



Recruitment Tips from L'Taken Chaperones

Below are some tips for recruiting your teens, straight from chaperones with high attendance.

- **Make it an essential part of your confirmation program.**
 - Students in your school will know that the L'Taken trip will be upcoming in their future in a specific year.
 - Integrate social justice into your confirmation curriculum so it feels like a natural part of the year.
 - [Utilize the RAC programs and materials to lead up to L'Taken.](#)
 - Use the post-L'Taken experience as part of your curriculum as well. Have your teens lead services and share their lobby speeches, take some class time to reflect on the trip, and use the skills that they learned to take their advocacy further.
 - [Utilize the RAC programs and materials to reflect after attending L'Taken.](#)
 - *Take it further:* Make it part of the experience for one specific grade. Being able to only do it in one grade makes it so students can't say, "Oh, I'll just do it next year!"
- **Start sharing information as early as possible.**
 - Share information about the trip the first time your confirmation class meets in the fall or when you advertise confirmation over the summer. Families will be able to plan calendars and finances with advance warning.
 - Use [our PowerPoint template](#) to run an information session.
 - *Take it further:* Discuss it in the spring before you attend L'Taken. It may seem crazy to discuss a trip in December/January/February in the April before. But it will give your teens something to look forward to and they will make sure they are available to attend.
- **Have those who participated in past years come to talk to prospective attendees about the trip.**
 - There is a different impact in hearing this from a peer and seeing how the experience made change for them.
- **Personalize your outreach.**
 - Have conversations with every teen you hope to bring on the trip.
 - *Take it further:* Email, text, and call them with reminders.
- **Use social media to share widely.**
 - Share about L'Taken on your congregation's social media pages.
 - Use pictures of your teens on the trip in past years, [or use the graphics we have created.](#)
 - Use social media to redirect to your website where you should have more specific details about attending the trip for your delegation.
- **Be conscious of payment as a barrier.**
 - Subsidize the trip wherever and whenever possible. Utilize things like your congregation's sisterhood, reach out to your local Federation, and find donors.
 - You can also have families set up payment plans in the summer so that the time right before the trip can be as stress-free as possible.

- **Avoid selecting a date that is on someone's sibling B'nai mitzvah.**
 - Not only will that student be unable to come, but other teens might be invited to the b mitzvah as well. It will also present a challenge for a clergy member to be a L'Taken chaperone.
- **Set clear expectations.**
 - Make sure they know that the weekend will be heavy on learning, engagement, and advocacy. It's not just a sight-seeing trip to DC.
 - Share with students that they will be lobbying on Capitol Hill, but it may not be with their actual congressperson. Instead, it's likely that they will be meeting with the staff in that office.
 - But this still has a major impact! Congresspeople can't know about the thousands of bills that are introduced in a session. They rely on the knowledge of their staff members who are experts on the issues, so the knowledge that we impart and the positions that we share are sometimes what brings an issue to the attention of an office.
- **Tell them about the rest of the trip!**
 - When promoting, don't just focus on the social justice part. Focus on the fun of getting to travel together. You get to bond and just be together, as well as seeing the sites in DC.
- **Tell them about the other potential connections.**
 - Emphasize that they will be with 500 other Jewish teenagers from around the country and can meet so many new people. This is likely very unique as compared to their experience at school.
- **Emphasize the personal benefits of attending L'Taken.**
 - Lobbying on Capitol Hill as a high-schooler is a once-in a lifetime experience that may inspire future possibilities and career paths.
 - The trip and lobbying experience can be used on a college application essay or to reflect on in a job/internship application.
- Be sure to utilize all resources on the RAC Website.
 - [Marketing toolkit](#)
 - [Programming for before and after L'Taken](#)
 - [Participant testimonials](#)
 - [Videos of L'Taken in action](#)
 - Reach out to us at LTaken@rac.org if you need any more information or have questions.

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