

## JGS Management

### Panelists

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### I. Day to Day Operations Issues

Tutorial on Running a JGS:

- By-laws and Corporate Governance
- Finance
- Leadership
- Recruitment
- Programming – meeting the aspirations and interests of members
- Communications
- Managing risks – finance, operational, politics and other

### II. Society Operations

Managing a JGS can be fun—and challenging. This session is to help you and your JGS become more effective and successful! Some of the items we have to deal with are not necessarily fun, but they are necessary for a successful society. Whether you are a small, medium or large society this session will provide insight into making your society more compliant and productive. **Questions that you might want to consider include:**

- Have you developed leadership succession?
- Are you successful in membership recruitment?
- Are you able to attract volunteers to assist in society projects?
- What outreach have you made to attract younger attendees and members?
- Are you using the “newer” ways to communicate i.e. Facebook, blogs, twitter?
- Is programming a challenge? Are you able to find speakers of interest?
- When was the last time you reviewed and updated your by-laws or governing document?
- How many officers have signing authority for your checkbook? How many signatures are required on a society check?
- Do you have alternate revenue streams above membership dues?
- How do you “market” your society? Do you participate in local genealogical or Jewish fairs? Do you send your newsletter and/or meeting notices to local groups to advertise your society?
- Is your society in crisis?

A survey questionnaire, addressing these questions and more, was sent to each member society President and Secretary to ascertain the state of play across IAJGS member organizations.

The results of this survey will be discussed in this session. Learn from the successes and challenges faced by your sister JGSs and how they may benefit your society and take you forward. Results are not available at the time of handout submission. Society leaders interested

in obtaining a summary report of the society survey results may request a copy via email to [ianmallen@att.net](mailto:ianmallen@att.net).

### III. Online Tools for Society Management

#### IAJGS Resources:

IAJGS offers a number of aids to assist member societies:

#### **Programming**

- Webinars so that you can take advantage of speakers from a distant location AND having meetings in multiple locations if your society is countrywide or a geographically dispersed society. Your site will require WIFI, a computer screen, projector and laptop—your society is responsible for those costs. IAJGS pays for the webinar service GoToMeeting, See: <http://www.iajgs.org/webinars.html>
- A power point on “JGS Dynamics of Innovative Programming”. See: [http://www.iajgs.org/Programing\\_ppt.html](http://www.iajgs.org/Programing_ppt.html)
- Promoting and marketing your society. Go to: <http://tinyurl.com/ckqh2gz>

#### **Membership**

- A membership brochure template: <http://www.iajgs.org/members/brochtempl.html>
- The IAJGS created the Membership Development Committee in 2011 to identify potential new members from existing organizations, help encourage the formation of new JGSs in areas where there is a Jewish population and no existing JGS, enhance membership of existing member societies, and help struggling member societies to survive and grow. The Membership Development Committee created several publications to assist JGSs:
- For JGS membership recruitment see: [http://www.iajgs.org/members/Why\\_Join\\_a\\_JGS.pdf](http://www.iajgs.org/members/Why_Join_a_JGS.pdf) (Society can add their own logo) if they go to <http://www.iajgs.org/members/membership.html> and click on “here” under *Why Someone Should Join a JGS*:
- If you are unaffiliated and would like to form a society see: Why Form A JGS: [http://www.iajgs.org/members/WhyFormJGS\\_US\\_Final.pdf](http://www.iajgs.org/members/WhyFormJGS_US_Final.pdf)
- If you are located outside the United States, go to: [http://www.iajgs.org/members/WhyFormJGS\\_Generic\\_Post\\_Non\\_US\\_Final.pdf](http://www.iajgs.org/members/WhyFormJGS_Generic_Post_Non_US_Final.pdf)
- We also have Starting A JGS: First Steps [http://www.iajgs.org/members/Starting\\_a\\_JGS\\_The\\_First\\_Steps\\_US\\_final.pdf](http://www.iajgs.org/members/Starting_a_JGS_The_First_Steps_US_final.pdf)
- If you are located outside the United States go to: [http://www.iajgs.org/members/Starting\\_a\\_JGS\\_The\\_First\\_Steps\\_Non\\_US\\_Final.pdf](http://www.iajgs.org/members/Starting_a_JGS_The_First_Steps_Non_US_Final.pdf)

#### **Strategic Planning**

- Guidelines for Effective Brainstorming <http://www.iajgs.org/brainstorming.html>

#### FGS Resources:

The Federation of Genealogical Societies (FGS) also has a number of helping aides- that are available even if your society is not a member of FGS. They are called Society Strategies and may be found at: <http://www.fgs.org/cpage.php?pt=55#societies>. The newer papers are restricted to FGS member societies, but there is a wealth of topics that any society manager would find of interest. The Society Strategies are divided into 8 areas:

- [Series I: Strategies for Societies](http://www.fgs.org/cpage.php?pt=55#societies) <http://www.fgs.org/cpage.php?pt=55#societies>

- [Series II: Strategies for Presidents](http://www.fgs.org/cpage.php?pt=55#presidents) <http://www.fgs.org/cpage.php?pt=55#presidents>
- [Series III: Strategies for Vice-Presidents](http://www.fgs.org/cpage.php?pt=55#vice-presidents) <http://www.fgs.org/cpage.php?pt=55#vice-presidents>
- [Series IV: Strategies for Treasurers](http://www.fgs.org/cpage.php?pt=55#treasurers) <http://www.fgs.org/cpage.php?pt=55#treasurers>
- [Series V: Strategies for Secretaries](http://www.fgs.org/cpage.php?pt=55#secretaries) <http://www.fgs.org/cpage.php?pt=55#secretaries>
- [Series VI: Strategies for Program Chairpersons](http://www.fgs.org/cpage.php?pt=55#chairpersons) <http://www.fgs.org/cpage.php?pt=55#chairpersons>
- [Series VII: Strategies for Librarians](http://www.fgs.org/cpage.php?pt=55#librarians) <http://www.fgs.org/cpage.php?pt=55#librarians>
- [Series VIII: Strategies for Editors](http://www.fgs.org/cpage.php?pt=55#editors) <http://www.fgs.org/cpage.php?pt=55#editors>

Each Series has between 1-30 chapters. Some especially interesting chapters include: Growing a Society; Hints For Publicity Chairs; The Society in Crisis; Volunteers: Finding and Keeping Them; How to Run an Election; Time Management; How Small Societies Can Get Noticed and More!

FGS also has available two recorded webinars that may be of assistance:

- [Your Society's Next Generation: Reaching Out to New Communities](http://www.fgs.org/cpage.php?pt=31) <http://www.fgs.org/cpage.php?pt=31>  
presented by D. Joshua Taylor
- [Social Networking for Genealogy Societies](http://www.fgs.org/cpage.php?pt=32) <http://www.fgs.org/cpage.php?pt=32>  
presented by Thomas MacEntee