ABOUT THE J-SERVE TOOLKIT

We know you are just as excited about J-Serve as we are! Enthusiasm is just the first step. This J-Serve toolkit is designed to (1) help you translate your passion into a vision that speaks to your interests, skills and creativity, and (2) develop a plan to bring your big idea to life by raising awareness about your project, creating a meaningful experience for participants, and keeping in touch with everyone involved.

We’ve broken this toolkit down into five sections (plus an Appendix) with tools to help you get organized. We recommend that you read over the whole thing (or at least the headings) to get a grasp on the big picture, before diving into each section. We hope this guide serves as a useful reference document for teen coordinators and professional staff alike, supporting and inspiring J-Serve projects of all types and sizes - ranging from a small handful of volunteers to more than a thousand teen participants.

Join us online at JServe.org, and on social media: facebook.com/JServeForTeens. Also, a special shout out to our friends at Repair the World for putting together this toolkit. You can find them on Instagram, Twitter, and Facebook @repairtheworld.

J-SERVE is The International Day Of Jewish Youth Service. Since 2005, J-Serve has provided teens with a unique opportunity to band together through service as a united global network committed to fulfilling the Jewish values of gemilut chasidim (acts of loving kindness), tzedakah (just and charitable giving), and tikkun olam (the responsibility to repair the world). Every year, Jewish teens around the world join each other on this special day and throughout the spring to make their community and the world a better place. Learn more at JServe.org.

REPAIR THE WORLD is dedicated to making volunteering a defining element of American Jewish life. Repair mobilizes tens of thousands of young Jews to volunteer in tackling pressing local needs each year, and equips communities and partners to do the same. These volunteers help transform neighborhoods, cities, and lives through meaningful service experiences rooted in Jewish values, learning, and history. Learn more at weRepair.org.

J-Serve is a collaborative effort run in partnership with Repair the World, BBYO, Good Deeds Day, and Youth Service America. The initiative is generously underwritten by the Charles and Lynn Schusterman Family Foundation and the Joseph and Rebecca Meyerhoff Awards Committee.
TABLE OF CONTENTS

STEP 1: SHAPE YOUR VISION
Explore your passions, your peers' interests, and your community's needs to inspire a meaningful and engaging J-Serve project.

Why You Rock: Getting Started
You and Your Community
How to Identify Community Needs

STEP 2: BUILD A PLAN
Dive into the details with a thoughtful J-Serve project plan and partner strategy.

Make it Happen: Create Your Master Plan
THE DETAILS
Identify Allies: Building Strong Partnerships
Engage Potential Partners

STEP 3: SPREAD THE WORD
Build a recruitment strategy to get everyone you know hyped up about J-Serve.

Start With Your Network
Engage Partners
Social Media Tips and Tricks
Connect with the Local Media

STEP 4: BE AN EXCELLENT HOST
Set the stage for J-Serve to run smoothly and for everyone to feel welcome.

Create a Welcoming Atmosphere
Logistics
Elevate Meaning and Impact

STEP 5: STAY CONNECTED
Keep the momentum going via intentional follow-up with participants and partners.

Plan a Follow Up Event
Email and Personal Follow Up
Tell Your Story Via Social Media
How to Serve Year-Round

APPENDIX
Some charts/tools to aid you and your team throughout the J-Serve planning process.

Organize Your Passions Into Ideas
Map Out A Cause
Sample Introduction Letter for Partners
Organize Your Partners

Task List
Building Your Team
Plan Learning and Reflection
SHAPE YOUR VISION

Start learning about yourself, your peers, and your community so that your J-Serve will be something that everyone can get excited about.

WHY YOU ROCK: GETTING STARTED

Each year, thousands of teens like you make a difference in neighborhoods across their city or town and around the globe by volunteering and building projects with meaningful impact. J-Serve, the International Day of Jewish Youth Service, is how we celebrate that service and renew our dedication for the coming year.

When creating your project, remember: the best service is done in partnership with your community and its leaders, involves some research, incorporates reflection and leaves time for celebration. And, no matter the size or duration of the project, you’ll need to understand the community with which you’re working, tap into your networks and plan, plan, plan.

This guide is designed not only to help you translate your passion into a vision that speaks to your interests, skills and creativity, but also to help you develop a plan to bring your big idea to life.

You can learn more from inside these pages, online at jserv.org and by following us on social media at facebook.com/JServeForTeens. Also, a special shout out to our friends at Repair the World, who you can find on Instagram, Twitter, and Facebook @repairtheworld.
Here is a short glossary of words and terms to know as you make your way through the toolkit:

- **AWARENESS BUILDING**: Raising your own and other people’s consciousness around an issue and promoting understanding—all with a goal of leading people to action! Think about everything from movie screenings, lectures, Jewish learning, posters, art shows, etc. Don’t be afraid to get creative.

- **PHILANTHROPY**: Collecting and donating money to benefit individuals, communities or humanity as a whole. Even a bake sale fundraiser qualifies you as a philanthropist, or the quarters you put in a tzedakah (charity) box.

- **SERVICE**: Acts by a person or group that directly benefit individuals, communities or humanity as a whole. The most common form of service is Volunteering (see below).

