



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: November 9th, 2021
Re: President's Report

Here is an update to the Board on activities and issues since the October 13th meeting.

DEVELOPMENT

As of November 5th, campaign 2022 has pledges totaling **\$2,720,969** from **1057** donors, representing a 3% increase on a gift-gift basis. For the increase percentage to be rising at this time in the campaign (last month was 1%), is unusual and a positive trend. This total also includes 62 donors who did not give last year. Of these 62, 17 had given to the Emergency campaign and have now been converted to annual givers.

Not included in the annual campaign total are 14 monthly donors, whose annual revenue totals \$9,435. These same 14 individuals accounted for \$4,641 of revenue to the 2021 annual campaign. This discrepancy is accounted by one significant increase and the fact that 5 of the 14 did not give last year. All members of the monthly mitzvah club have been sent a welcome letter.

As previously mentioned, part of our new stewardship process involves sending a thank you video to all donors within 24 hours of receiving their pledge. In addition to the thank you calls being made to different segments of donors, on a trial basis, we are following up with donors that have not provided an email address or that appear to have an inactive email address. This has been very successful, with email captures for roughly 40% of the people and some great engagement, often with long time donors who have very little contact outside of the annual canvass.

The pace of this year's campaign is slower than past years. This is a reflection on not having super Sunday and also of pandemic fatigue (some canvassers have been slow to get started and some donors have been slower to respond).

OPERATIONS

Campus

Some recent staffing issues have left the Campus team short-handed. We continue to seek a contract resource to fill in for the employee on a leave of absence, but have not identified a suitable candidate as of yet. We terminated a custodial employee, and have another who is on indefinite medical leave. Filling these roles is challenging, but the team is working together to ensure that the work is getting done.

Security

On November 29, Police Chief Peter Sloly will be visiting campus to meet with key clergy and lay leadership. As the antisemitic posters in Ottawa continue to be a concern, the work of Ottawa Police Services has been exemplary.

Compliance

All GST has been paid, our payroll is current, source deductions have been made, and all other filings and payments are in compliance.

FEDERATION PROGRAMMING AND SERVICES

EG Campaign

The total raised as of Nov. 4th is **\$61,105**, representing a **28% increase** in card value over last year. The majority of EG canvassers have completed their cards and a direct mail outreach is planned for the remaining cards in late November. This is excellent progress.

Microgrants

The Microgrants Committee has added five new members (*committee*: Emily Segal (Chair), Howard Strauss, Itzy Kamil, Bryan Thaw, and *New*: Robin Fox, Harland Tanner, Jessica Cantor, Julie Greenspoon, and Dana Geber).

The Latest Grants			
Glebe Shul	Shabbat Project	\$1,875	Organization
JET	Community-Wide Havdallah	\$2,500	Organization
David Sachs	In the Footsteps of Maccabees: Lesbian and Gay Jewish Warriors Against Anti-Semitism	\$2,500	Individual
Machzekei Hadas	Pre-Hanukkah Art Night	\$2,100	Organization

Holocaust Education Month

On November 1st, the Shoah Committee launched the exhibit, *Stars without a Heaven* at the Greenberg Families Library. From there, the exhibit will circulate through four local High Schools (Woodroffe, Sir Robert Borden, Hillcrest & Notre Dame). In addition to the physical exhibit, students and teachers will have access to an online portal of curricula and pedagogical resources developed directly for this launch.

November 8th

We had 114 people attend the launch Event of *Stars without a Heaven* Canadian premier, a collaboration with Canadian Society for Yad VaShem, the Jewish Federation of Edmonton, and the Jewish Federation of Ottawa. Next on November 20th, the event *Passage to Sweden* will screen this award winning film and feature a Q & A with the filmmaker and film narrator. Both the Israeli and Swedish Embassies are involved.

Ottawa Jewish Archives

In honor of Remembrance Day, a display of items from Ottawa's Jewish veterans is on at the SJCC, and has been featured throughout the month on social media. On November 10th, archivist Teigan Goldsmith is presenting a lecture on the Life of Lillian Freiman and the Poppy Campaign to Hadassah-Wizo of Ottawa.

EG Chanukah Event

December 4th - Plans are in the works for in-person gatherings with candle-lighting and latkes, either at one public venue or two private homes in different neighborhoods on different nights.

PJ Library

PJL is partnering with the SJCC to offer Chanukah craft kits. The kits will be available for pick up on November 21st. Interest is strong, and we expect to sell out of the 100 kits available. Efforts continue to recruit PJ parents to participate in the Parent Committee. This has been a challenge as parents are still feeling the effects of the pandemic.

GatherUP Labs

October 7th & November 11th - Sessions offered to Federation and partner organization staff involved in events and engagement activities. Topics included skill building in program & event design and a new tool called AllSeated that helps to configure spaces for in-person events (and happens to be an Israeli start-up!).

Mid-Campaign Event

October 27th – Approximately 275 people joined to hear from event co-chairs, the Kershman-Wasserlauf family and the campaign co-chairs. Federation also surprised two donors with a live, surprise visit. Choir!Choir!Choir! led a sing-along and **\$33,550** was raised in sponsorship for the event.

