



Tips to help SHJ Communities Develop and Grow

MEETUP

Have you heard of [Meetup](#)? It's a website and phone app that allows like-minded people to create groups and organize local, in-person events. In recent years, Meetup has replaced Google as the go-to place to find groups and activities to join. It has millions of members and exists all across North America. Consider creating a meetup group for your community! The cost is \$15/month, and there you can post all of your upcoming events, message event attendees, update event information, keep track of RSVPs, and even receive payment for events. And because of how Meetup works, there is little to no advertising you need to do to attract people to your group.

In order to create your own Meetup group, go to www.meetup.com. You'll need to set up a free personal account first. Then, click on "Create a New Meetup" and follow the steps. Later, you can add administrators to help manage the group with you. You can also redesign the Meetup template. [Or Adam Congregation for Humanistic Judaism's Meetup](#) is a great example of how your Meetup page can look.

When you prepare your Meetup account online, remember how important keywords are in attracting people who search on the internet. For many of you, this might mean simply using the keywords you used when you signed on to Google Adwords. In any case, be sure that your Meetup write-up includes all of the same keywords that you put in your website description of your community, in your Facebook descriptions, in your Wikipedia write-up, etc. Keywords are magnets for a community to attract the right people.

For ideas on how to use your Meetup group look at Meetup accounts for other Humanistic Jewish communities. [Click here to find Humanistic Jewish meetup groups in North America](#). You can join them for free to see how they use the site and what events they run. Consider advertising your Meetup Group on your Facebook Page and Website.

One group that provides an example of how to use Meetup especially effectively is the [Humanists of Minnesota](#). They use it to announce many activities in addition to their regularly scheduled meetings. So, for example, if a few Humanists plan to get together for lunch, they might put that on the Minnesota Humanists Meetup to see if others, including non-members, might also want to join them. Humanists might do the same with seeking others to attend a political lecture, or a movie, or a play. Another twist is that the Humanist group as a whole might sponsor a Happy Hour with an open invitation to people to come to meet Humanists.

*SHJ's Community Development and Enrichment Committee
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