- **VOLUNTEERING**: As a volunteer, you donate your time and energy to a situation that needs help! You might choose to create care packages for troops serving overseas, plant trees in your neighborhood or educate kids about bike safety.

- **SERVICE LEARNING**: Combines community service with learning and reflection. Volunteers learn about the issues they’re working on before, during and after the service takes place. This leads them to reflect on the social issues at hand, their experiences and their impact when a project is over.

- **JEWISH SERVICE LEARNING**: Combines service learning with a range of resources and reflection to help you and your peers explore how Jewish values and wisdom inspire us to serve.
YOU AND YOUR COMMUNITY

The most meaningful and impactful volunteering happens when it is designed to maximize your skills, passions, and resources. What do you bring to the table based on who you are and where you come from to contribute to your community? To which communities do you belong? Use the chart below as a guide to help you focus your project by highlighting where you might be best positioned to make a change.

<table>
<thead>
<tr>
<th>Age</th>
<th>What skills do you have?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>What are you passionate about?</td>
</tr>
<tr>
<td>Political Beliefs</td>
<td>What are your fellow volunteers passionate about?</td>
</tr>
<tr>
<td>Sexual Orientation</td>
<td>What can you contribute?</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
</tr>
<tr>
<td>Experiences I partake in</td>
<td></td>
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<tr>
<td>Traditions I keep</td>
<td></td>
</tr>
<tr>
<td>City I live in</td>
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REMEMBER: The groups you belong to are your communities, and as a member, you have a right (and a duty!) to create positive change in them. If you’re already working together with friends, compile your results, talk about your findings, and have some fun shaping your project plan accordingly!
HOW TO IDENTIFY COMMUNITY NEEDS

Okay, you’ve started to explore your own passions that can motivate you to volunteer, as well as the skills that you can bring to the table. Now you’ll need to answer one very important question: What does your community really need?

GETTING STARTED

Time to do your homework! To figure out the best strategy to build J-Serve as an opportunity to tackle real needs in your community, you’ve got to do research first.

HERE’S SOME GUIDANCE TO HELP GET YOU STARTED:

<table>
<thead>
<tr>
<th>RESEARCH ONLINE</th>
<th>CONSULT LOCAL EXPERTS</th>
<th>CONTACT LOCAL LEADERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHO/WHERE YOU CAN LEARN FROM</strong></td>
<td><strong>WHAT YOU CAN LEARN</strong></td>
<td><strong>WHO/WHAT YOU CAN LEARN</strong></td>
</tr>
<tr>
<td>Local newspapers and blogs, local nonprofits and social service providers (think soup kitchens, homeless shelters and after school programs)</td>
<td>Learn what issues are important in the community and how they are currently being addressed; get up to date on key facts and the history of how we got to where we are, today</td>
<td>Elected officials, community organizers, community residents, clergy and nonprofit professionals</td>
</tr>
<tr>
<td>Community members, social workers, journalists and researchers</td>
<td>Hear stories of how an issue impacts someone’s daily life; listen for trends in the strengths and challenges faced by multiple people in the community</td>
<td></td>
</tr>
</tbody>
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**Material Needs**
Those that can be fixed with things (including money). For example, if your community garden needs to be replanted, time and materials like seeds, mulch, and water can be used to fix it.

**Social Needs**
Those that can be fixed with changes to attitudes or policies. For example, if a group of teens at your school is being bullied, their needs are social—like safety, acceptance, and a shift in school culture.

**Service Slang**
If you are unsure where to find these people or resources, **START BY:**

- Brainstorming with friends or family
- Chatting with school community service leaders or counselors
- Exploring your networks through social media
- Googling local social services or visiting a local center
- Looking for Repair the World in your community
- Contacting local representatives/city government to identify causes being addressed in your community
- Connecting with synagogue board/youth advisors

As you speak with these people and review these resources, take out your notebook (or open a new note on your phone) and **JOT DOWN THE RESPONSES TO THESE QUESTIONS:**

- What are the material and social needs that the community has identified?
- What do the research and articles say about this need?
- What is the community currently doing to address these needs?
- What could you do to contribute to those efforts?
- Who can help you achieve these goals?

**NOW, LET’S CONNECT YOUR PASSION WITH COMMUNITY NEEDS.**

How can you connect your identity and your community(s) to help build a project that will create real change? Sketch out your initial service ideas, then circle those in which you’re most interested.

Next, you’ll do more digging to see if they’re going to work for your J-Serve project.

When thinking about a project idea, consider all affected community members:

- What do they need to live a healthy and happy life?
- What’s most urgent? Is it new library books? Cleaner parks? Or basic food and shelter?

Jump to the Appendix, pg 36, to find a chart that will help you map out how you can approach an issue.
TAKE A BIG PICTURE REFLECTION

Do I know what my community needs?

- **YES**
- **NO**

Did I talk to any community members?

- **YES**
- **NO**

Does this match my passions/interests and those of my peers?

- **YES**
- **NO**

**Uh oh! Here are some ideas to get you unstuck.**

- Check in with your community partners and peers to see if it aligns with their skills and passions—if so, get them involved!
- Turn back to page 8 for ideas about who to reach out to for brainstorming and bouncing around ideas.