Hillel Update

The first Shabbat Dinner of the year, held on October 15th, sold out with 75 students, over half chose to stay and eat together in the backyard of the Hillel House. The final week of October was University Reading Week (October 25th-31st), and Hillel hosted a Bagel Brunch on October 28th with 30 students.

To mark Holocaust Education Month, the Hillel Book Club explored the biography of a survivor in partnership with the Azrieli Foundation. On November 10th, Hillel partnered with Hasbara Canada to host a webinar, Confronting Holocaust Denial with Elizabeth Moore.

Sasha Kathron, Hillel Director continues to meet with university faculty, administration, and community members to develop allies and foster coalitions and partnerships. This work has resulted in a meeting with the president of the University of Ottawa, Jacques Fremont, on November 17th. The meeting will be attended by the Hillel Director and two IOC (Israel on Campus) student leaders.

Past activities:

October 12- Israel Learning Fellowship - 12 students

October 13- Night at the Museum event - 5 students

October 18- IOC movie night - 10 students

October 19- Israel Learning Fellowship - 12 students

October 21- Book Club second meeting - 21 students

November 2- Israel Learning Fellowship- 12 students

November 4- Book Club conclusion - 21 Students

November 9- Israel Learning Fellowship - 12 students

Upcoming activities:

November 18- Loft board game night

COMMUNICATION

Advocacy: at the request of Minister Lisa MacLeod, Federation along with CIJA organized a small event on November 10th, honouring Lillian Bilsky Freiman Z"l. This part of broader Remembrance Day Commemorations. The event received some favorable media coverage, particularly in the Ottawa Citizen.

Email update

Email stats for Oct. 1 – Nov. 1, compared to results from Sept. 1 – Oct. 1

The statistics remain consistent with a small jump in number of emails sent and in open and click rates.

# of Eblast messages (ie. campaigns)	Total # of emails sent	Open rate*	Click rate**	New contacts	Unsubscribed Contacts	Net Contact growth
16 messages (2 fewer)	44,303 (Up 261)	46% (Up 2 %) (Represents 17,810 individual emails opened)	12% (+1%) (Represents 1,667 links visited)	+36 (Up 3)	-22 (2 more unsubs)	+14

Understanding terms in the table:

***Open rates:** The percentage of people who opened the email. For example, a message sent to 1000 people will be opened by 45% of them, so 450 people read the email.

**** Click rates:** The percentage of people who click on links within an emailed message. These can be links to events, to view videos, to see reports or to donate. **This figure helps understand deeper email engagement.**

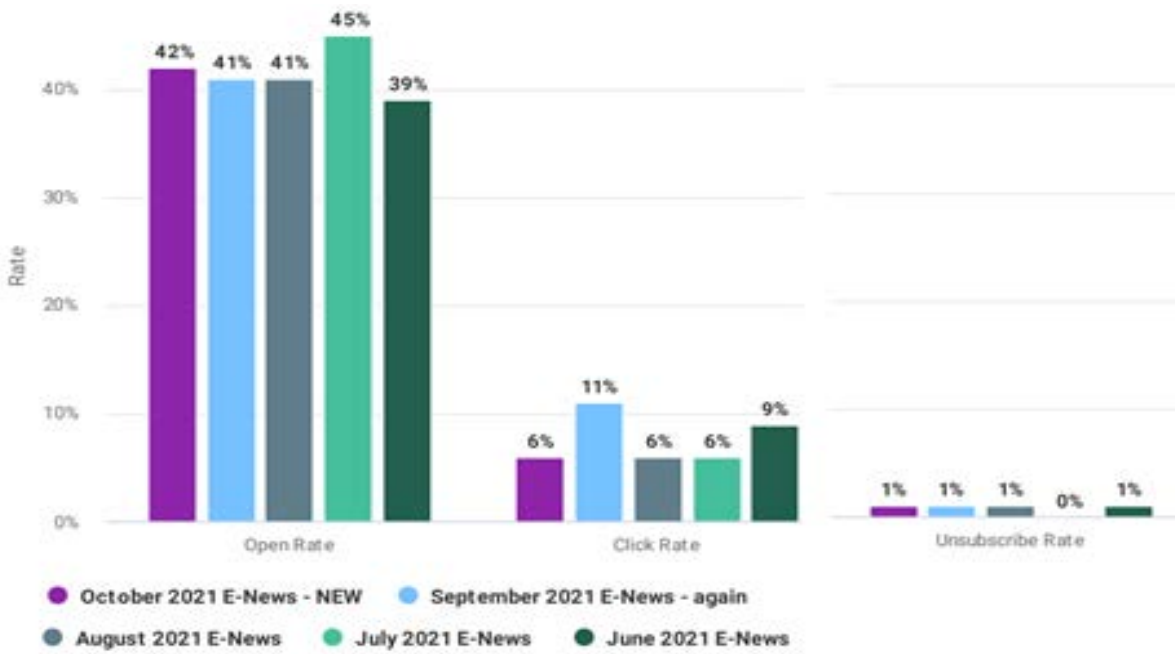
*****Industry average** (according to stats provided by our email program, Constant Contacts): open rate averages for most comparable industries such as faith-based groups, civic groups and non-profits vary monthly around 20%; and click rate industry averages are 9%. **These stats change each month, and the email provider compares our numbers to the new stats monthly.**

Communication highlights and trends

Federation messaging continues to enjoy a much higher than average open rate with the weekly Shabbat greetings and E-Bulletin topping the trend. This points to an engaged readership and a list serve that is reaching the right people – people who signed up and want to read our messaging. This also points to greater email engagement when the message is sent from a person, not an organization. We also see higher clicks when the stories are personal, and there are photos. Some topics that garner attention: antisemitism; historic stories about Ottawa, in particular the Archives; good photos.

