

JCP Update January 2020

Leadership and Board Updates

- The board member portal is up and operational. You can log in now and view all board documents.
- Have you signed up to be an Ambassador? Our goal is for each board member to interact with one of our funded programs to express our appreciation for being a partner in meeting a community's needs as well as to learn more about the program.
<https://www.surveymonkey.com/r/Z5TGCLH>
- On January 14th, JCP launched its four-part series of the Kay Usdan Saslawsky Institute for Ethical Leadership. It took place in Hyde Hall at Rhodes College and featured President Marjorie Hass, who spoke about the importance of “Rolling out the Red Carpet.” More than 40 leaders from Memphis Jewish community organizations signed up for the series. Rachel Shankman and Rabbi Abe Schachter-Gampel are facilitating the series.

Operations/technology

- Basecamp is fully utilized by JCP staff for projects, policy, and anything requiring multiple people to accomplish a goal. It has made a big difference in workflow and productivity.
- Poll Everywhere has been utilized in the last two board meetings to capture opinions and ideas from board members. Poll Everywhere allows live interactive audience participation to brainstorm and prioritize suggestions.
- Live Lively is a platform for mobile giving. This platform is now live and can be used for giving. Mobile giving is a fundraising technique where donors have the opportunity to give to a campaign on any mobile device. Mobile giving comes in many different forms, like text fundraising, mobile donation pages, or mobile kiosks.
- JCP's new DipJar is making the rounds! It was present at the last board meeting and the Women's event.
- Staffing assignments have been shifted in order to support the data needs of JCP. Lauren Taube is the primary lead on the new CRM. She is getting data support from Gila.
- Moved email marketing from ConstantContact to MailChimp- 4,000 or so email contacts were moved. The new platform provides better analytic tools and other changes that aim to increase the percentage of recipients who see and open our communications. Early indicators show an increase from an average of about 25% to 40% open rate for recipients of the weekly JCPConnect newsletters, monthly Memphis Jewish Seniors newsletters, and various PJ Library, bereavement notices, and one-off communications for a variety of subjects. Research says that across all industries, the average open rate is 6%, while in non-profit, the average is better, at 25%.

Jewish Federation & Campaign

- More than \$150,000 in new gifts and increases has been raised, which qualifies for the Plough Challenge. However, as in year's past, the Plough Challenge will continue to be used as a motivator at Super Sunday and in ongoing conversations with donors.
- Super Sunday aims to close gifts from donors under \$500. An incentive for agency participation has been rolled out, and PJ Library will play a vital part. A new feature this year will be a bake sale which will raise money to support our Home Delivered Meals program.
- New plaques have been added to JCP's Corporate Partnership Wall.
- Campaign achievement projections will be made following Super Sunday.
- BMW was so thrilled with the Women's Impact Luncheon that they requested another meeting to explore additional opportunities.
- Twenty-three volunteer solicitors have signed up for Super Sunday and three non-phone volunteers.
- The third of 5 Direct Mail letters were mailed in January to prior year donor's giving under \$500.
- On Thursday, January 16, 2020, MJF held a women-only fundraising event to benefit Jewish needs locally and globally. Approximately 200 women attended. Suzi Weiss-Fischmann was inspiring and motivating. Each woman was asked to make a gift to the campaign. Results:
 1. Forty-seven women pledged at or because of the Women's Event: \$47,215.00. That's an increase of \$11,409 over the same donors' pledges last year.
 2. One hundred one attendees had already made their 2020 gifts.
 3. Twenty-seven women who attended are still open for 2020. 8 of them are new donors. The other 19 open donors are prior year donors of \$153,327.00

JFS Endowment Fund

- Commitments of \$4,225,150.00 have been secured from 20+ donors with \$2,015,150.00 collected.
- The investment committee met to determine the best investment strategy and approved a 50% JCEP Endowment & 50% Vanguard VIAS Portfolio, which is in keeping with the strategy for other MJF endowment funds. \$250,00 will remain in a money market account, which may be utilized to support the 2020/21 operating budget.