Nice, let’s run it through a quick test to make sure we are ready.

How did you determine this?

- **BY MYSELF**
- **WITH THE COMMUNITY AND MY PEERS**

Don’t be afraid to ask others. They have a lot of amazing insight and want to share it with you. Consider giving this process another shot.

Nice work, let’s start building our plan!

Food for Thought

Are you connecting the dots?

How do your passions, assets and interests best meet your community’s needs?

Now it’s time to put all of these ideas together—visit the Appendix, pg 35, to find a chart that will help you organize all of your ideas.
Dive into the details with a thoughtful J-Serve project plan and partner strategy.

MAKE IT HAPPEN: CREATE YOUR MASTER PLAN

Take a deep breath, and get ready to dig in!

Use the worksheets in the next few pages to fill in details about what you’ll do to bring your service project to life. There’s a reason why we call it your master plan—print it, post it up on your wall, and carry it with you to all your J-Serve planning meetings. Plus, be sure to update it as you go along since things will likely shift along the way.

INTRODUCING THE BIG IDEA

Now that you’ve got an awesome project idea that uses your passions and skills to address real community needs, let’s make it happen!

MY BIG IDEA IS TO (DRUM ROLL PLEASE):
SETTING SMART GOALS

Like any critical programming skill, learning how to set strong, tangible, and relevant goals takes time and practice. Using the SMART Goals framework (see below) can help you evaluate the details of your project goals to make sure they are of the highest quality before beginning to create a program around them!

Start with your broad dream:

State your goal as specifically as possible: Who, what, when, how . . .

What’s your measure of success? How much? How well? If you can’t measure it, you won’t know when you’ve achieved it!

Can you do it? Do you (or your team) have the resources necessary to meet this goal? Do you have the right people engaged to meet the goal?

Is this goal relevant to our larger mission? What larger initiative will it support?

When will this goal be met? Can you identify interim times and how far along you should be so you’ll know you’re on the right track?

Your final, concrete J-Serve project goal:
THE DETAILS

And now, the nitty gritty! Think about all the stuff you have—and will need—to make your idea a reality.

Resources and Supplies

In other words, everything from tools and computers to meeting spaces, printing and photography. Jot down how many you need and how you’ll get them. Will someone donate, or will you need to purchase these things? What are your estimated needs and associated costs for each of the following, and who will take care of them?

<table>
<thead>
<tr>
<th>SPACE</th>
<th>FOOD</th>
<th>FLYERS</th>
<th>SUPPLIES</th>
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Budgeting

While budgeting isn't always fun, it's important. On a spreadsheet, keep track of what you're spending and consider potential opportunities for fundraisers, grants and in-kind donations to help cover costs.

Task Lists

Make sure everyone involved knows their responsibilities and that nothing falls through the cracks. For a sample task list for the full project, go to the Appendix, pg 38. For an editable version that you can fill out on the computer, visit bit.ly/144sN7p.

The Team

“Teamwork makes the dream work.” Put together your team of all stars and make sure the work they each get to own is relevant to their individual skills and interests. For a chart to help you organize your team, see the Appendix, pg 39.
IDENTIFY ALLIES: BUILDING STRONG PARTNERSHIPS

Now that you’ve done initial research on your own, it’s time to find other people and organizations working on your desired issue area to drill down and flesh out your project plan. Partnerships can help you create greater impact, recruit more volunteers, elevate the experience for participants, gain more publicity, and make your project last more than just a day!

It can be helpful to break down different types of partners into a couple of categories, to help understand what different individuals and organizations can contribute to J-Serve in your community. Not all partners will fit neatly into these categories, and that’s okay . . . that’s what makes them special! The three main types of partners to consider here are Community Partners, Program Partners and Brand Partners.
COMMUNITY PARTNERS

Organizations that can help recruit more volunteers to J-Serve. A lot of times, they are organizations that already have a community of Jewish teens. We’ll talk more about how to get Community Partners to advertise for J-Serve in the next section (Spread the Word).

Examples of Community Partners include Synagogue-based youth groups, Jewish clubs at local high schools, Jewish summer camps, and Jewish teen movements.

Ways to Engage Community Partners Include their staff and/or teen leaders in planning J-Serve, ask them to commit to bringing out teens to volunteer, invite them to take leadership roles on the day of the project (set up, check in, group leaders, etc.).

PROGRAM PARTNERS

Organizations with which you will volunteer/serve. Sometimes you will bring teens to volunteer on site, and sometimes they will have projects that you can do remotely (like packing meal kits for the hungry or writing letters to the sick).

Examples of Program Partners Soup kitchens, homeless shelters, nursing homes, and urban gardens can be program partners. Often times, these are local organizations, but sometimes they are national organizations that connect your service to another part of the country.

Ways to Engage Program Partners Ask them how J-Serve can best serve their organization’s needs; see if they are available to educate J-Serve volunteers and planners about the work that they do and the issues that they tackle day-of, send out information about their organizations leading up to the project, include ways to get involved with them after the project in your follow up.

