

United Jewish Federation
April 17, 2024, 7:30PM
UJF Office & Zoom
Board Meeting Minutes

Attendance: Michael Schlessinger, David Gordon, Diane Sloyer, CEO, Edith Samers, Linda Hurwitz, Robin Fischel, Rhonda Schaffer-Maron, Jessie Brand, Jeremy Weiser, Wendy Siegel, Stella Cohen, Ellen Weber, Susan Kostin, Alan Barr, Chris Maroc, Cathy Satz, Lee Soffer, Robert Hoff, Adam Rafalowicz, Eric Ross- Deputy Director, Hildy Parks, Bookkeeper

Absent: Jill Kaplan, Joshua Esses, Dinah Miller Marlowe, Bob Abrams, Amanda Sherman, Marty Donner, Stacy Ferber, Beverly Stein

Michael Schlessinger called the meeting to order at 7:30PM

Data deep dive and strategic opportunities- Eliav Perez

Diane introduced Eliav Perez who is coordinating our data and helping us strategically look at our fundraising and campaign activities. Eliav has helped with our data mining and transitioning from Data Perfect. We are now into phase 2 with a deep dive into the data.

Digital Assessment and Strategic Opportunities.

1. We are currently focusing on the annual campaign data and now looking at all gifts including pledges.
2. The data base is built with a facing future posture for all actual living givers.
3. We have stable fundraising and need to move to growth. We have 2,079 active donors but 749 current and 496 lapsed and 834 never donated to annual campaign. Eliav talked about the 80/20 rule. Eighty percent of the donors bring in 20% of funds and 20% of donors bring in 80% of funds.
4. We should engage our donors 3 times a year and Tributes are our biggest opportunity. 201 have made tributes out of 2,079 donors with an average gift of \$137.
5. Try for small and monthly donations. That is currently an untapped area we are not using.
6. Consider giving tiers focusing on specific activities to enhance engagement.
7. We need to integrate communication approaches using multiple platforms with tailored messaging.

Discussion: Rob asked if this approach has worked with other federations. The answer was yes and we can improve our targeting. Jesse suggested that sponsorships could be made into tributes, i.e., you can sponsor an event in honor or memory of a loved one. Linda mentioned that it would encourage tributes if the tributes made were published in the New Jewish Voice. Someone mentioned that you could create a tribute ticker on the

website as well. Ellen said QR code was added to the New Jewish Voice to make it easier to click and give.

Financials – Hildy/Adam

The first quarter revenue compared to 2023 is healthy. There was a give of \$50,000 for dignity grows, a grant of \$23,696 for security and money for Israel is up about \$33,946. Details are in the board portal.

Expenses had no surprises. We were up in Professional Fees. Our audit was completed so that was paid in the 1st quarter. We paid for a grant writer for security and an outside vender for our annual report. Our Shaliach expense was paid out in the 1st quarter but we will even out during the year. Alan suggested we show expense comparisons with the same quarter for the previous year.

Approval of Minutes of March 13, 2024 - Linda Hurwitz

Linda moved to approve the March 13, 2024 minutes. The motion seconded by Rhonda. Linda offered a correction to the dates on the motion for the minutes of March 13. There was no discussion. The minutes were approved unanimously.

Stewardship Pulse- Eric Ross

Eric has upcoming UJF activities to share with us and will send out an email with the details. He will also send an email to each board member with their community steward contacts and agreed upon goals and all historical details in an excel spread sheet. Passover calls are being made.

Kudos

Michael thanked Rhonda for a great talk about Israel Allocation fund to a community group. It made the needs in Israel come alive.

Executive Committee meeting – March 27th- Michael Schlessinger

Michael shared that the Executive committee met in March to discuss some topics that he wanted input on and where brainstorming based on our strategic plan would be helpful. No decisions were made but a consensus of ideas was shared. The topics were:

1. Security- Our security contract with SCN will be expiring soon and SCN is getting busier with more organizations which will mean less time for us from Michael Shanbrom. We are in negotiations and are looking at staying with SCN with a deputy director working under and with Michael. Or is we can't come to an agreement, contracting with CSI (Community security initiative – affiliated in NY) may be another option. We will first try to work out an agreement with SCN.

2. The other discussion concerned what we should do with the healthy cash accumulation. There was a good discussion but without a single answer. We would like to start something sustainable that has to do with the themes of
 - a. Combating Antisemitism and
 - b. Community Building mission

Women's Spring Dinner Auction – Stella Cohen

The theme for this year is D'vor D'vor. Ellen and Robyn are among the co-chairs for the event. Stella was asking for donations of items to auction and baskets for holding items. If you have items at home or know of people who could donate items, experiences, or services, please ask them. You can register on line. The speaker for the event is Corie Adjmi, author of The Marriage Box. Wendel will get it ready for marketing in the next few days. Daughters, friends, and other relatives welcome.

Alan asked if there could be events for men, fathers and sons. That concept was well received and another method for engagement.

New Business

-Finance Resource Development Committee Meeting is scheduled for May 1st. We need everyone's ideas and help.

-Lily Reiser Scholarship applications came in. There were 43 applications with 15 finalists (of which 6 were well above average) recommended to the foundation. The final 9 will be announced on April 26.

Review of upcoming events

Michael Schlessinger moved to adjourn the meeting at 9:00PM. Alan seconded the motion. The meeting was adjourned.

Respectfully submitted,

Linda Hurwitz, Secretary

Board meetings for 2024:

Wednesday, May 8, 7:30pm (cancelled)

Wednesday, June 5, 7:30pm