

MEMBERSHIP & AFFILIATION COMMITTEE



Temple Beth Ami : Vision 2020 October 2018

בָּרוּהָ אַתָּה יִיָ, אֱלֹהֵינוּ מֶלֶהְ הָעוֹלָם, אֲשֶׁר קִדְשָׁנוּ בְּמִצְוֹתִיו וְצִוְנוּ לַעֲסוֹק בְּצָרְכֵי צִבּוּר:

Baruch atah Adonai, Eloheinu melech haolam, asher kidshanu b'mitzvotav v'tzivanu la'asok b'tzorchai tzibur.

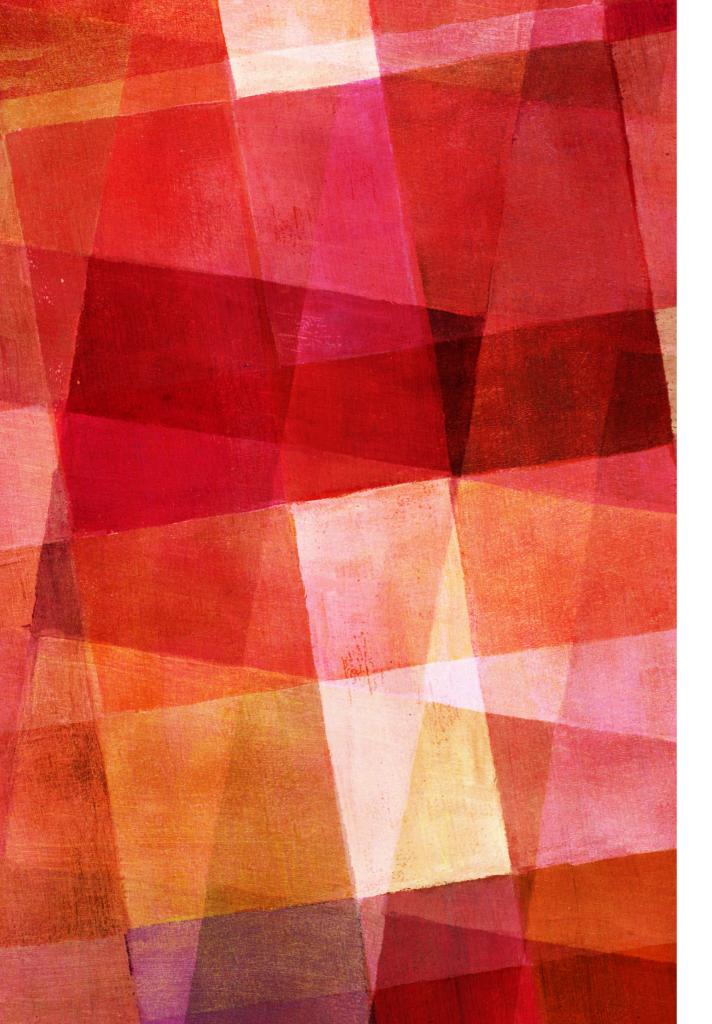
Praised are You, Adonai our God, Ruler of the universe, Who sanctifies us through mitzvot And has commanded us to engage in the needs of the community.



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THE COMMITTEE

- · Leslie Marks*
- Jess Firshein*
- Eve Lader*
- · Bob Cowan
- Brie Entel
- · Rabbi Weiss
- Kim Roberts
- · Paula Sayag

* Co-chairs

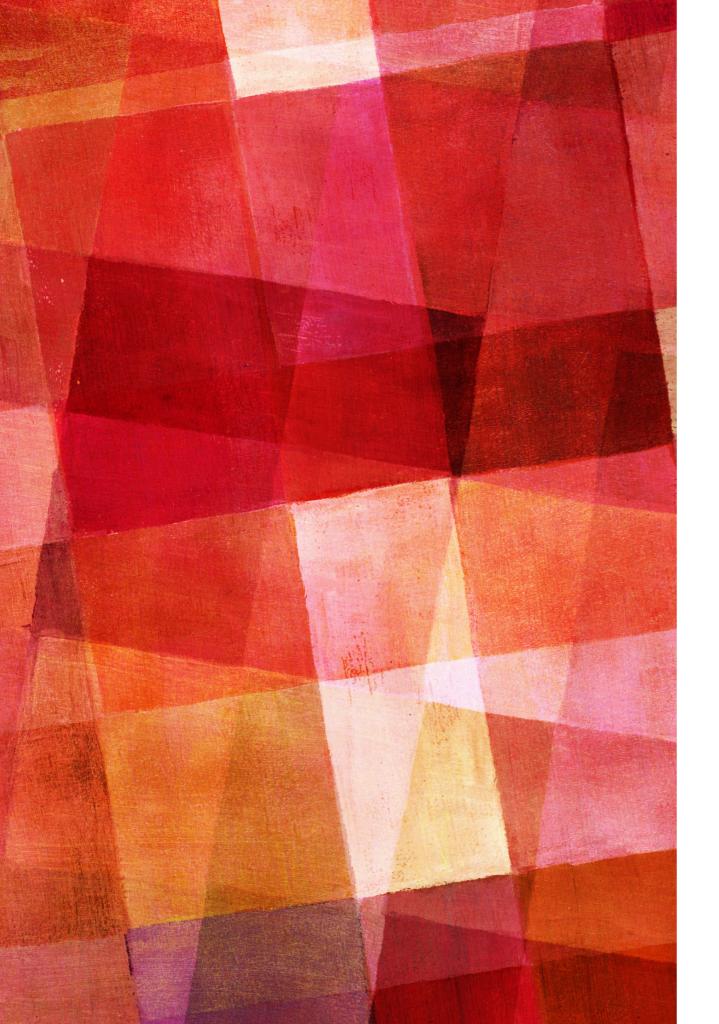
How do similar organizations successfully attract and retain members?

