

A N'SIAH'S GUIDE TO

CLTC

PROMOTION

**A guide to sending BBGs across the
Order to CLTC 2013, from start to finish!**

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68th International N'siah

Greetings!

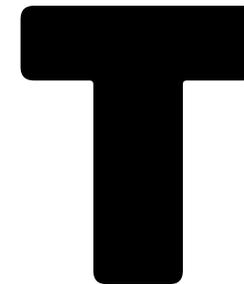
It's about that time again! Time to start pushing summer programs and ensuring that members of your chapters and regions are not missing out on what could be the best summer of their lives, as well as that the future of your chapters and region are undoubtedly bright. Promoting CLTC should be easy, right? I mean, who would say NO to what most people call "the best 12 days of their lives"? Registration is officially open and now it's your job to make sure that every BBG in your region has all of the information and is being reached out to about attending CLTC this summer. The following guide should walk you through the entire process of successfully convincing someone to go to CLTC! Keep in mind, this process can be adjusted and used for any summer program, just be sure to know your facts! Remember, From the Roots We Build, and it starts with you taking the time to convince someone that CLTC is the right decision. Happy CLTC registration!



chapter



leadership



training



conference

STEP 1:

identify your target

Take a look at your regional roster. First, you want to create a list of ALL potential participants. This list should be pretty lengthy, because it will consist of any girl you think would either be interested in or would benefit from going to CLTC this summer [basically every girl in your region who hasn't already been, broken down by chapter]. Next, color code it so that you can prioritize who to work on first! Have **green** signify *easiest to convince*, **blue** signify *may need a little work*, and **red** signify *tough sell but worth a try*.

***THINK:**

- * freshmen/sophomores/juniors
- * medium active - very active
- * take initiative or show interest in future leadership
- * don't do anything over the summer
- * girls who are obsessed with you and will probably do anything you tell them to anyway

STEP 2:

know your facts

When talking to somebody about CLTC, you're inevitably going to be asked a lot of questions. And just like any other persuasive argument, you want to sound like you know exactly what you're talking about. So study up and make sure you're prepared to answer anything and everything from "how much does it cost?" to "what does a typical day look like?" to "is the food good?" People expect to hear the facts, so familiarize yourself with the CLTC lingo!

WHEN/WHERE IS IT?

[Session 1 - June 11 - June 23](#)

[Session 2 - June 18 - June 30](#)

[Session 3 - June 25 - July 7](#)

[Session 4 - July 2 - July 14](#)

[Session 5 - July 9 - July 21](#)

[Session 6 - July 16 - July 28](#)

[Session 7 - July 23 - August 8](#)

***Camp Beber in Mukwonago, Wisconsin*

***Bethany College in Bethany, West Virginia*

COST

\$1,925 due by April 30th, 2013

\$250 deposit required

Scholarship deadline March 15, 2013

TRAVEL INFO

You must book your flight/transportation to CLTC on your own. Give anyone who wants to go contact info for other participants from your region attending and have them book together.

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STEP 3:

explaining cltc

Remember, nobody will ever understand just how incredible CLTC is until he/she actually goes. So when explaining, make sure to use words that people can easily understand and provide as specific information as possible. Most importantly, remember to be passionate and enthusiastic -- it rubs off, I promise!

CLTC is...

CLTC unites Alephs and B'nai B'rith Girls from across the Order as they have the opportunity to learn important leadership skills and the ins-and-outs of BBYO, experience Judaism on a whole new level and create life-long friends in the process. Participants are split into mock chapters where they learn hands-on how the chapter operates, and challenge themselves by planning programs, fundraisers, and even Shabbat services.

Participants have the opportunity to run for board and try a position that might interest them. Based on Covey's *The Seven Habits of the Highly Effective Teen*, participants get the best of the best in leadership training, and still have time to enjoy CLTC favorites like Israeli dancing, song sessions, and lots of free time.

to put it simply,

you do not want to miss out on the opportunity to change your life.

STEP 4:

combating excuses

People are always going to be hesitant. Often, they'll settle for some lame excuse because they truly don't realize how badly they want to go to CLTC [yet]. So be quick on your feet, and have a response to the typical excuses most girls may have!

I get super homesick...

At CLTC, you'll barely have time to think about home. There's so much going on all day that you won't even realize that you miss home until maybe when you lie down at night and your roommate is asleep. But no worries, you're allowed to have your phone and you can call your parents or friends or dog whenever!

I go to camp/work in the summer...

No worries, that's why there are seven sessions! Let's look at the dates and see which one doesn't overlap with your camp schedule. And as far as work goes, CLTC is only 12 days and it's a leadership program, so talk to your boss and see if you can get the two weeks off! Offer to work overtime during the time you'll be home.

I definitely can't afford it

Apply for scholarships! International BBYO gives out need-based scholarship every year. On b-linked, check out scholarship options, and be sure to talk to your Regional Director. In some cases, your chapter might offer \$\$ as well, and your local Federation or synagogue may be interested in sponsoring you to attend. It also can't hurt to fundraise for yourself. Sell lollipops, have a bake sale, walk a few puppies, the ideas are endless!

I am not on chapter board...

So what! The leadership skills acquired at CLTC can be applied inside and outside of BBYO! Additionally, you don't have to be on chapter board to make an impact and better your chapter, which you will learn at CLTC. Lastly, you can still make best friends from across the Order and have the time of your life regardless of the positions you do or do not hold.

