



## National Leadership Training Institute

January 31-February 3, 2003

### Agenda

#### Friday, January 31

- 4:00 pm **Welcome, Introductions, and Goals of the Training Institute**  
(Marcia Freedman and Cherie Brown)
- 5:09 pm **Candle Lighting and Kabbalat Shabbat** (Steve Masters)
- 6:00 pm Shabbat Dinner
- 7:00 pm **Talking effectively about Brit Tzedek** (Cherie Brown)  
Practice talking about Brit Tzedek and responding to some of the commonly asked questions. Small group discussion.
- 10:00 pm Closing

#### Saturday, February 1

- 7:00 - 9:00 am **Breakfast buffet**
- 8:00 - 9:30 am **Shabbat services** (Rabbi Rebecca Lillian)
- 9:30 am **Listening Skills, Part 1** (Cherie Brown)  
Shifting attitudes role plays -- How to listen to the fears of Jews so we can increase the number of Jews who are ready to join us.
- 11:15 am **Break**
- 11:30 am **Listening Skills, Part 2** (Cherie Brown)  
How to listen to difficult disagreements amongst us to build greater unity in Brit Tzedek; The Controversial Issues process
- 1:00 pm **Lunch**

## **Optional Topic Tables:**

- **Shabbat Torah discussion (Rabbi Rebecca Lillian)**  
Study the peace and justice implications of this week's Parsha (mishpatim).
- **How to break into the mainstream Jewish community in the face of strong resistance (Steve Masters)**  
Discuss the barriers encountered in working with mainstream Jewish organizations, share successes in gaining access and allies from amongst the mainstream, and brainstorm useful strategies to employ in our local communities in bringing the voice of Brit Tzedek to the Jewish community's table.
- **Meeting of chapter chairs: sharing strengths and struggles of leading chapters (Aliza Becker and Cherie Brown)**  
Share together the strengths and struggles of leading chapters and get guidance, coaching, and helpful suggestions.
- **Involving younger people in Brit Tzedek (Barry Joseph)**  
Share strategies and talk about efforts to bring people in their teens and twenties into Brit Tzedek membership and activities.

## **2:30 pm Concurrent Workshops [Choose one of five]**

- **A: Working with the local media (Shana Penn)**  
The media workshop is geared to local chapter needs. Topics to be discussed include: 1) Media relations in support of chapter activities and goals; 2) Monitoring local mainstream and Jewish media; 3) Coordinating media work with national spokespersons and national media committee.
- **B: Fundraising at the local level (Meredith Tax)**  
Learn about community funds, progressive donors, and individual solicitations to raise funds for our work. This session will include a practice component.
- **C: Chapter development (Cherie Brown)**  
Discuss chapter development issues -- for people in areas with small Jewish populations and/or those who are just starting up chapters.
- **D: Conflict Resolution, Part 3: Exploring individual scenarios using the skills taught in the morning (Lara Weitzman)**  
Take your conflict management skills to the next level. Bring actual situations you have experienced or heard about and get help finding solutions. This hands-on workshop will answer tough questions and provide practice time, building on skills presented in earlier workshops.
- **E: For every season and every Jew: Exploring the "Jewish" aspect of the Jewish Alliance for Justice and Peace (Tamara Cohen and Rabbi Rebecca Lillian)**  
Discuss outreach to various groups of religiously and spiritually identified Jews. Learn how to integrate the Jewish holidays into Brit Tzedek events and use the themes of the holidays to further our mission and build membership. Discuss how to address issues of religious diversity at Brit Tzedek events.

5:00 pm **Break**

6:00 pm **Dinner**

**Optional Topic Tables:**

- **Membership recruitment (Danielle Luttenberg and Donna Spiegelman)**  
Gain an overview of the national membership campaign and discuss personal membership recruitment strategies, developing activities for chapter membership committees, and a proposed feedback mechanism. Chapter membership committee chairs and interested others are encouraged to attend.
- **Working with synagogue Social Action Committees (Elliot Zashin)**  
Working with synagogue social action committees can be more complex than people may expect. Consider how these groups can assist a Brit Tzedek chapter and explore effective ways to make contact and cooperate with them.
- **Brit Tzedek on campus (Tamara Cohen and Rebecca Lillian)**  
College campuses are one of the important arenas in which issues close to the hearts and minds of Brit Tzedek activists are being argued about, learned about, and turned into platforms for action. At this information sharing and strategy, brainstorm and think through next steps for BTVS campus activism.
- **Making Events Work (Irena Klepfisz)**  
Participate in a brainstorming session on how to conceptualize, prepare for, and execute chapter events. Bring your local experiences.

7:30 pm **Havdalah (Danielle Luttenberg)**

8:00 pm **Answering the tough questions about the Israel-Palestinian conflict (Marcia Freedman)**  
Bring your questions for open discussion.

10:00 pm **Singing and Dancing (Rabbi David Shneyer)**

**Sunday, February 2**

8:00 - **Breakfast buffet**

9:00 am **Community outreach: Developing a plan to identify and recruit potential Brit Tzedek members (Aliza Becker)**  
Get an overview of what statistics and surveys show us about the U.S. Jewish population. Learn about what questions to consider in developing your membership base. Hear from a panel of Brit Tzedek chapter leaders about what they've learned to date.

10:45 am **Break**

11:15 am     **Workshop I: Overview of Advocacy**  
                  (Diane Balser and Steve Masters)  
                  Get an overview of the purpose, conception and content of Brit  
                  Tzedek's National Call: "Bring the Settlers Home".

1:00pm       **Lunch**

**Optional Table Topics:**

- **Meeting of chapter chairs (Marcia Freedman)**  
Discuss with Board President Marcia Freedman the strategic role of chapters in Brit Tzedek.
- **The intersection of anti-semitism and our work in Brit Tzedek: When is criticism of Israel anti-Semitic? (Cherie Brown)**  
Learn a perspective on how to think about what is and what isn't anti-Semitism, including when criticism of Israel is anti-Semitic, when is it not.
- **Media Discussion (Shana Penn)**  
How to pitch the press and control your message. Bring your questions to this session on pitching story ideas, getting op-eds and letters to the editor published, and staying on message when talking to the press.
- **Wired Committee meeting (Barry Joseph)**  
This is a required meeting only for members of the national Wired Committee, an all-too-rare opportunity for a face-to-face get-together among e-mail collaborators.

2:00 pm     **Workshop II: The National Campaign**  
                  (Diane Balser and Steve Masters)  
                  Discuss the proposed campaign strategy for the Call on a national and  
                  local level.

4:00 pm     **Break**

4:30 pm     **Workshop III: Building home district lobbying teams**  
                  (Diane Balser and Steve Masters)  
                  Learn how to build your advocacy and public policy chapter  
                  committee including your home district lobbying team.

6:30 pm     **Dinner**

**Optional Topic Tables:**

- **Education Committee meeting (David Albert)**  
Discuss the educational needs and priorities of Brit Tzedek chapters. All chapter education committee chairs and interested others are encouraged to attend.