

How an engagement  
mindset can  
transform Jewish  
organizations in the  
21<sup>st</sup> Century

# No such thing as the Jewish community



From macro to micro  
community



From one-size fits all  
to customization

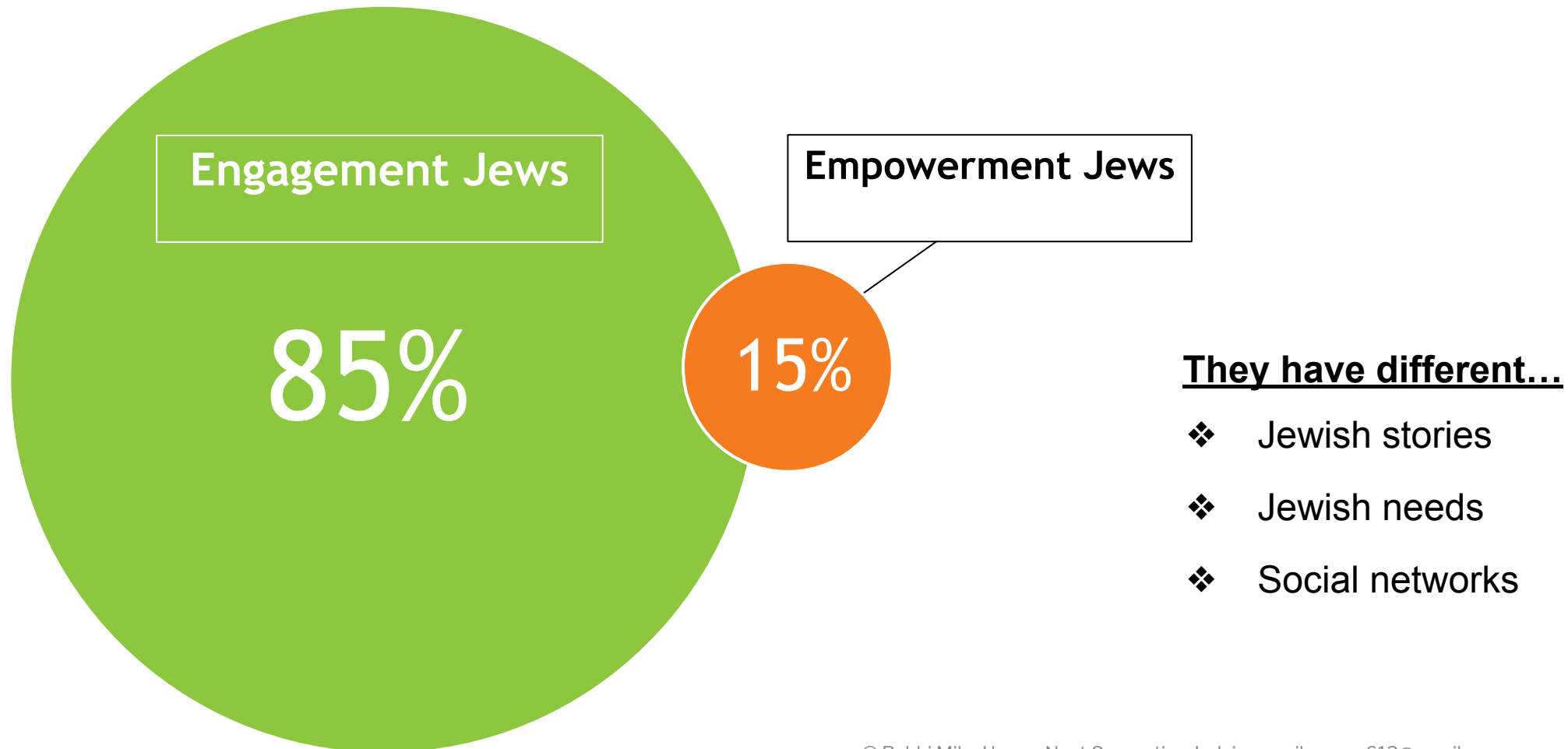


From joiners to  
anti-affiliation



From reliance on  
institutions to distrust

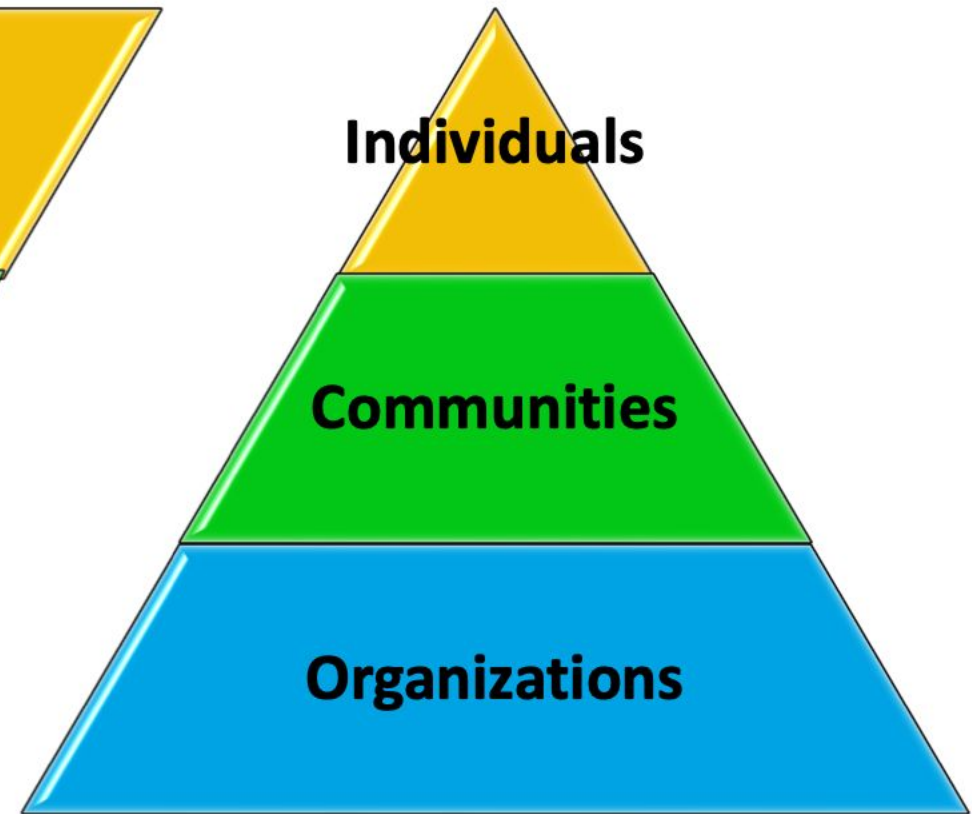
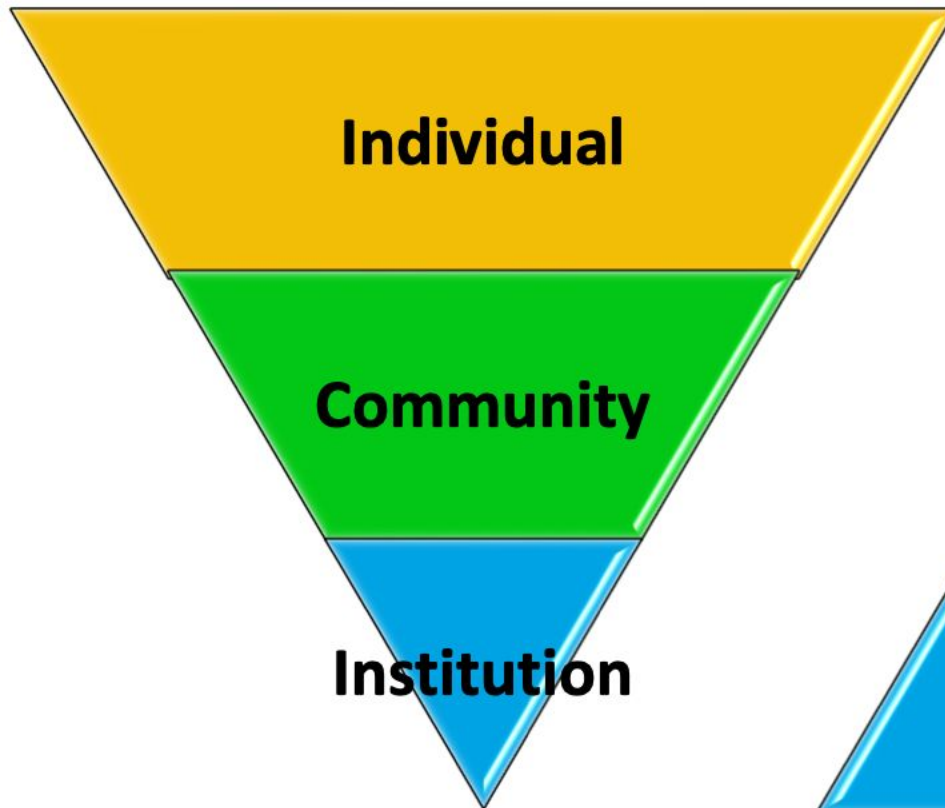
# Strategy #1 - We need a new language



