



Rosh Hodesh: It's a Girl Thing!

Successful Timeline for Starting and Nurturing Your Group

Note:

This three-month timeline/checklist is structured to lead to a girl-parent introductory meeting prior to the launching of your group. You may need to adapt it to your own needs, but we suggest that you refer to it regarding sequencing and timing of tasks.

The Spring Before Launching a Group (April-June)

Decide who, where, and when:

- Identify age/grade level for outreach in conjunction with your supervisor.
- Get contact information for each girl and her parent you want to invite.
- Set the date, time, and place for the girl-parent introductory meeting and spread the word:
 - *Draft a flyer for “A Taste of Rosh Hodesh: An Introductory Meeting.” (See sample flyer, page 21.)*
 - *Publicize: e-mail, go into Hebrew School classrooms, distribute flyers to parents, send snail mail, call—get girls and their parents to this meeting! Invite the girls to bring a friend.*
 - *Send invitation letters to prospective parents and, a few days later, to their daughters. (See sample letters, pages 19-20.)*
 - *Prepare for the meeting. (See Outline, pages 15-18.)*
- Host the girl-parent introductory meeting:
 - *Collect contact information of girls and parents that attended. (See template, page 22.)*
 - *Ascertain best times and locations for meetings.*
 - *Get the girls and their parents excited before they go away for the summer and, if possible, let them know the date of their first group gathering in the fall.*
- Identify potential times and places for monthly meetings in conjunction with your supervisor.
- Finalize time and place for monthly meetings in conjunction with your supervisor.
- If needed, determine best ways to recruit more girls by the fall (i.e., girls bring friends, etc.)

The Late Spring and Summer (June-August)

Get people on board to support the group's success:

- Expand name recognition and reinforce a strong “buzz” in your institution. (Print a *Rosh Hodesh: It's a Girl Thing!* article in the institutional bulletin, Hebrew School launch packet, etc...)
- Speak with mothers in adult Rosh Hodesh groups, sisterhood members, rabbis, education directors, board members. The more people who are invested in the success of the program, the more successful it will be.
- Develop the meeting schedule for the year, consulting Rosh Hodesh, community, and institution calendars. Distribute the schedule both with the letters to the parents and at the girls' opening gathering.

- Write a letter of invitation and introduction to the parents of girls who have expressed an interest in joining the group. Include
 - *a reminder of the introductory gathering last spring.*
 - *where and when the group will be meeting.*
 - *any fees.*
 - *your enthusiasm for the new group.*
- Create a fun, personalized note or postcard to each girl, inviting her to the first meeting, to go out at the end of the summer.

The Late Summer/Early Fall (just before the group begins)

Confirm attendance for the first meeting:

- Send the invitation to each girl.
- Call each household to find out whether they received the invitation and to personally confirm attendance at the first meeting. Try to speak with both the parent and the daughter.
 - *Answer any questions.*
 - *Review the few expectations of parents, including hosting parameters (privacy, space for food and crafts, contribution of food and snacks), fees, etc.*
 - *Confirm first gathering date(s) and location(s).*
 - *Ask if there is anything helpful for you to know about the daughter's needs (e.g., kashrut, allergies, other special health needs or issues).*
- Send e-mail/letter to host parents to confirm expectations.
- Send reminder e-mail to all of list, confirming time and place of first gathering.

Year Two and Beyond: Preparing for the Following Year

In the spring:

Planning (and securing funding) for the next year of your group should begin in the spring of your current year! The intention is for the group to continue together for many years. Share with them that groups across North America have continued into their third, fourth, and even fifth years! *Rosh Hodesh* is an **ongoing** opportunity for them to grow, learn and gather with friends.

- Ask the parents and the girls if they plan to continue
- Ask the Group Leader if she plans to continue. If not, hire someone new and register them for training.
- Decide whether there is a need to invite new girls to join the group.
- Meet with group leader (new and/or continuing) and review any feedback you have received from the girls at the Closing Month gathering.
- Set date and host for first meeting of new year in the Fall.