BRAND PARTNERS

Organizations and individuals with the resources and relationships to raise J-Serve’s profile and quality in your community through brand recognition, funding, publicity, and potential speakers.

Examples of Brand Partners Retail brands, local businesses, public officials, other prominent community/faith/thought leaders, companies, nonprofits and local television stations/newspapers.

Ways to Engage Brand Partners Invite them to sponsor J-Serve, promote through their personal networks and social media, invite them to speak at J-Serve, ask if they will help cover the cost or donate in-kind (if your project requires supplies), or see if they will write about J-Serve in your local newspaper.
ENGAGE POTENTIAL PARTNERS

When approaching any potential J-Serve partner, it’s super important to keep a few key things in mind:

• **BE RESPECTFUL:** Approach communities with humility, knowing that they often have expertise that you don’t. Remember to lead with statements like: “We would like to work WITH your community to solve “X” instead of, “We want to help your community.”

• **KEEP AN OPEN MIND:** Sometimes we have preconceived notions about what a community or its members are like, but we’re not always right. When approaching a community member for the first time, don’t assume that you know what they’re going to say or do.

• **LISTEN AND GET CREATIVE:** Your project idea may be awesome, but it may not be the best way to add value. Listen to the ideas of others first, and then shape a project that you, your volunteers and the community will love.

• **COLLABORATE:** After this inquiry process, see if they’re a good fit for partnership. Has this person or group held service events in the past? Are they open to teen volunteers? Do they have space for you? Once you decide on a project, first ask for help, then keep them updated on your project, and finally, see if you can build a partnership.

Quick Tip
Check out the Appendix, pg 37, for a sample letter that you can use to reach out to partners.
Use this table to keep track of the different partners you contact. This will help you organize your outreach, make sure that you have a good balance of potential partners, and understand who will be a good fit for your project.

<table>
<thead>
<tr>
<th>ORGANIZATION / LEADER</th>
<th>CONTACT NAME / INFO</th>
<th>DATE(S) CONTACTED</th>
<th>NOTES</th>
<th>GOOD FIT?</th>
<th>TYPE OF PARTNER (Community, Program or Brand)</th>
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**Quick Tip**

Review the information above and decide which community leaders and/or organizations are the best fit for potential partnership with your J-Serve project by thinking through the following considerations:

- Is their mission aligned with yours?
- Is there a need that your project could fill?
- Do they have a staff member designated to this project?
- Are they able to/ interested in working with teens?
- Do they have capacity to handle a project of your size (i.e. physical space for volunteers)?
- Will their project fill the amount of time you have allotted?
- Does their work include other youth from the community?
- Are they easy to get to by public transportation, car, jetpack, or however teens in your area get around?
Building partnerships can take a lot of hard work, but the potential reward is even greater! Organizations are busy, and they may not be able to focus on your project right when you engage them, but keep at it by reaching out to several key leaders, local experts, and/or service organizations to help shape your program.

Whomever you end up partnering with to help elevate your J-Serve project, the most important thing is that your idea is actionable, meaningful and valuable. We'll talk more about how you’re going to get your volunteers to show up later on!
Build a recruitment strategy to get everyone you know hyped up about J-Serve.

START WITH YOUR NETWORK

Even if you’ve got 1000+ followers on Instagram, you are going to need some help getting the word out about J-Serve in a way that captures teens’ attention amidst endless competing priorities. Here are some strategies to help engage potential participants and get them excited about your event.

Who are the people that you want to attend? Do you have friends, siblings, relatives, or classmates who can bring a group to J-Serve? What are you waiting for? Let’s get to it!

- **MEET TEENS WHERE THEY ARE:**
  
  On Instagram or Snapchat? At the mall? In a coffee shop? At the JCC? On the basketball court? Consider your different communication tools, and think through ways to engage with teens via multiple channels to hit a wider audience.
• **INTRODUCE YOUR AUDIENCE (TO EACH OTHER!):** Engage a core group of teens early on who can serve as ambassadors and recruiters to help build some J-Serve buzz. Get the conversation going by hosting small gatherings (in-person and digital). These peer-to-peer strategies are the best way to get the word out. Leading up to the big day, be sure to remind people in creative ways (images, poems, and emojis work great!) so they will remember to show up (and to pre-register, where applicable).

• **BUILD #FOMO BY MAKING YOUR EVENT CONTAGIOUS:**
  Your service is truly important, and it’s important to be sure that your event is seen as something people WANT to spread the word about and WANT to join. So this tip’s a no-brainer: be inviting, spirited, and fun in promoting your event via all available digital, print, and in-person channels. Use every opportunity to encourage your potential volunteers to publicize the event in emails and online as a “must see” event that they will not want to miss.

  **Quick Tip**
  When it comes to actual J-Serve day, make sure your community catches on and is ready to roll by snapping, sharing photos and letting the world know what’s happening in real time at the event!
ENGAGE PARTNERS

Remember those Community, Program, and Brand Partners? They are some of your best allies in advertising J-Serve. Here are some ways they can help advertise:

1. **Share information about J-Serve** on social media and in their newsletters. Draft posts and language for your partners about the event to make it easy for them to share with their primary audience/network.

