

Board of Directors Board Meeting

**February 21, 2023 5:30 pm
MINUTES**

On February 21, 2023, Memphis Jewish Federation Board of Directors held a Board Meeting to conduct its business in the MJCC Board Room.

At 5:30 pm, Cindy Finestone, MJF Chair, welcomed all to the meeting.

Memphis Jewish Federation Board of Trustees in Attendance

Bob Eiseman, Cindy Finestone via zoom, Hal Fogelman, Aviva Freiden, Jan Groveman, Susanne Landau, Debbie B. Lazarov, Michael Kaplan, Steve Libby, Alla Lubin, Jaclyn Marshall, Scott Notowich, Eileen Posner, Jimmy Ringel, Shelley Robbins, Adam Saslawsky, Jill Shanker, Daniel Snyder, Jason Susser, Elissa Taub, Andie Uiberall, and Keri Unowsky.

Jewish Community Partners Staff in Attendance

Laura Kaplan, Judy Lansky, Laura Linder, Carrie Richardson, Tim Wheat, and Bluma Zuckerbrot-Finkelstein.

Cindy Finestone, MJF Chair, called the meeting to order and called for approval of the January 24, 2023, Board Minutes. Eileen Posner moved that the minutes be approved, and Jaclyn Marshall seconded the motion. The January 24, 2023, Board Minutes were approved.

Campaign Update

Steve Libby, VC FRD, reviewed the February 21st Campaign Update handout:

**OPEN
CAMPAIGN**

	Donors	Unrestricted	Restricted
\$100,000+	1		\$450,000.00
\$50,000-\$99,999	0		
\$25,000-\$49,999	2	\$45,925.42	\$25,000.00
\$10,000-\$24,999	4	\$30,000.00	\$12,500.00
\$5,000-\$9,999	9	\$39,677.25	\$12,400.00
\$1,000-\$4,999	22	\$35,074.79	\$1,000.00
\$500-999	24	\$15,190.00	
\$1-499	157	\$21,935.47	\$564.72
Total	219	\$187,802.93	\$501,464.72

Closed Campaign

CLOSED	2023 closed	2022	2021	2020
FJFS Directed	\$75,455	\$102,550	\$86,633	\$109,376
Senior Meals	\$94,041	\$102,968	\$126,912	\$104,709
Local Agencies	\$115,294.21	\$560,417	\$667,307	\$103,648
PJ Library	\$20,000	\$20,000	\$20,250	\$15,072
Hillel	\$135,661	\$119,000	\$94,858	\$92,528
Unrestricted	\$2,286,422	\$2,511,460	\$2,344,559	\$2,817,369
Other Directed	\$101,689.77	\$470,932.00	\$100,578.00	\$48,973.00
TOTALS	\$2,828,562.98	\$3,887,327	\$3,441,097	\$3,291,675

Strengthening Engagement & Creating Community

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, reported on our 2022 Memphis Market Research Study:

Connection & Responsibility

58% of respondents strongly agree:

"It is important to me to feel connected to/part of the Jewish community in my area"

Only 25% strongly agree:

"I have a responsibility to ensure there is a strong Jewish community in future generations"

Current Engagement Levels

"How would you describe your current engagement level with your Jewish community, Jewish organizations, or Jewish groups in your community?"

20%: Very engaged

42%: Somewhat engaged

19%: Not very engaged

19%: Not engaged at all

Our Work for Today

3 Cohort Conversations:
Engaging Women,
Men, Young Adults

High level,
strategic
conversations
around 3 questions

Breakout Sessions and Reporting

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, directed the board to break into 3 groups: Men, Women, and Young Adults. The following questions were discussed:

Men

- 1) How do you as men like to engage with members of the Jewish Community?
- 2) Are we an inclusive and welcoming community? How can we create a “culture of belonging” and build community?
- 3) How do we create a culture where all men feel invested in the community and any gift to the campaign is meaningful?

Women

- 1) How do you as women like to engage with members of the Jewish Community?
- 2) Are we an inclusive and welcoming community? How can we create a “culture of belonging” and build community?
- 3) How do we create a culture where all women feel invested in the community and any gift to the campaign is meaningful?

Young Adults

- 1) How do you as young adults like to engage with members of the Jewish Community?
- 2) Are we an inclusive and welcoming community? How can we create a “culture of belonging” and build community?
- 3) How do we create a culture where all young adults feel invested in the community and any gift to the campaign is meaningful?

The feedback from the sessions are as follows:

Men	Women	Young Adults
Breakdown cliques through interest-based programs	Engagement needs vary by age	YA vs Young Families - different touchpoints
How do we identify Newcomers?	Community concierge	Institution based
Create Ambassadors	Success of women's FB group	Create low barrier programs
Ask donors if they know anyone new in the community	Challenge of 50-60 age group	More segmentation based on interests
Publish donor list by alphabet, not by recognition level	Finding Momentum-like opportunities to connect	Targeted programming
	Promote Pomegranate giving level	Giving what they want
	Greater appreciation for lower gifts	Education about Federation

President's Report

Laura Linder, JCP CEO & President, highlighted our Senior Meals Program and the survey results from those that receive the meals are positive. The program costs approximately \$250k a year. Mrs. Linder shared a donor story of Curt Ward of blessed memory. Mr. Ward's legacy includes a Lion of Judah Endowment for this late wife, Hedi Ward; a campaign Endowment and funding for the annual Holocaust Art and Essay Contest.

Laura Linder adjourned the meeting at 6:41 pm