# Strategy #2 - Invert the values pyramid

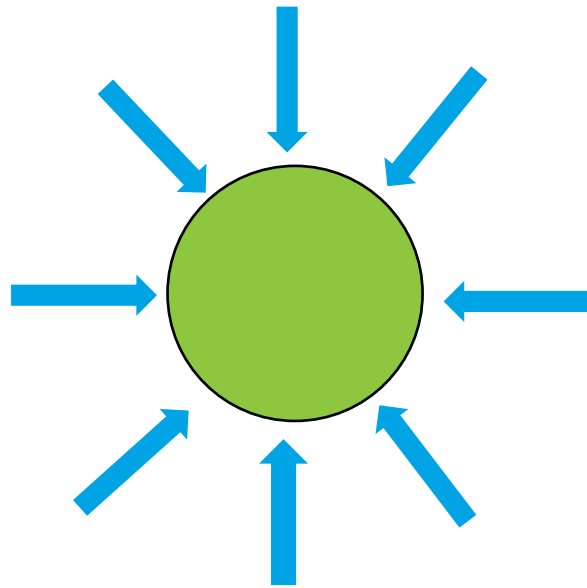
*“Focus on relationship over task”*

*“Focus on impact over affiliation”*

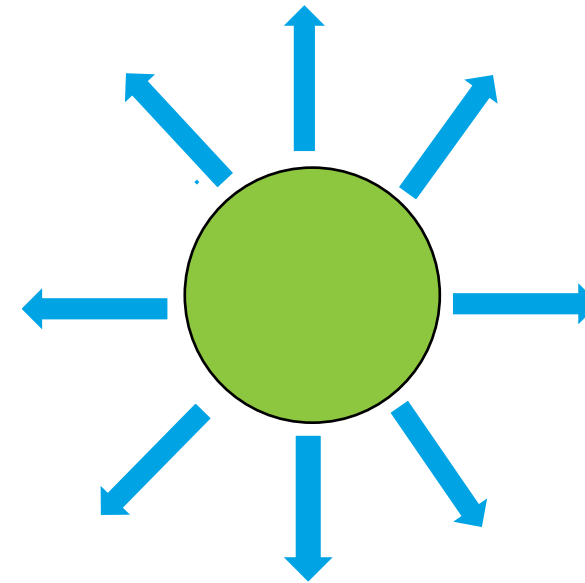


# Rule 1: Add “seeking model” to existing use of the “receiving model”

Receiving model focuses on what happens when people show up