2. **Post a flyer in their space** so that people walking by can learn more. Sometimes it helps if you drop by with a couple of printed flyers and tape and just ask them where you should post them.

3. Your **Community Partners** should help recruit teens to join in for J-Serve. Ask them to have a point person on their leadership team to be in charge of organizing a group of volunteers, and consider offering some sort of incentive (free t-shirts, a pizza party, etc.) for the partner organization that recruits the most teens to attend your event.
SOCIAL MEDIA TIPS AND TRICKS

Social media is a key tool to share information about J-Serve to teens in your community before, during, and after the event. Not only is it critical in getting the initial word out, but you can use it to build buzz and excitement for the program, engage those unable to attend with your experience, and promote project success to the masses.

Here are some essentials to incorporate into your social media strategy:

BEFORE J-SERVE

• Create a group chat with your organizers and coordinators to keep them up to date and hear what they are working on

• Create a Facebook event that links to your registration page to encourage pre-event sign up

• If you have funds, consider paying to advertise your event on Facebook/Instagram to engage with more teens in your area

• Use Thunderclap, or a similar platform to get everyone on the planning team and your partners to post about J-Serve on social media in a coordinated way

• Post quality images of last year’s project, this year’s planning sessions, and/or other related programs on Instagram and Snapchat, tagging your peers and partners to build hype

• Set up a Snapchat filter for the day of J-Serve (see sample images, right)
DURING J-SERVE

• Appoint a point person to be in charge of social media during the event (via live Tweets, Instagram posts, Facebook updates, etc.)

• Encourage your friends and other volunteers to post pictures and quotes from speakers using the official J-Serve hashtag

• Tag your location on Facebook or Instagram to draw attention from anywhere nearby

• Shoot live video for social media via Facebook Live or other similar platforms

• Engage your Community/Program/Brand Partners and guests by tagging them in social posts

• Share project highlights (# cans collected/teens engaged/hours served/etc.) to celebrate success

• Share your favorite photos from the event in follow-up emails to teens, parents, and/or partners

• Publicly thank participants, partners, and/or guests for their support

Quick Tip
Post action photos to showcase the fun and impact of your project!

AFTER J-SERVE
CONNECT WITH THE LOCAL MEDIA

In the weeks leading up to J-Serve, reach out to local media contacts (e.g. newspapers, television stations, radio stations, bloggers) to share the story of your excellent teen service project poised to make a great impact in the community. Here are a few things to include as you engage news outlets and invite them to cover your event:

1. What J-Serve is (pull standard global initiative language from jserve.org!)
2. The impact of last year’s community J-Serve project (e.g. how many meals prepared for the hungry)
3. The number of teens expected to participate this year
4. The number of service projects you are going to offer during J-Serve
5. Any special speakers/partners/guests who will be featured as part of the experience
6. Personal quotes/testimonials from people on your planning team

If you are feeling REALLY ambitious, you can prepare a full press release. Our friends at Youth Service America put together some PR tips and a standard template for their Global Youth Service Day initiative that offer a good baseline from which you can build.
CREATE A WELCOMING ATMOSPHERE

For some people, this will be their first J-Serve experience. For others, it will be a new experience that takes them out of their comfort zone. Creating a welcoming atmosphere is the first step to make sure that they will have a meaningful experience. If you get it right, teens will be counting down until next year’s J-Serve!

Here are a few quick tips to consider as you seek to make sure everyone feels welcome and engaged at your J-Serve event:

SIGNAGE

- Use clear, branded signage to help volunteers get to the right place, including getting to the right building, the sign-in table, restrooms, etc.

- Be sure to include the official J-Serve logo to clarify that your signage is, in fact, for J-Serve (especially if you’re working in a shared space)

- Where appropriate, include partner logos to showcase the inclusive nature of your project by acknowledging their work and contribution to the day
• Think about colors when creating your signage; for example, it is best to print dark words on light paper, so the signs are clear and easy to read

• Use signs to mark any spaces that are off limits, like a kitchen or private office

ONSITE REGISTRATION TABLE

• Bring multiple printed copies of all pre-registration information to help expedite onsite registration by highlighting the names of individual volunteers as they check in

• If you’re allowing walk-ins at your project, bring laptop computers to have out on your sign-in table with your registration page open on each to allow onsite registrants to enter their information into your system upon arrival

• If you’ve got a lot of people attending, consider prepping name tags in advance, and organizing them in alphabetical order with two or more people checking in your volunteers

• This is a great place to distribute swag or give out other information that participants might need for the rest of the day

• Check in can be a really stressful job, so make sure the people staffing this table are well informed about any questions they might receive about the schedule and the space
T-SHIRTS AND SWAG

- Everybody loves swag! Pending budget, prep and share a highly visible piece of swag (shirts, sunglasses, hats, etc.) as a great way to bring your volunteers together as one community; plus it makes for a great photo opportunity

- Include the logos of all major Program/Community/Brand Partners in your swag design to recognize the hard work that they put into helping you prepare for J-Serve

DECORATIONS AND SNACKS

- If you’ve got any extra room in your budget, decorations (banners, photo backdrops, balloons, etc.) are great add-ons to J-Serve and will help elevate the experience to give everyone a sense of how special the day is