STEP 5:

talking to parents

By now, you're a pro at this whole CLTC thing. So don't be afraid if a teen asks you to talk to his/her parents! You know what you're talking about, so go do your thing. Confidence is key, and if you're uncomfortable, put them in contact with your Regional Director. It's easy to sell parents on CLTC, just remember a few tips, tricks, and important details.

* CLTC is a leadership program... that's right, a leadership program! Your child will acquire invaluable life skills that he/she will use throughout high school and for the rest of his/her life

* Your child will be having the ultimate judaic experience, and will partake not only in experiencing meaningful services, but also in planning original services for the rest of CLTC.

* Your child will meet other Jewish teens from across the country, and will establish a network of life-long connections and resources

* CLTC lays the foundation for a future involvement in the largest Jewish teen movement in the world

Step 6:

follow up!

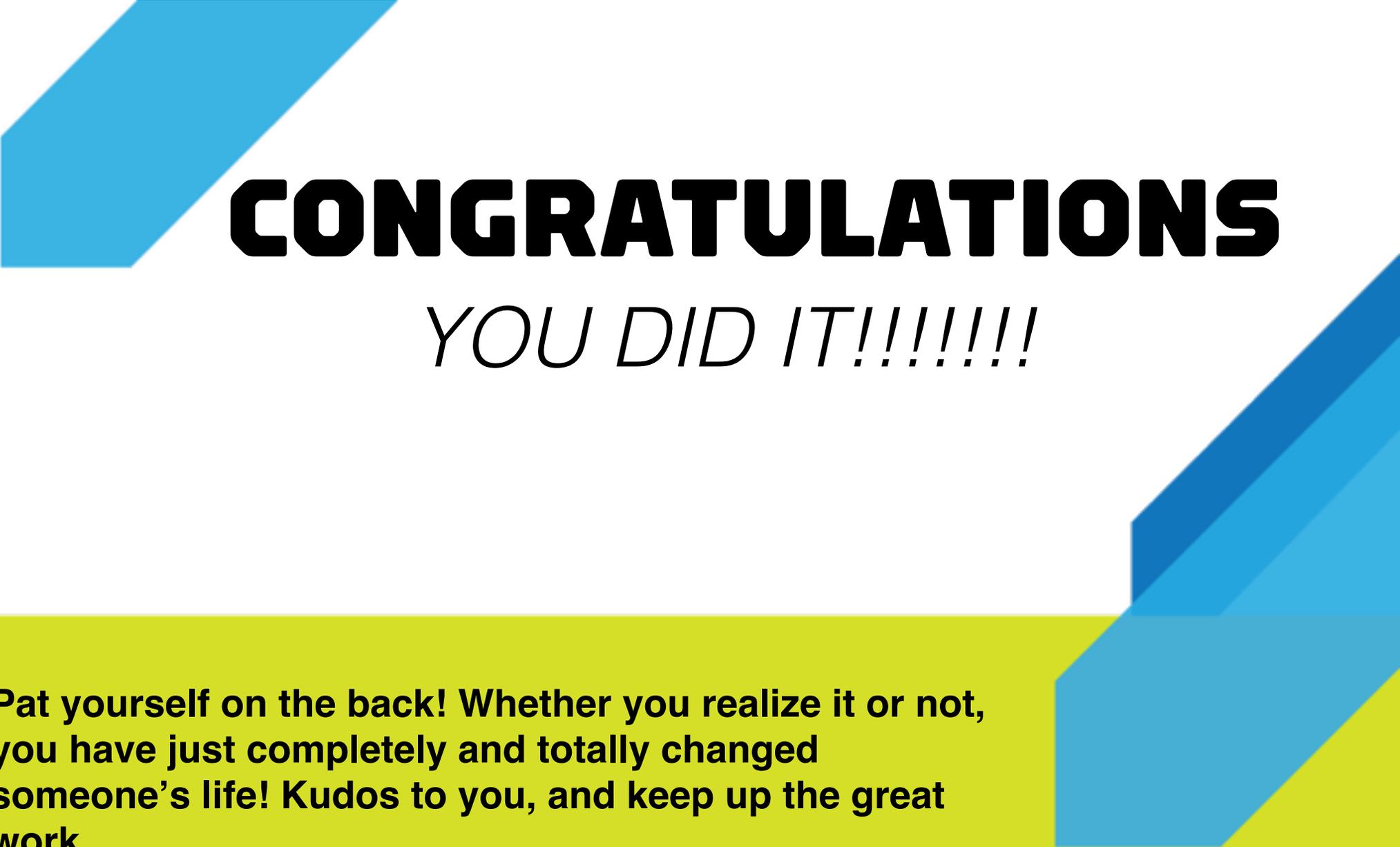
The most important part of this process is the follow up. Keep checking in! Follow up with everyone you talk to until he/she registers! Make sure you offer to walk them through registration because for amateur b-linked users, this can sometimes be tricky. Make sure you let them know how excited you are that they're going, and thank them for taking the time to listen and ultimately go. Tell them that you can't wait to hear all about it when they get back!

OTHER FUN IDEAS:

* Organize a CLTC breakfast for all the girls in your region who are registered and for all CLTC alum. Everyone can chat, share stories and be excited for CLTC 2013 together

* Write letters to all the girls you send to CLTC while they're at CLTC. something so simple to you will mean the world to them

* Celebrate girls when they register! Whether it's a major shout-out at the next regional program or a cute gift, make sure they feel like a big deal



CONGRATULATIONS

YOU DID IT!!!!!!!

Pat yourself on the back! Whether you realize it or not, you have just completely and totally changed someone's life! Kudos to you, and keep up the great work.

Who can you convince to go to CLTC now?!!