

# **JGS Affordable, Creative Programming**

**July 15, 2010**

**IAJGS International Conference On  
Jewish Genealogy**

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**IAJGS Board Member**

**JGSCV President & Program Chair**

**Former JGSLA Program VP**



# Programming Makes/Breaks Society

- Programming is the key to attracting and retaining members and being a viable organization
- Programming need not break the bank
- Publicity important- if no one knows about your program it doesn't do any good!
- Programs developed for those under 21; 20's-30's years



# How To Find Speakers

## Suggested Local Talent

- Talent in your back yard and you didn't know it!
- Contact local historical societies
- Contact local colleges- Judaica and History Departments... professors do not need to be Jewish
- Different genealogy programs-local experts



# Suggested Local Talent Cont'd

- **Who in your society may have a program to do? Who visited their shtetl, collects Judaica artifacts, is/was a librarian etc?**
- **Local librarian on collections of interest**
- **Local Museum- on costuming, photography, history of area, special collections, etc.**
- **Local authors talking on research or books**
- **Borrow from library, members etc. films on Holocaust, History etc... get permission to show from producer**



# Suggested Local Talent Cont'd

“How To” programs put on by senior members of the JGS as always getting new members who need training on:

- census
- city directories
- immigration & naturalization
- Ellis Island and other ports
- military records
- vital records
- researching overseas-foreign records
- how to search on the Internet
- how to organize files/documents
- how to fill out a family tree- using different programs
- how to interview



# **Suggested Local Talent Cont'd**

- **Other genealogy societies (non-Jewish)**
- **Regional NARA offices**
- **Local B'nai Brith/Hadassah Orgs as speakers**
- **Local Family History Center staff (each may have own specialty)**



**If you don't ask  
You'll never get a "yes"**



# Meetings on Genealogically Related Areas

- **Photographic skills**
- **Organization of documents**
- **History of your geographic area**
- **Museum curator on costuming**
- **Computer software programs**  
**for example: PhotoShop, mapping**





# Ways to Reduce Programming Costs-

## Regional Coordination & Have Exciting Programs

- Joint meeting with other groups. Ask local Synagogues, venues or other groups to co-sponsor meetings
- See if speaker of interest is in region for other reasons or suggest a regional tour
- Post query on IAJGS Leadership/JGDG if someone is traveling to your geographic region
- Speaking tour-look at IAJGS calendar  
<http://www.iajgs.org/calend/jgscalendar.html>
- Authors on book tours
- See if speaker will do a regional



# Ways To Reduce Program Costs

## Cont'd

- Trip to regional library, Family History Center, holocaust center, specialty library, etc.
- Go to regional fairs (book, county) to gather ideas of potential speakers
- For special speakers charge a modest attendance fee for all
- National Archives has new short-you-tube videos to download and encourages showing:  
<http://www.youtube.com/USNationalArchives>



# Ways To Reduce Program Costs Cont'd. Webinars

Many opportunities to show a  
prerecorded/archived webinar at a meeting for  
free from:



**Ancestry.com (Learning Center tab)**

**<http://learn.ancestry.com/LearnMore/Webinars.aspx>**

**Examples of their webinars:**

**Family Tree Maker 2010**

**Finding Females In Your Family Tree**

**New York City Research**

**Getting Started in Ancestry.com**



# More genealogy webinars

- **How to get the most out of Footnote.com**

<http://blog.footnote.com/theworlds-first-footnote-webinar/>



- **New England Historical and Genealogical Society—online seminars**

[http://www.newenglandancestors.org/events/online\\_seminars.asp](http://www.newenglandancestors.org/events/online_seminars.asp)



# Ways To Reduce Program Costs Cont'd.

## Podcasts

Genealogy Gems Podcast (Lisa Louise Cooke)  
Genealogygemspodcast@gmail.com



Some free archived podcasts—download free tool bar—click banner or go to:  
<http://thegenealogygemspodcast.ourtoolbar.com>

Tool bar has media player that plays 3 free podcasts:

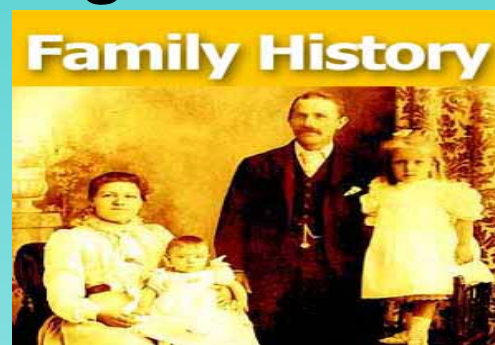
*The Genealogy Gems Podcast,*  
*Family History: Genealogy Made Easy*  
a free "how to research your family history"  
and *The Family Tree Magazine Podcast.*

And  
*Family Forensic Files Part 2 Episode 90 from website not tool bar*



free educational and entertaining videos at  
*Genealogy Gems YouTube Channel* at  
<http://www.youtube.com/user/GenealogyGems>

Sign up for the free newsletter and get a free  
copy of e-book called *5 Fabulous Google  
Research Strategies for the Family Historian*



Podcasts: A podcast (or non-streamed webcast) is a series of digital media files (either audio or video) that are released episodically and often downloaded through web syndication



# Low-cost webinars

Family Tree Magazine offers webinars- some are free, (Intro to on-line genealogy class) most carry a small fee about \$40.00

<http://www.familytreemagazine.com/>



# Ways To Reduce Program Costs Cont'd.

**GotoMeeting.com**

**GoToMeeting®**

**Up to 15 connections**

**Free 30 day trial**

**Can record session for future use**

**One month cost \$49-unlimited usage**

**Only need a computer (MAC or PC),  
microphone**

**Audio bridge (phone connection- extra cost  
charged by your phone connection  
company)**





# Other Ideas

**Grant application to local foundation for special programming**

**To attract younger members:**

**Give Computer sessions**

**Give one-year memberships to Bar/Bat Mitzvot in your area**

**Partner with Jewish Federation Young Leadership to attract younger members**

# **Publicity Is A Must!**

## **Monthly Flyers on Meetings**

- Local daily & weekly newspapers-on-line and print, free local magazines--
- Local synagogues, JCC, senior citizen centers, retirement villages, historical societies
- Jewish organizations, newspapers, local cable station
- Posting at local libraries
- Share with other genealogical societies (non-Jewish)

# Differences For Size JGSs

- **What are the unique problems of larger JGSs?**
- **What are the unique problems of medium sized JGSs?**
- **What are the unique problems of smaller sized JGSs?**