- Snacks help keep everyone happy and energized throughout their J-Serve experience; make sure to label any snacks that have potential allergens, like peanuts, tree nuts, dairy or gluten

- Ask everyone to bring their water bottles to stay hydrated, and if you are not serving food, make sure that your volunteers know to bring their own snacks
LOGISTICS

Logistics are all of the details you need to make J-Serve run smoothly. This includes everything from making sure you have all the materials you need on site, to letting everyone know when and where they should show up. One really helpful tool is a RUN OF SHOW document, basically creating a detailed schedule that tells you when and how everything is happening as well as who needs to be where at every step. Every J-Serve is very different, so here is a basic sample run of show to use as a bare bones model for your big day:

<table>
<thead>
<tr>
<th>TIMING</th>
<th>TASKS</th>
<th>WHO’S HELPING?</th>
</tr>
</thead>
<tbody>
<tr>
<td>7–8:30 am</td>
<td>SET UP</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>• Team Meeting</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>• Hand out schedules and lists of volunteers for site captains</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>• Post signs outside and inside of building</td>
<td>4.</td>
</tr>
<tr>
<td></td>
<td>• Set up Sign-in table</td>
<td>5.</td>
</tr>
<tr>
<td></td>
<td>• Arrange main room for opening</td>
<td>6.</td>
</tr>
<tr>
<td></td>
<td>• Set up breakfast</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Eat breakfast (set up team)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Test audio and visual equipment</td>
<td></td>
</tr>
<tr>
<td>8:30–9:15 am</td>
<td>EVENT BEGINS</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>• Sign-in table is open and staffed, breakfast out</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>• Volunteers receive t-shirts and are reminded to use the bathroom</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>• Volunteers receive t-shirts and are reminded to use the bathroom</td>
<td>4.</td>
</tr>
<tr>
<td></td>
<td>• Kick-off ceremony where teen and community leaders speak</td>
<td></td>
</tr>
<tr>
<td>9:15 am–12 pm</td>
<td>HANDS-ON SERVICE</td>
<td>SERVICE SITE LEADERS</td>
</tr>
<tr>
<td></td>
<td>• Groups are called to get on buses, led by site captain</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>• Buses drive to service partners</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>• Volunteer at each site</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>• Reflection done at each site</td>
<td>4.</td>
</tr>
<tr>
<td></td>
<td>• Buses pick up teens and return to original site for wrap up</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SET UP FOR WRAP UP AND CELEBRATION (during service)</td>
<td>SET UP</td>
</tr>
<tr>
<td></td>
<td>• Rearrange room for wrap up (move chairs &amp; tables)</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>• Clean up main room</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>• Set up for lunch</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>• Check in with service sites to make sure that things are running</td>
<td>4.</td>
</tr>
<tr>
<td></td>
<td>Wrapping up smoothly</td>
<td></td>
</tr>
<tr>
<td>12–1:30 pm</td>
<td>WRAP UP AND CELEBRATION</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>• Teen leadership thanks teens and partners</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>• Serve lunch</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>• Background music turns on for social time</td>
<td>4.</td>
</tr>
<tr>
<td></td>
<td>• Next service opportunity is announced</td>
<td>5.</td>
</tr>
</tbody>
</table>
When building a J-Serve project, it’s important that the service is authentic and meaningful to both those being served and to the volunteers themselves. A great service project enables people to learn, talk, and share about the underlying local and social issues that surround it. It also allows space for participants to talk about what they’re feeling and what they’re thinking about before, during, and after their service. Reflection is an important way to truly understand the value and meaning of what you’ve been experiencing.

These kinds of conversations help participants become more effective advocates for your cause, giving them tools to reflect on their experiences and what it means to be a leader and gamechanger. They also help solidify a bond amongst your group!
Quick Tip
Take time to create a plan of action for how you’ll get people to think about the stuff that matters as part of your J-Serve experience. Consider the questions listed below as you build your pre/post-event reflection.

- **SAFE SPACE:** Build an open space based on common agreements that allow for challenging (not hostile!) conversations. Work with your team to create ground rules so people feel comfortable talking about tough stuff that your project might revolve around—like race, class, and privilege.

- **ISSUES:** What are some of the social, economic, and political factors that surround the problem you’re addressing in your project? What considerations can you explore with your participants to make your service become more meaningful?

- **INFORMATION:** What information can you share with your participants or learn about with them so that they really understand the issue on which your project focuses?

- **DISCUSSION METHODS:** How will you convey this information to them? Think about the methods you’ll use, such as giving a speech, sharing a text with them, showing a movie clip or giving them something to read beforehand.

- **JEWISH VALUES:** What questions or prompts can help your participants think more deeply about their service experiences through your project? Is your project connected to a Jewish ritual, good deed (mitzvah), or cultural practice? Is it connected to Jewish values and/or history? How? Think about the spiritual, ritual, historical or cultural connections between your project and being Jewish. Look to resources such as biblical texts, photographs, films, music, poetry, art, literature, and others that reflect these connections.

- **TIMING:** When should these discussions take place? Before and/or after the volunteer experience?

- **LOCATION:** Where should this part of the project occur?

