

The New YW Committee:

We have committed ourselves to rejuvenating the future of WIZOuk by changing the perception amongst our peers about what WIZO is and what WIZO does. Our committee has seen the difference WIZO makes in Israel to the lives of those that need it. We believe and care about the cause. We will be running events in the near future to increase awareness with young professionals and raise much needed funds for the vital projects in Israel...watch this space #wizoforever
Rising Star Kim Exudes WIZO Enthusiasm

"Engagement is the key".

Kim Daitsh’s WIZO CV is impressive. Former primary school teacher Kim, who is in her early forties and married with two children, is chairperson of Aviv Shorashim and serves on the Cape Town WIZO Executive Committee. She is past-chairperson of Aviv Shorashim and also vice-Chairperson of Aviv Shorashim for 2015. Kim is the liaison officer for the Tygerberg branch and coordinator of the WIZO diary in Cape Town, South Africa.

Kim is passionate about the WIZO ethos because WIZO provides solutions to all members of Israeli society, to all age groups from the very young to the elderly and does not differentiate between various ethnic groups. As she says, “WIZO helps everybody, and strengthens even the weakest members of Israel’s society. It is there to serve all; Israeli Arabs, Druze etc. WIZO does not discriminate against anybody!”

As much as she gives, Kim also receives. She says that she gets a deep sense of personal fulfillment from volunteering. Serving WIZO has also broadened her social circles. She has met wonderful women from all over the world and feels privileged to serve alongside dynamic chaverot within her home community. Kim hopes that her daughter will carry the torch and continue the WIZO tradition.

“I hope she will see that through her seeing my involvement and the role I play, that she will want to carry on in the same way.”

Kim is seen as a breath of fresh air, full of vitality and energy. There is little doubt that she is on course for an abundant WIZO future. She recognizes the importance of engaging her peers to WIZO as the community is aging and she knows that for WIZO to remain strong, young blood is crucial to its longevity. She appeals to the next generation through a message of love, caring, empathy, charity and goodwill – all the values embraced by WIZO.

Recognizing that engagement is key, she drums up support for appealing and interesting talks, membership drives, biennial campaigns with motivational speakers, ‘fun friendraising’ (fundraising) events. Membership, Kim says, is critical as it reflects a positive action towards showing support and, “everyone wants to have that feeling of belonging to such a worthwhile cause as WIZO.”

A Passion For WIZO Transcends Generations

Simone Starec is the daughter of WIZO Brazil stalwart Nelly Starec and she is the niece of WIZO Brazil Honorary President Anna Marlene Starec and so it is no surprise that she is an active and vibrant Aviv member.

It would be no exaggeration to say that ‘the WIZO blood’ runs through her veins but Simone’s own personal reasons for her great contribution to WIZO is simply that she feels it is important to stand up for Israel and for women all over the world.

With WIZO she has the platform on which she can do this.

Simone draws great satisfaction from knowing that she plays her part in helping the women and children of Israel and says that being part of WIZO has enabled her to meet interesting women from all over the world, each one different and yet all working for the same shared goal. It has helped her see life through different perspectives and gain an insight on the values and traditions of chaverot from many different countries.

As a mother of two boys, Simone is keen that they should value the important work that WIZO does, and that they should stand up for Israel, maintain Jewish values and support women’s causes. She is positive that her boys will support WIZO in every way they can in the future.

Simone says, “The future lies in our hands. If we want the world to be a better place, it is everybody’s responsibility to work for it. We should all be engaged in a cause that makes a beneficial difference. It is just a matter of choosing the right cause.”

There is no doubt that the WIZO blood does indeed run through her veins. As she explains, “If we are concerned with the challenges of Israel and of women around the world, WIZO’s history teaches us that when women come together, they can champion change. They (our WIZO foremothers) were the pillar of the nation. It just shows you the power of women when they work together. So imagine what else this amazing organization, WIZO, can do, if we all work together.”

Simone firmly believes in membership. “It gives you a sense of belonging that fulfills basic human needs. Also, it is very important to mention that being a member of a women’s organization that does such incredible work for the people of Israel gives you a sense of purpose – and that is one of the key features that adults in general seek in their lives – and let’s not forget that through WIZO we create real friends for life. I believe membership in WIZO makes us complete.

Simone, who works in IT, recognizes the importance of engaging others. “This is achievable by sending out the right message to your audience. WIZO and Aviv have so many beautiful and important aspects. It is just a matter of presentation and knowing your target audience.”
The international camp is a whole new way to connect to Israel. Here at One World camp we appreciate the natural world and the fun experiences it offers. Through innovative and engaging programs, we empower our campers and help them develop confidence, leadership skills, social awareness and personal growth. We strive to build strong bonds between values, society, nature, and Jewish youth from both Israel and around the world.

Early bird registration at: +972 72 2513503
www.oneworld.camp

Ages 11-17