Seeking model focuses on bringing Jewish life to people where they are



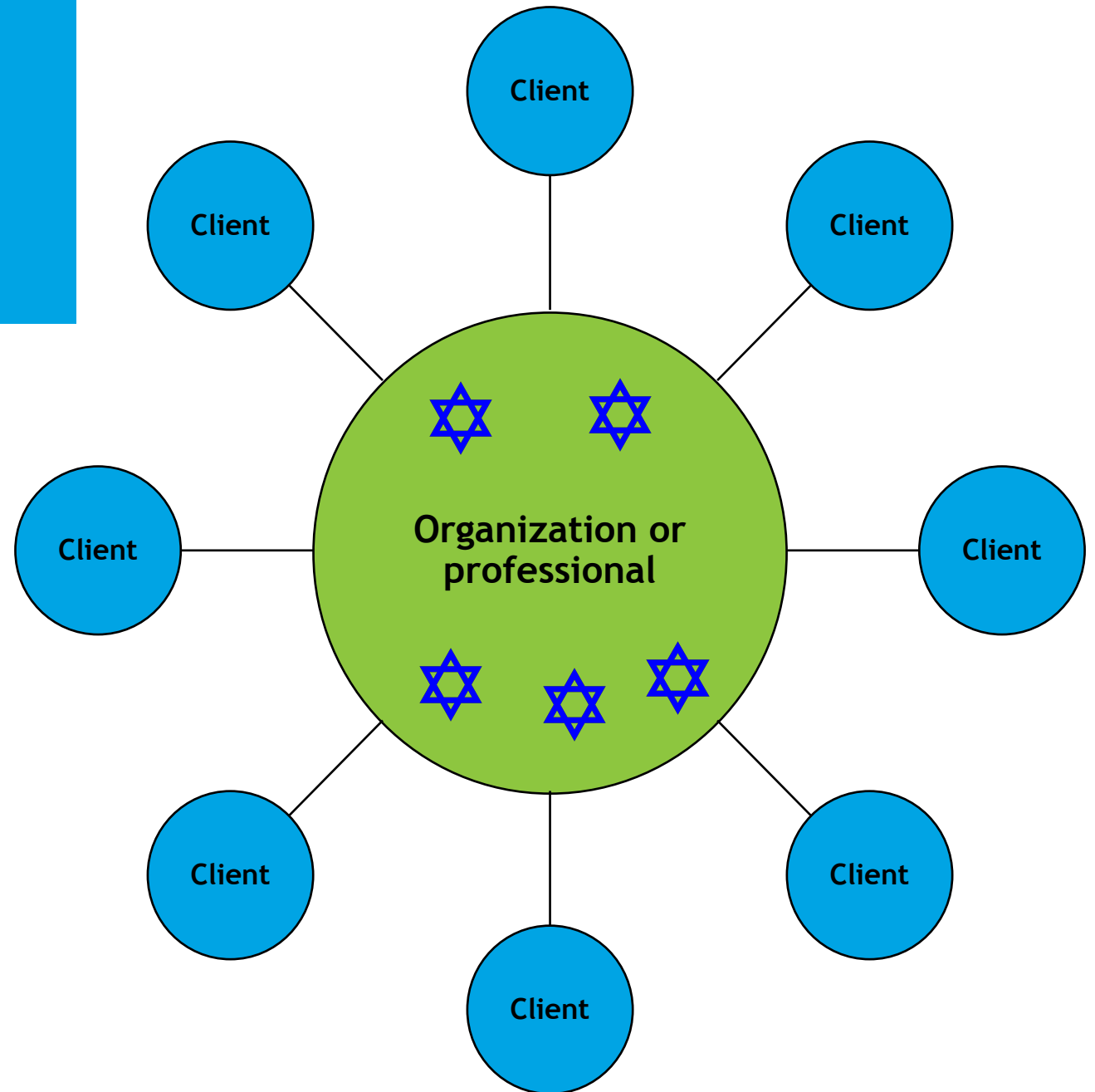


Rule 2: Add “Passover”  
paradigm to existing “Yom  
Kippur” paradigm

# Yom Kippur paradigm (Program model)

## Success is measured by...

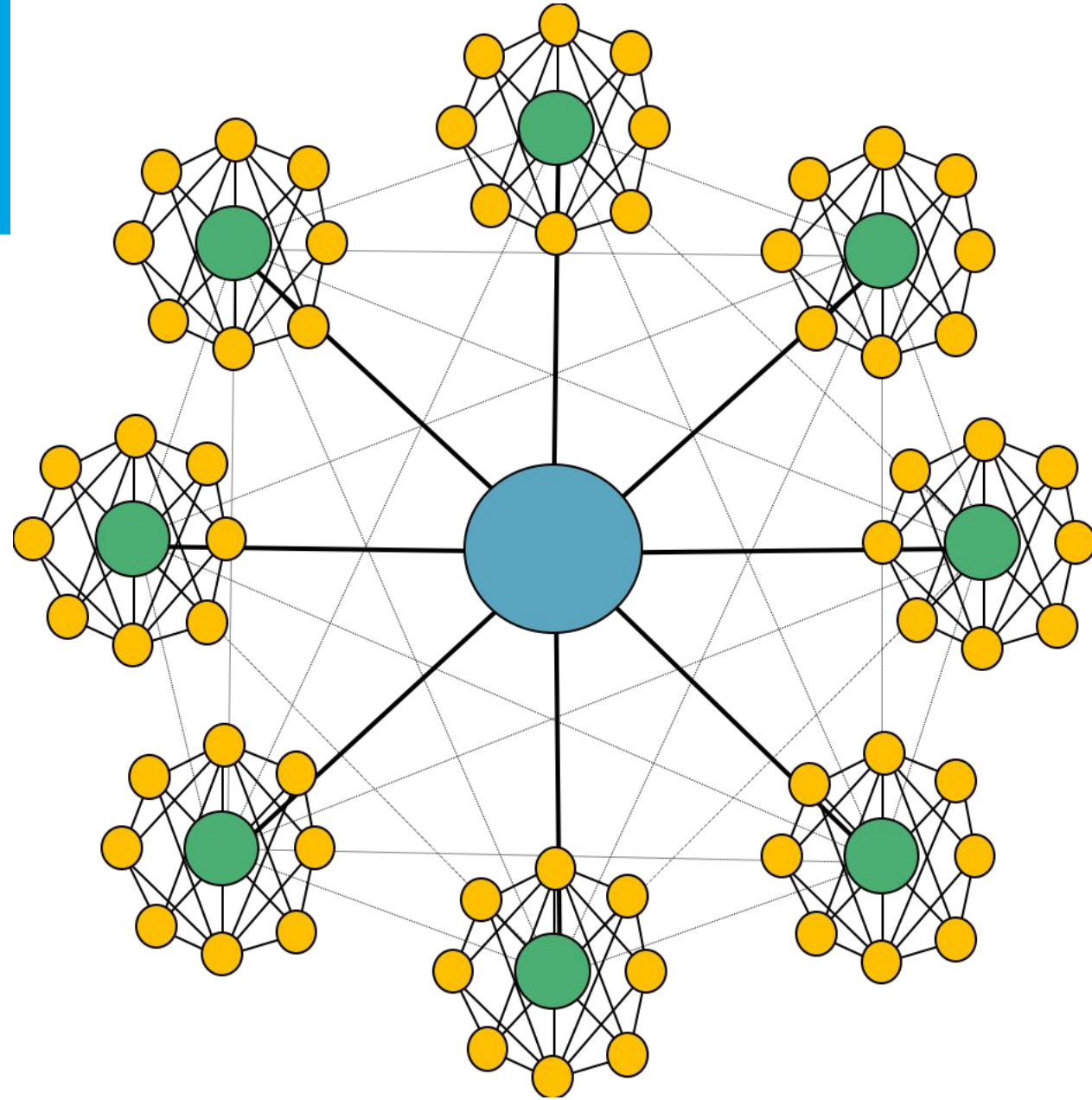
- Number of clients
- Size of organization
- Retention of clients



