

How Can GYE Become Even Better?

Posted by the.guard - 04 Feb 2010 14:12

B"H, Good news is in the making... We may have found some solid leads for fund raising on GYE. The possibility of raising a few hundred thousand dollars is no longer only a "dream". It is quickly becoming a real possibility, thank G-d. I can't explain what the leads are at this time, but for now I need your help. One of the prerequisites to raising these amounts is to put down on paper what exactly we feel we could do - **if only we had enough funds**. In other words, we need a business plan: clear cut strategies, costs and goals, both short-term and long term. I want to hear everyone's ideas on how you think we could **reach more Yidden** and **help more Yidden** around the world, in what is perhaps this generation's biggest test. (If anyone has experience with drawing up a professional business plan, please let me know... And if anyone has experience in knowing how to put "prices" on these ideas below, please let me know too). **Please post your ideas below.** *Please no joking around on this thread. Thank you.*

Here is a start:

A wise and experienced partner who would work along side me and help me run everything on GYE. (With the explosive growth of GYE - and especially with the new funding hopefully, I can't run this all on my own. I will need to pay someone to partner with me full time... BTW, don't get).

Full time web-developer working alongside me to develop the site (for example: updated profile pages, where people would sign up once and receive the e-mails, be able to post on the forums, join the 90 day chart, chat-rooms, post comments on blog, and access a host of other features - all with one sign up)

Full time web-developer working alongside me to develop a Hebrew site to help thousands in Israel as well.

Full time Hebrew translator, to translate the handbooks and the best articles and tips for the Hebrew website

Graphic designer/s for websites, pamphlets and ads.

Professional writers who can rework the handbooks, tips, chizuk e-mails and stories on the websites into books geared to those who suffer, as well as to Mechanchim, askanim, Rabbanim and therapists.

A professional publisher/editor to get these things published, as well as weekly pamphlets

A publishing department, possibly with our own printing press (one day)

Full time secretary to answer standard e-mails, help organize material, help run GYE

Renting office space (4-5 offices)

Setting up a world-wide telephone network where people could call in anonymously around the clock for chizuk to special numbers and get re-routed automatically to volunteers who take the calls (both in the U.S and Israel).

A budget for advertising (anywhere between 25k - 100k)

A budget to pay professional therapists to contribute phone conferences and counseling on the GYE hot-lines.

A budget for a GEMACH to help those who really need therapy and can't afford it (we would need confirmation from a therapist to this effect).

Someone to index all the thousands of tips, articles and chizuk e-mail material so that someone who has a specific question could quickly find the relevant links

Someone in charge of the advertising and PR. To network with Rabbanim and therapists around the world, and find the best advertising deals, both on-line and off-line, and work with the graphics guys to get out the ads in the right sizes and according to the specifications.

A guy in charge of the financial side of GYE, the balance, the budgets, the banks, the paypal, the appeals, following up on pledges, etc...

Someone (like Phillip Rosenthal) who would be paid to travel around the U.S and give seminars on the methods of GYE and the life-saving stories.

Computer equipment

Printing equipment

Hosting costs for dedicated servers for all of GYE's websites, forums and blogs

Technicians to set up all our computers and keep them running smoothly

Accounting and legal consulting, both in the U.S and Israel (Taxes, non-profit, etc... Need to set up GYE as a non-profit org in Israel as well).

A website that is more neutral, for non-addicts. For example, we have sent out over 330 Shmiras Ainayim Chizuk e-mails that don't mention the word "addiction". The material from all that can be used for a new GYE website (or sections of the current website) that would be geared to people who don't want to hear about addiction, pornography, 12-Steps, etc... but just want chizuk in simple Shmiras Aniayim.

In addition, we could have a website, or sections of the current website, which would be geared to more extreme cases of addiction. A special forum for people who struggle with acting out in

real life and support each other, 12-Step conferences geared towards these guys, etc...

A section to deal with SSA

A more developed section for spousal support.

A website or section of the website that is geared specifically to the non-Orthodox crowd?