More insight

E-news, the event listing, while still showing a good open rate, is performing slightly lower than other comms vehicles. The click rate is also lower, which is surprising since this it has many links.



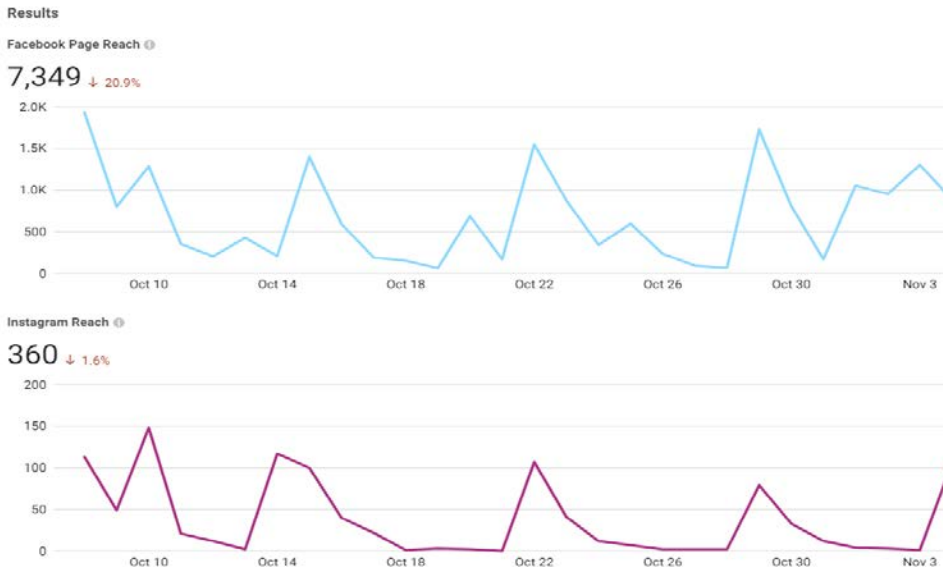
To boost open rate and click rate: Some testing is needed to see if changing the subject line to a shorter, grabbier message will help and to make the message come from a person, not the organization. In addition, we will highlight the links in a more obvious way. (New data on this to be shared by January.)

Social media

We continue to see unusual dips and bumps in Facebook reach as there has been a change in how our posts are shared with followers. This has translated into a drop in organic reach.

Planning: We will look to boost more strategic posts with paid ads. Also note, Instagram and Facebook are more closely linked and we can cross post these ads. (See charts below)

Federation Facebook and IG



Trends

Shabbat message remain the top posts



Shabbat Shalom everyo...

Reach ⓘ

2.7K

Facebook post



Shabbat Shalom and a ...

Reach ⓘ

175

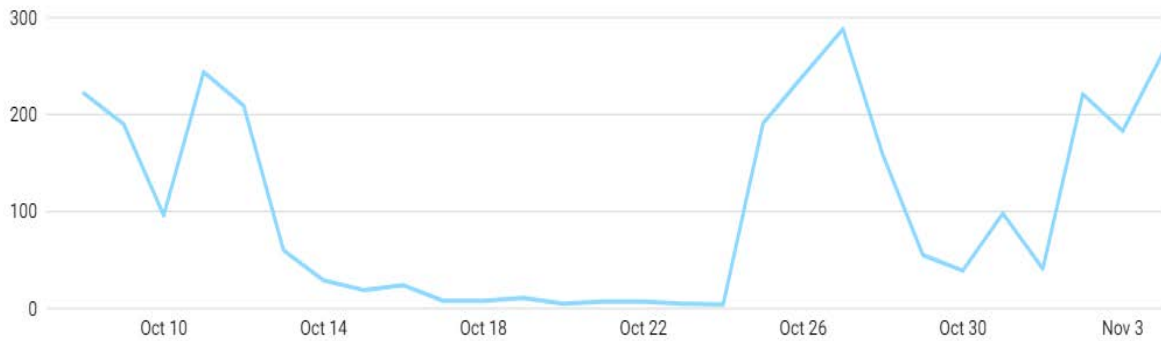
Instagram post

E-Bulletin Facebook results:

Results

Facebook Page Reach ⓘ

1,016 ↑ 9.4%



Other elements

The EG Facebook group is up 2 to 185, while Jewish Ottawa Helps has increased 9 to 1474 members, Instagram is at 1153 (up 5). Twitter is up 4 to 1,775. PJ Library Ottawa Families remains at 43.