# Seder paradigm (Engagement model)

## Success is measured by...

- Transforming clients into creators
- Number of relationships activated
- Connectivity between clusters
- Jewish impact



# Rule 3: – Make it relational

*“Relationships are the currency through which we do our work”*

- Engagement Jews cannot be reached through programs; only through relationships
- It’s not about attracting people; it’s activating them
- It’s about a customized personal invitation

# Rule 4: Use the power of disruptive innovation

JEWISH RENAISSANCE  
**PR★JECT**

## Penn Hillel Vs. JRP

- Different staff
- Different brand
- Different methodology
- Different donors
- Different culture





**JEWISH RENAISSANCE  
PR★JECT**

## Proof of concept

- 11 different Fellowships for different populations
- 329 new leadership positions
- 3,865 events
- 10,709 total students engaged
- 1,496 unique students
- \$650,000 in new fundraising

Additional Slides

# Empowerment Jews vs. Engagement Jews

Empowerment Jews	Engagement Jews
<ul style="list-style-type: none"><li>● Spend more time with Jews (friends, work, neighborhood)</li></ul>	<ul style="list-style-type: none"><li>● Spend less time with Jews (friends, work, neighborhood)</li></ul>
<ul style="list-style-type: none"><li>● Seek out organized Jewish life</li></ul>	<ul style="list-style-type: none"><li>● Less interested in organized Jewish life</li></ul>
<ul style="list-style-type: none"><li>● Long Jewish organizational resumes</li></ul>	<ul style="list-style-type: none"><li>● Short Jewish organizational resumes</li></ul>
<ul style="list-style-type: none"><li>● Feel comfortable in formal Jewish settings</li></ul>	<ul style="list-style-type: none"><li>● Feel uncomfortable in formal Jewish settings</li></ul>
<ul style="list-style-type: none"><li>● Show-up b/c they want something</li></ul>	<ul style="list-style-type: none"><li>● Show-up b/c they need something</li></ul>