Click [this link](https://weRepair.org/J-Serve) (Appendix, pg 40) to view an example of preparing learning and reflection for your volunteers.
Just because J-Serve is over after your event doesn’t mean that your work is done. Keep the momentum going by staying in touch with all engaged teens (and their parents) and with your partners to take full advantage of your J-Serve success with continued opportunities for engagement year-round!

**PLAN A FOLLOW-UP EVENT**

It’s never too early to start planning a follow-up event after J-Serve, especially so you can promote your next opportunity to do more good while you’re all together on the big day!

- **Remember that this J-Serve toolkit is your friend**—use it to plan your follow up service events
- **Leverage your J-Serve experience as a way to empower more teens to join your community’s Jewish teen service effort by helping to plan the next event and develop the next generation of leadership**
- **Continue partnering** with Program, Community, and/or Brand Partners you’ve enjoyed and have been the most meaningful to work with
- **Continue to volunteer** either individually or in small groups whenever possible on your own time; it’s the best way to build and maintain deep relationships with your Program Partners
EMAIL AND PERSONAL FOLLOW UP

SEND A BLAST THANK YOU EMAIL TO EVERYONE WHO CAME OUT TO J-SERVE

• The sooner the better to maximize impact (try to send it out within a week of your event)

• Include quotes and pictures from teen participants and partners to highlight shared success

• Use numbers and data from both your local project and from the broader J-Serve global initiative to ensure that those who receive your email know that they are not just one community, but part of a larger movement of Jewish teens serving the world

• Include direct links to any published or recorded news stories about J-Serve

• Include links where people can learn more about how to stay connected with each of your Community/Program/Brand Partners

• Let recipients know about the next opportunity to volunteer and/or engage with the J-Serve community

Quick Tip
Make time to have your J-Serve planning committee write and send personal thank you notes to key partners, guests and/or speakers as a token of appreciation for their help in making your event so special.

• Include a post-event survey within your follow-up outreach asking participants what they liked most and what they think could be improved for J-Serve next year

• Bonus points if you prepare handwritten thank you notes before J-Serve and hand them out
TELL YOUR STORY VIA SOCIAL MEDIA

• Create visual stories by posting videos and pictures to highlight the breadth and depth of your experience

• Thank your partners and leaders who helped you make J-Serve happen by tagging key individuals and organizations by name on social media

• Share your successes through numbers and stories:

  How many service projects did you have?
  How many teens volunteered?
  How many meals did you serve?
  Did any of the teens learn something new, and can you quote them about it?
KEEP ON SERVING YEAR-ROUND

Congratulations on your amazing work with J-Serve this year! Eager to shift your community’s teen service energy ahead to the next project opportunity? Here are a few ideas to help you think through where to go from here:

• FOLLOW THE NEWS: Keep up with current events to understand how different issues affect your local community.

• FOLLOW YOUR FAVORITE ORGANIZATIONS AND PARTNERS ON FACEBOOK, TWITTER, INSTAGRAM, ETC.: Hear about and amplify the work that they are doing year round by liking and sharing posts.

• ORGANIZE A VOLUNTEERING REUNION: Keep your core team engaged with each other, local issues and local partners to show ongoing support and make next year even better.

• DONATE WISH LIST ITEMS OR MONEY TO AN AWESOME CHARITY: Continue to support your favorite nonprofit(s) so they can do the work that volunteers might not be able to accomplish on J-Serve.

• WRITE LETTERS, BLOGS AND ARTICLES ABOUT ISSUES YOU CARE ABOUT: Educate others and spread the word about important issues to motivate your network to get involved and volunteer throughout the year and at next year’s J-Serve.

• STAY IN TOUCH WITH LOCAL ORGANIZATIONS: Strengthen your relationships through regular contact. The better you know your partners, the better you will be able to meet their needs.

• START PLANNING FOR YOUR NEXT BIG EVENT: At its best, service learning is an ongoing commitment. You’ve now got the skills and connections to do that!

• FOLLOW @REPAIRTHEWORLD AND @J-SERVE ON FACEBOOK: See how the Jewish community is serving across the country and world!
We are so grateful for and inspired by your service, and we look forward to supporting your ongoing efforts to do good however we can! It’s our greatest hope that we’ve inspired you, and helped to set you on a long and rewarding path of service.

But guess what? The fun has just begun! We look forward to keeping in touch with you, and with your collaborators who helped make your J-Serve project such a great success. Now that you’re armed with all the essential tools to build a meaningful (and fun!) service project for Jewish teens, we’re sure you’ll keep your radar tuned in to important local issues and participate in ongoing events, all while motivating others to keep serving right along with you.

HAPPY J-SERVING!
Use this chart to map out your interests and passions, how they can drive you to focus on a specific issue, and start to brainstorm how you and J-Serve can make an impact.

