

STEP 4: Follow-up – this is a multi-year partnership

It is important that once the initial push and excitement for the program fades, you keep reminding and recruiting people to get involved. Phone calls work the best.

- Enlist club members who are also involved in your Green Committee or Social Action Committee to sign up additional club or synagogue members.
- Utilize B’Nai Mitzvah students through a Mitzvah project. Create a special Hebrew school environmental night and use a JNF environmental speaker.
- Earn the JNF/FJMC GoNeutral Seal of Accreditation. If 50% of your club members or congregants register to offset at least some of their carbon usage we will provide the congregation with a seal affirming your synagogue and clubs commitment to environmental awareness that can be used on all synagogue materials and on your webpage.

STEP 5: Greening your Synagogue – there is no place like home

The FJMC / JNF GoNeutral Synagogue Affiliate program is designed to assist individuals to change their lifestyles and offset their environmental impact. It is also important for us to change the way the synagogue is used as a building and an organization. Consider the following suggestions and advertise what you are doing to your community members.

IDEAS:

- Arrange for an energy audit and implement the recommendations
- Promote the FJMC eco-Shabbat candle as an alternative to petroleum based candles. Candles can be ordered through <http://ecoshabbat.com>.
- Use FJMC sourced bio-degradable disposable dishes and flatware
- Show your commitment through installing an FJMC solar ner tamid
- Buy energy efficient light bulbs through COEJL
- Use recycled paper and materials for correspondence and at events; and eco-friendly cleaners for your building

NEED MORE?

For questions, problems or comments please contact Debbie Scher of JNF at dscher@jnf.org or (212) 879-9305, ext. 298 or Richard Gray of FJMC at richardgray@fjmc.org.

Guide for JNF/FJMC GoNeutral Synagogue Affiliate Program



The FJMC is excited to be partnering with JNF to work to support greening our communities and strengthening our connections to Israel. By participating with us in the JNF/FJMC GoNeutral Affiliate Program you are beginning the commitment to green your synagogue and community through your Men’s Club.

Important note: This guide is meant as a source of ideas for your club and congregation. We hope you find it useful. Please let us know what works and does not so that we may continue to update and fine tune our effort.

By joining the affiliate program you are taking the first step toward engaging, educating and energizing your congregants to “GoNeutral.”

STEP 1: Getting Started – sign up, e-banner and chairperson

- Visit www.jnf.org/goneutral/affiliate.html to sign your club and synagogue up for the JNF/FJMC GoNeutral Affiliate Program. Register where is indicates for the online agreement, and be sure you check off FJMC, which is a choice on one of the questions. Shortly afterwards you will receive a unique banner-link for your synagogue webpage.
- When you receive the FJMC / JNF banner-link from JNF have your webmaster put this up in a prominent place on your synagogue homepage. Add a descriptive sentence explaining why this effort is important. Consider using parts of the bulletin article below.
- Appoint a club chairperson to head up this effort. If you already have a Green Committee, find a club member on the committee to assume this position. This is a great opportunity to reach out to your club or congregation and engage a new leader. Build as large a committee as possible, so that members can build on each others’ ideas and enthusiasm.

STEP 2: Getting the word out – website, bulletin, emails, flyers, and press releases

Once everything is set up, begin advertising the program. It is important to use a variety of methods to reach everyone in your congregation. Let us know how you have been most effective.

- Website – along with the banner-link and a blurb about the program, it is important to keep people updated. Let them know how many people have contributed, how much people have offset, etc. It will help to create a sense of community with your congregation as you work together to improve the environment. Consider adding a section where you can put up testimonials from your congregants and club members about why they decided to offset their carbon and get involved in this initiative.
- Bulletin – Include an article in each monthly bulletin to remind people about your participation in this program. Here is a sample for ideas:

New JNF - Men's Club Connection

Our Men's Club and JNF have joined together to save our plant and connect our synagogue to Israel through the FJMC/ JNF's GoNeutral Synagogue Affiliate program. This new program will help educate us to issues of environmental concern as well as the role that Israelis play as a leader of the global environmental movement. Our Men's Club has obtained the resources to engage, educate and energize our community to make a difference.

JNF has planted over 240 million trees in the land of Israel, which have absorbed about 110 million tons of carbon dioxide from the air. This, along with all of their other cutting edge environmental work, puts them in a unique position to be a leader in the global environmental movement.

To participate in this effort, visit the link on our synagogue's webpage, which will take you to the JNF GoNeutral carbon calculator. Learn how to offset your carbon emissions and lessen your environmental footprint by planting trees in Israel OR supporting JNF's important environmental initiatives on developing alternative sources of energy.

JNF will return to 20% of all funds donated through this link to our congregation for environmental and Israel related projects and programs. We will also be provided with men's club programming, speakers and a JNF GoNeutral Newsletter that will be a benefit to our entire congregation.

Let's seize this excellent opportunity, sensitive our membership and increase our support for Israel and the environment.

Please contact (insert synagogue contact name here) for any questions or to get involved.

- Emails – Send out an email announcing the program to the club and congregation using similar wording to the sample bulletin article above.
- Flyers and mailings - Distribute the sample flyer at services and other synagogue events, as well as mailing copies to the congregation. While we encourage the reduction of paper use as part of your efforts to become greener, some congregants still do not use email regularly.
- Press release – Let the whole community know what your congregation is doing to help the environment by sending a press release to local Jewish and non-Jewish papers.

STEP 3: JNF support for your events

Consider having a big event to “kick-off” event these to get the word out and get your congregation energized about this effort. Also consider making it an annual event to encourage and educate your community about the need for continuing participation of these environmental efforts.

JNF GoNeutral Shabbat

The official weekend for this is March 27-29, but you can adapt it for anytime during the year that works for your synagogues schedule. Visit www.jnf.org/goneutral/shabbat.html and download a comprehensive online guide to help you promote and plan a program or a weekend of activities. You can also use your Men's Club Shabbat as an opportunity to lead the congregation in this greening effort.

Tu B'Shevat

(February 8-9, 2009) is also an excellent time to gather your club or the congregation together. JNF will provide you with a free speaker and you can use www.jnf.org/treesource to find program ideas, sermons and Haggadot. Feature a speaker or host a Tu B'Shevat Seder in order to engage your community to promote the environmental message.

Educational programming

JNF offers speakers, including a group of free speakers called Makor, to discuss topics relating to the environment, and is happy to accommodate your needs. Contact us at the email addresses at the bottom of this note and also get information at www.jnf.org/speakersbureau. You will also have access to JNF's GoNeutral Newsletter with articles written by environmental experts to provide your congregants and club members.