

***Memphis Jewish Federation Executive Committee Meeting***

***January 11, 2022 5:00 pm  
MINUTES***

On January 11, 2022, Memphis Jewish Federation Executive Committee held a meeting to conduct its business via Zoom.us.

At 5:00 pm, Mrs. Cindy Finestone, chair of the Memphis Jewish Federation Board of Directors, called the meeting to order.

**Memphis Jewish Federation Board of Trustees in attendance**

Cindy Finestone, Jonathan Frisch, Jason Goldstein, Michael Greenberg, Martin Klazmer, Susanne Landau, Sarah Lewis, Steve Libby, Jaclyn Marshall, Scott Notowich, Jimmy Ringel, Scott Vogel, Craig Weiss

**Jewish Community Partners Staff in Attendance**

Michael Barnett, Laura Linder, Tim Wheat and Bluma Zuckerbrot-Finkelstein.

Memphis Jewish Federation chair Cindy Finestone introduced the new Needs Assessment & Planning Collaborative as an effort to formalize and standardize our monitoring of needs. She reminded the committee that it is a priority of the Federation board for us to become more data-driven in all our processes. Cindy introduced Susanne Landau, chair of the new collaborative:

**Mission/Goals:** To monitor and assess needs and service gaps in the Memphis Jewish community on a consistent basis and identify potential strategies for action.

**The Challenge:** Ensuring that Federation has an accurate and continuously updated knowledge of the changing needs of Memphis Jews.

**Current Situation:** In 2014, Federation undertook a major, community-wide Needs Assessment study, the results of which has informed Federation's agenda for the last 6 years. Since that time, Federation has engaged in more limited needs assessment and currently depends on the interactions and ad hoc communication by individuals and by partner agencies to identify the needs in the community. These needs are filtered up through contacts with Federation staff and volunteers to the Federation Grants Committee and the Board who together make funding decisions. Through established guidelines and formulas, the Board determines the total amount that the Grants Committee will award to Partner Agencies. The Board makes additional funds available to a wider range of recipients through Fedovation, Lemsky Endowment Fund, B'nai Tzedek grants and through special Board approvals. Needs are also filtered from Federation to Jewish Foundation of Memphis donor advised fund holders who support a broad array of community needs.

## **Long Term Vision:**

We would like to have a data-driven process that:

- 1) Has a mechanism for regular feedback and touchpoints reaching as many demographics in our community as possible/practical;
- 2) Includes feedback from individuals as well as agencies to ensure everyone is heard;
- 3) Collects accurate and useful data to determine and explain funding decisions;
- 4) Is transparent to the community;
- 5) Has dedicated resources to ensure its sustainability.

Once this system is in place, it will be important to organize a governing structure which will give the funding decision makers the authority to respond to the data/needs even if the data leads them to make decisions that conflict with partner agencies or even a donor. This will be critical to the systems' credibility and the willingness of community members to buy in to it.

## **Proposed Approach**

In general, we will take a measured stair step approach to eventually achieve the long term vision. Each step will get us closer to a continuous data driven needs assessment.

- 1) Research: How do other Federations ensure timely knowledge of changing community needs? What are the tools, advantages/disadvantages?
  - 2) Research: How do secular community foundations do this?
  - 3) What resources will we need to implement a continuous system?
- 4) As we research the questions above, can we establish some credibility and demonstrate a "win" by using a data driven approach to some already identified areas of need and identify who would be best suited to address them:
- Teen wellness and Jewish engagement (High Priority)
  - Millennial Israel engagement
  - Scholarships for Jewish preschool

## **FedLed & Young Adults Leadership Engagement**

Jaclyn Marshall and Martin Klazmer, Vice Chairs of FedLed, reviewed the progress of young adult engagement:

- New Instagram Account for FedLed
- Planning a large in-person Gala event for April or May 2022
- A Financial Planning series webinar
- Young Adult Israel trip in 2023

### Campaign Update

Jonathan Frisch, Vice Chair of Campaign, reviewed:

- \$3,143,117 Raised to Date
- \$423,381 Need to Reach Goal
- \$3,585,498 Total Goal
- 6 NEW Lions: Sherry Katzman, Jaclyn Marshall, Tracey Mendelson, Julie Neiman, Sharon Schwartzberg, and Stefanie Mintz).
- New UR gift of \$120,000 (from a new endowment fund).
- Closed 300 donors @ a 7% increase on leadership Sunday.
- Closed 190 donors in December.
- 12.5% increase in UR to-date.

Mr. Frisch proposed the following to close the campaign:

- Call Nights to reach out to prior year donors: January 19, February 2, and February 17. All are scheduled from 7-8:30 PM;
- Mailing/emailing/text to All Unassigned Donors who are open with a card value below \$1,000;
- Outsourcing New Donor Acquisition to Jigsaw Analytics & Ralph Sigel Marketing;
- FedLed Signature Event;
- Leadership outreach to 20-25 “up-grade” donors.

### JFNA Campaign for Ethiopian Jews

Scott Notowich, Vice Chair of Israel/Overseas, reported on JFNA’s newest special campaign (Nov 28). JFNA is seeking to raise 5 million to assist in absorbing over 3,000 Ethiopian Jews into Israel. Currently JFNA is not asking for a “fair share” assessment. How should we participate in this JFNA campaign? Several options were put forward and discussed:

- Make a special campaign
- A grant from the Lemsky Endowment Fund
- A combination or challenge grant including Lemsky and other sources: campaign, surplus.

The meeting was adjourned at 6:30 pm.