<table>
<thead>
<tr>
<th>MY PASSION</th>
<th>COMMUNITY</th>
<th>MY CONTRIBUTION</th>
<th>POTENTIAL PROJECT TYPE</th>
<th>NEW PROJECT IDEA</th>
<th>WHY THE CHANGE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeding the hungry</td>
<td>Downtown</td>
<td>Asking for donations from synagogue members + teens who want to volunteer</td>
<td>Fundraiser or Service Project</td>
<td>Raise funds and awareness for soup kitchens</td>
<td>Soup kitchen wants to start serving breakfast on weekends</td>
</tr>
</tbody>
</table>
**MAP OUT A CAUSE**

Keep a running list of key causes that feel most important and relevant in your community. Record how these issues are evolving, possible actions you could take to help (through J-Serve or otherwise), and potential partners you could engage to drive change.

<table>
<thead>
<tr>
<th>CAUSE</th>
<th>ISSUE</th>
<th>CURRENT STATUS</th>
<th>POSSIBLE ACTION</th>
<th>POSSIBLE PARTNER(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What local issues contributed to the current situation?</td>
<td>What BIGGER social issue is this need a part of? Think on a national or worldwide level</td>
<td>What is the community currently doing to deal with this?</td>
<td>What could you do to help?</td>
<td>Who can help you?</td>
</tr>
<tr>
<td><strong>Budget cuts led to fewer hours for crossing guards</strong></td>
<td><strong>Public safety</strong></td>
<td><strong>They have one guard on Thursdays from 7 am to 8 am</strong></td>
<td><strong>A petition to employ more crossing guards</strong></td>
<td><strong>Public safety association; neighbor who is friends with the mayor</strong></td>
</tr>
</tbody>
</table>

---

**J-SERVE PROJECT PLANNING TOOLKIT: Jewish Teens Serving the World**

36
SAMPLE INTRODUCTION LETTER FOR PARTNERS

Adapt this letter and send it over as an introduction to a potential new partner. In its current form, it is best suited for Program Partners, but with a few edits it would be great to send to Community Partners and Brand Partners.

Dear______,

My name is ________, and I’m participating in J-Serve, the International Day of Jewish Teen Service that’s taking place on [day of the week, date, year].

As a project leader, I’ve been researching and compiling information to develop a service project that will engage teen volunteers in meeting local needs. Through my research, I’ve learned [insert a research finding here: e.g., “that the public safety report shows there have been many accidents happening on Main Street”].

I’ve noticed that your organization is doing amazing work in [insert issue area]. I’d like to meet to learn about your work, and discuss the possibility of partnering with you or someone on your team to create a project that will be most meaningful for the community and our volunteers.

Please let me know if you are able to speak or meet in the next [number] weeks about this project. I’ll follow up with you next week to check your availability. Thank you in advance for your time, and I look forward to speaking!

Sincerely yours,

[First and last name]
[Grade/Year and school name]
[Phone number and email]

Quick Tip
Once you send out your partner outreach letters, put a reminder on your calendar to follow up in a week if you have not yet received a reply by that time.
COMPLETE YOUR TASK LIST

Use this sample task list as a starting point from which to build out your project plan of attack! The row headers on the left side of the page are just suggestions; customize those fields to suit your J-Serve project, as desired.

<table>
<thead>
<tr>
<th>TASK</th>
<th>START DATE</th>
<th>DUE DATE</th>
<th>COST (IF ANY)</th>
<th>POSSIBLE FUNDER</th>
<th>OWNER</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose a Date</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Build a Team</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure Transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Donations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget Creation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press Release</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruitment Flyers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Every big project needs an awesome team. Writing out everyone’s roles and responsibilities doesn’t just help you delegate; sharing it with the whole team allows everyone to know who to ask if they have a question.

<table>
<thead>
<tr>
<th>NAME</th>
<th>ROLE</th>
<th>RESPONSIBILITIES</th>
<th>CONTACT INFO</th>
</tr>
</thead>
</table>
| Jordan | Operations Manager | • Orders supplies and food  
• Handles transportation logistics  
• Helps team members with budget | jordan@gmail.com  
212.222.2222 |
# PLAN

## LEARNING AND REFLECTION

Use the sample learning and reflection plan included below as a guide to help you build out your own plan to infuse meaningful reflection into your J-Serve project before, during, and after the main event.

<table>
<thead>
<tr>
<th>ISSUE(S)</th>
<th>FRAMING</th>
<th>DURING</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education gap</td>
<td>Poverty and education outcomes</td>
<td>Budget cuts to local schools</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INFORMATION</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fact sheets</td>
<td>Talking points</td>
<td>Petitions</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISCUSSION METHODS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick lecture by Becky Stein, local teacher and service project partner</td>
<td>Discussion questions handed out to volunteer team leaders</td>
<td>Quick introduction to local issues by me; team will hand out the petition during debrief</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JEWISH CULTURE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewish quotes on education posted around the room</td>
<td>Present information on the Jewish people’s deep roots in the American public education system</td>
<td>Participants are asked how their Jewish education has impacted their beliefs about education policy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIMING</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assemble the group together for 10 minutes before we start the project</td>
<td>Team members will circulate throughout the project to ask discussion questions</td>
<td>After service is complete and cleaned up</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCATION</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Study hall at the JCC</td>
<td>On site</td>
<td>Common space at a local JCC, synagogue, library, or other communal facility</td>
<td></td>
</tr>
</tbody>
</table>