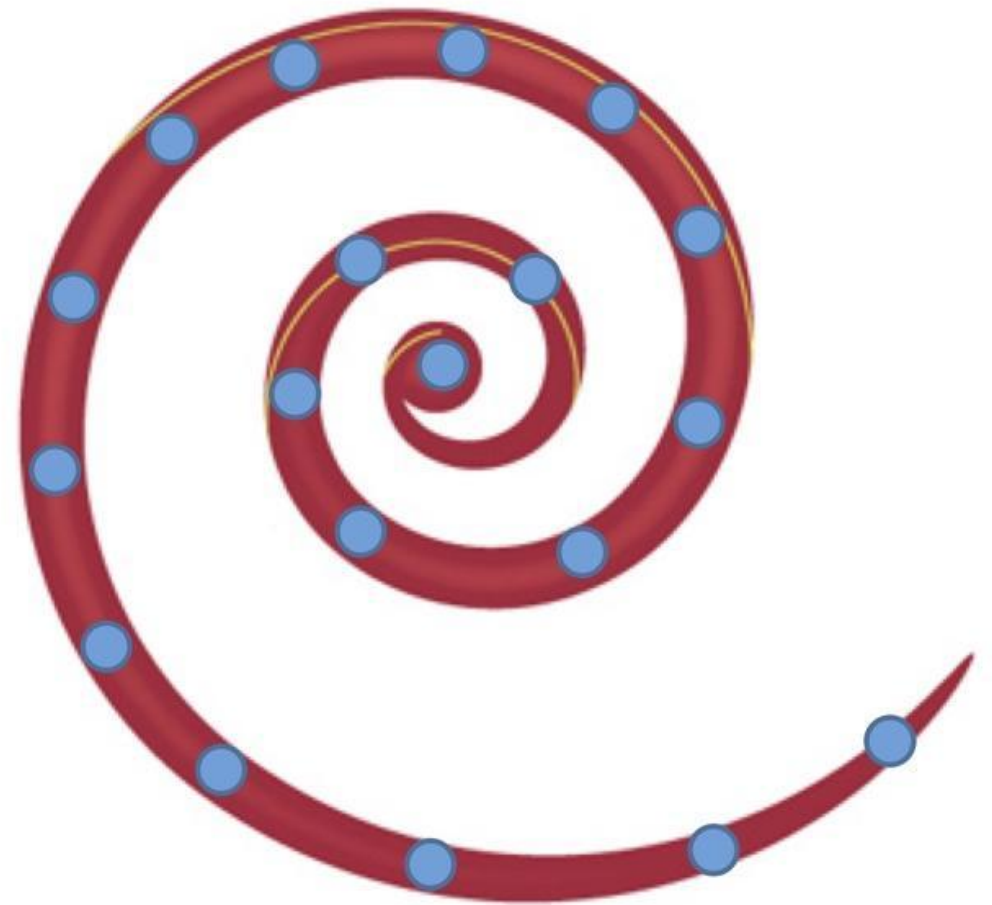
# Program vs. Engagement

Program tends to be about...	Engagement is more about...
<ul style="list-style-type: none"><li>● Recruitment</li></ul>	<ul style="list-style-type: none"><li>● Relationships</li></ul>
<ul style="list-style-type: none"><li>● What the organization needs</li></ul>	<ul style="list-style-type: none"><li>● What people need</li></ul>
<ul style="list-style-type: none"><li>● What the organization can do for people</li></ul>	<ul style="list-style-type: none"><li>● What people can do for themselves</li></ul>
<ul style="list-style-type: none"><li>● Programs and attendance</li></ul>	<ul style="list-style-type: none"><li>● Community building and impact</li></ul>
<ul style="list-style-type: none"><li>● The health of the organization</li></ul>	<ul style="list-style-type: none"><li>● The vibrancy of Jewish life</li></ul>
<ul style="list-style-type: none"><li>● Centralized organizations run by professional leadership</li></ul>	<ul style="list-style-type: none"><li>● Networked organizations run by distributed leadership</li></ul>
<ul style="list-style-type: none"><li>● Who shows up</li></ul>	<ul style="list-style-type: none"><li>● Going out and finding people</li></ul>
<ul style="list-style-type: none"><li>● Centralized macro-community</li></ul>	<ul style="list-style-type: none"><li>● Networked micro-communities</li></ul>

# The art of coffee conversations

- **Investigation**: Get people telling their Jewish stories. By telling this story, we uncover our values, what inspires us, what confounds us, and what is broken or missing in our world. (the story of me)
- **Validation**: Find common ground between one person's story and your own. The connection affirms we are part of something larger than ourselves. Rather than speaking about what "I" want or need, validation helps people start to talk about the "we." (the story of us)
- **Provocation**: Locate and push on the urgent challenge present in our stories. What is broken or missing in our world that we need to fix? What action should we take to do something about it? (the story of now)

# Swirl of Engagement





Positive Jewish  
Memory



Jewish Knowledge



Connectedness to  
other Jews



Jewish Confidence

How we  
measure  
success

# How we measure growth