Jewish Foundation of Memphis

- Eleven new funds were opened in the last quarter in response to the annual incentive program. (Open a new fund and get \$1,000 to grant to your favorite Memphis partner agency)
- Four new B'nai Tzedek funds opened
- A new PAG Directory featuring 56 professional advisors is now on-line
- **Foundation 25th Anniversary**- We've branded a full year of celebratory programming with a suite of materials designed with a familiar look. This includes a unique 25th Anniversary mark for use across all pieces, the Professional Advisor Directory, Latkes & Vodka promotions, and event signage, and articles to use to market and decorate upcoming events and initiatives.

- 25th-anniversary festivities are being planned in cooperation with agency appointed board members.
- On August 25, a gala luncheon has been scheduled and will be held at Opera Memphis
- Total Deposits into Foundation funds In 2019 equaled: \$9,338,841.15
- In 2019, 3,048 grants were awarded to qualified charities totaling \$8,923,676.37 (669 different charities)

Hillel

- Hillel has launched the “Jewish Learning Fellowship” (a new weekly class will be teaching) with 16 applicants! 6 from Rhodes, ten from U of M. The course starts next week!
- We are in the process of building a handicap ramp for the parking lot door to make the U of M building more accessible
- Jewish Community Fellowship partnership with Rhodes Admissions Office continues to be an essential effort. Ads were purchased in the Hillel College Guide and Southern Jewish Life magazine to encourage Jewish students to apply to Rhodes (and U of M). Also, Sophie participated in a webinar with the admissions office
- A new relationship with U of M department of Multicultural Affairs is taking shape intending to create a program partnership to provide further access to the university beyond the Religious Life space
- Student leadership – a new Rhodes Student Board was elected in December, and a new Student Leadership Council of U of M students will convene in the coming weeks
- Yiddish Cup is April 26th from 2-4! Registration materials are on the horizon. This year's theme is "My Hillel Story" to celebrate the role that Hillel has played on the leaders of the Memphis Jewish community. Individuals will be asked to share their Hillel Story to be used in marketing and publicity materials. Board members are encouraged to participate and to help others to do the same!
- Our Hillel Director, Sophie Bloch, has been accepted to participate in an exciting program - the Hartman Institute for Hillel Professionals, a year-long Israel education training.

Agency Marketing

- **Impact/Grants Book-** A 48-page high-quality book carefully designed with short, impactful descriptions of grants made to partner organizations and what they have done/will do with the funding was created and mailed to all Jewish households.
- **Women’s Impact Luncheon Marketing-** Designed to create FOMO (Fear Of Missing Out) to inspire ticket sales, our promotion of this event started early and hit heavy, driving ticket sales into the hundreds. Through print ads, lobby signage, digital blasts, and social media, this created a buzz that led to a huge crowd turning out for this event. Its high profile had a second effect on our audience, which we jokingly dubbed ROMO (Regret Over Missing Out)- after the event, photos shared online, comments and activity in social media, and general word of mouth has led

to a much larger pool of women being eager to know what we plan for next year so they can be among the first to secure tickets.

- **Celebrating Big Wins-** Using print media like the Hebrew Watchman, and outlets we control like our quarterly print newsletter and jcpconnect.org, we share stories that show how we perform at the top level in Memphis philanthropy. Recent examples include our inclusion in Memphis Business Journal's *The List* publication which names Federation and Foundation among the top charitable organizations in the Mid-South; a recent Butler Snow Foundation's grant to support our *Dignity & Wellness for Vulnerable Seniors* project; and the Garfinkel Family's long term estate planning leading to millions of dollars being endowed to Jewish organizations in Memphis, including Memphis Jewish Federation.
- **Online Marketing using the human faces of JCP programming-** By consistently sharing the stories of our donors, beneficiaries, staff, and lay leaders, we humanize the organizations and their work, and connect real people that are known in the community to our work. Recent examples include Carol Buchman's recent trip to Shoham as an art ambassador and subsequent gallery exhibition at the MJCC; Teen Israel essays written by travel subsidy recipients upon their return to Memphis; our long-running 70 Faces of Memphis and Shoham project; Hillel Director Sophie Bloch's recent appointment to a prestigious fellowship.