Some things to keep in mind as we draw up the "PLAN":

The cost of all the above would be for one year only... But we need consistent, long-term support to keep this going for many years, IY"H! However, hopefully with time, GYE will become more and more self-supporting through donations, appeals, (asking people to donate when signing up - if they want), people sponsoring each-other \$90/90days, etc... selling the books we publish, whatever... Maybe we'll even have a marketing department to think of ways that GYE can become more self-supporting without putting the burden on those who need help, of-course. **Our work must always remain free to those who need help.**

For each item above we also need to consider:

- short-term/long-term costs
- Minimum amount required for each feature/department vs. maximum amount we could use to do the job BEST

And overall, we need to consider (depending on the budget) what's most important, secondary, and of least immediate importance (for example, do we start investing in Hebrew websites and translations, or put more features into the English ones? etc..)

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Re: How Can GYE Become Even Better?
Posted by BruceWayne - 08 Feb 2010 02:16

Facebook = Free advertising to millions.

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Re: How Can GYE Become Even Better?
Posted by silentbattle - 08 Feb 2010 15:27

I think that GYE has never had trouble running 100% in line with the torah - and at the same time, we can lovingly accept our brothers who are not orthodox. We're helping them get closer to hashem, too, certainly in this area.

We don't have to pressure them to become frum tomorrow, and they don't have to justify themselves. Obviously, people who disrespect torah and hashem need to find another avenue...but showing respect for the people that you're with and the place that you're in isn't very demanding, and people from ALL sects can appreciate that.

The beauty of GYE has, for me, always been the fact that so many different types of people can join together, share, and grow together.

We, of all people, should know better than to exclude people because of their level of observance - for years, we've been violating the worst aveiros. Its easy to point fingers and feel good about the fact that we're "better" than someone else, but then we lose sight of what we're really here for. To learn, and grow - not to reassure ourselves that there are other people on a lower level than us (when generally, we're wrong about that, too).

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Re: How Can GYE Become Even Better?
Posted by Kedusha - 08 Feb 2010 15:41

[silentbattle wrote on 08 Feb 2010 15:27:](#)

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No sincere person is being excluded from the GYE forum. The question was whether there should be a separate forum for Conservative and Reform Jews. I think the answer is clearly in the negative.

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Re: How Can GYE Become Even Better?
Posted by the.guard - 08 Feb 2010 16:04

As long as no one posts anti-Torah views, they are welcome to post - religious, non-religious, even non-Jews...

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Re: How Can GYE Become Even Better?
Posted by 7yipol - 08 Feb 2010 18:16

[silentbattle wrote on 08 Feb 2010 15:27:](#)

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Totally agree!

And with Guards response too.

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Re: How Can GYE Become Even Better?

Posted by Kedusha - 08 Feb 2010 19:25

[7Up wrote on 08 Feb 2010 18:16:](#)

[silentbattle wrote on 08 Feb 2010 15:27:](#)

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I agree too, except that I don't think anyone was suggesting to exclude anyone, so I don't know what prompted SB's response.

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Re: How Can GYE Become Even Better?

Posted by UTS - 15 Feb 2010 00:36

I don't know why I did not think of this before, nor have I seen it mentioned anywhere.

It's really simple and absolutely necessary - if it can be done!

It would be great to have programs based on GYE that can be accessed without the internet. It's not internet addiction, it's sexual addiction of all kinds that is the real issue.

Right?

Now, this is not for me so much as I am online, but I suppose many others are not. They still can have serious problems, even worse ones.

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Re: How Can GYE Become Even Better?

Posted by UTS - 15 Feb 2010 00:48

There are:

1. Literature. Much has been posted on the site. It could be put into booklet, book, telephone, formats.

2. Telephone contact with GYE therapists and sponsors.

(I hope to add to this list. This alone is actually a lot, but there must be much more that can be done even without having to go online.)

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Re: How Can GYE Become Even Better?

Posted by UTS - 15 Feb 2010 00:54

[Kedusha wrote on 08 Feb 2010 15:41:](#)

[silentbattle wrote on 08 Feb 2010 15:27:](#)

No sincere person is being excluded from the GYE forum. The question was whether there should be a separate forum for Conservative and Reform Jews. I think the answer is clearly in the negative.

Personally, I do not think that they should be separate. They are trying to conform and do tshuvoh just like everyone else. If not, they have no reason to be here. However, if necessary, there are plenty of moderators here, besides for the Guard who can direct the general mehalech.

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