What do people want out of affiliation?

How do organizations encourage affiliation & engagement?

What makes people stay or leave?

What other options for local Jewish participation impact affiliation

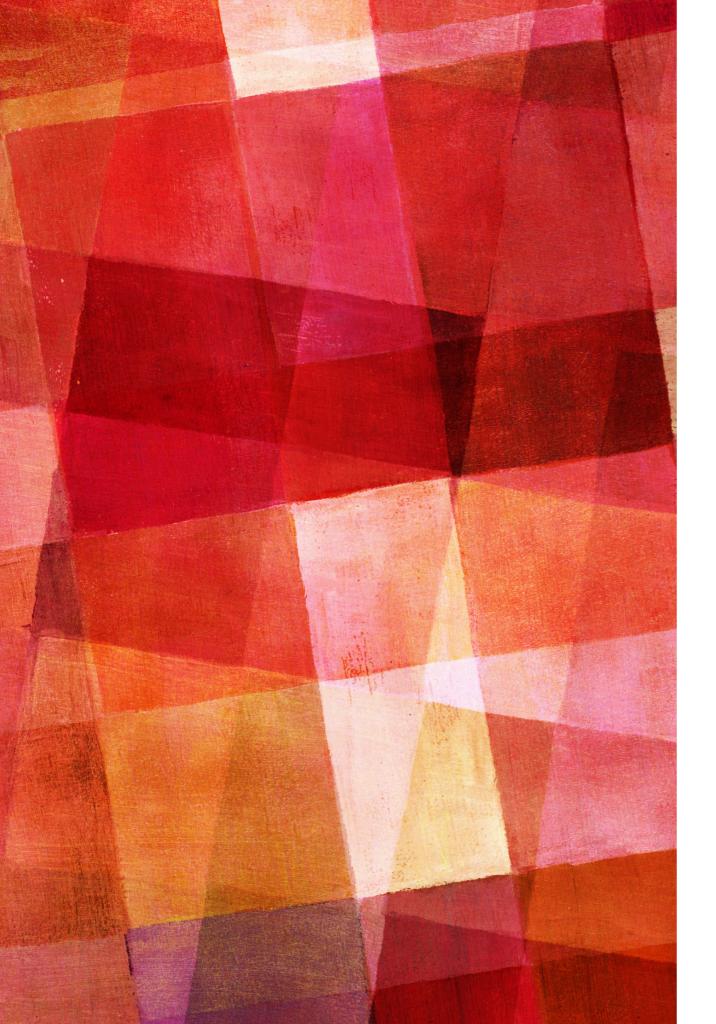


METHODOLOGY

- \cdot Interviews
 - other synagogues

- internal senior staff
- current members
- Research & Reports
- Synagogue Web Sites

What do successful congregations look like?

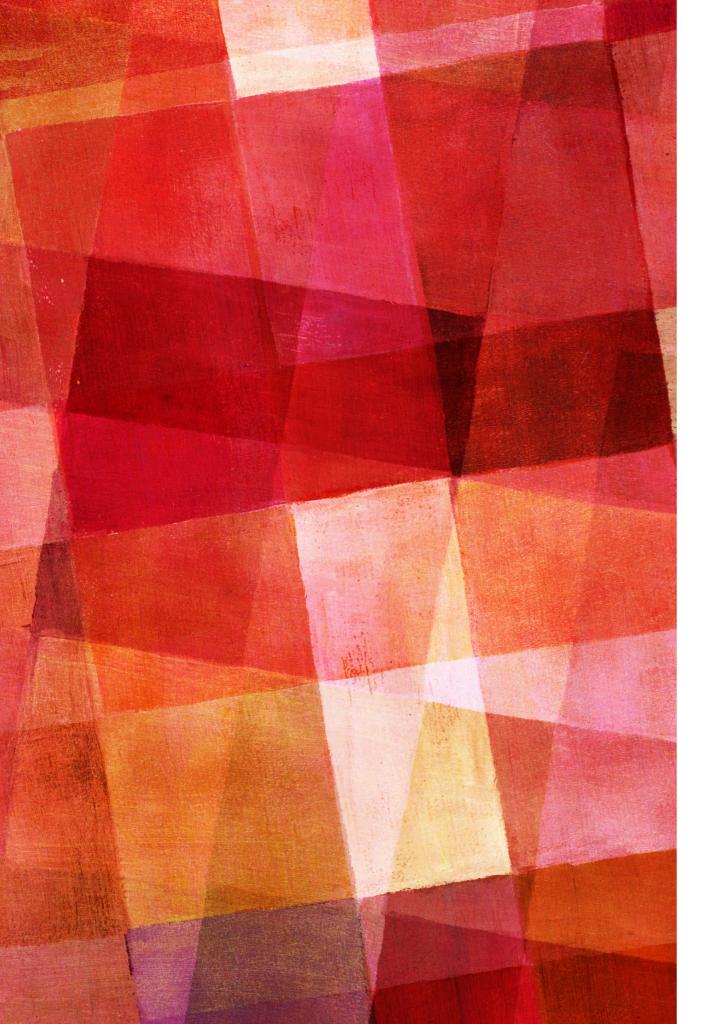


SUCCESSFUL CONGREGATIONS ARE **VALUES DRIVEN**

Memberships = Transactional

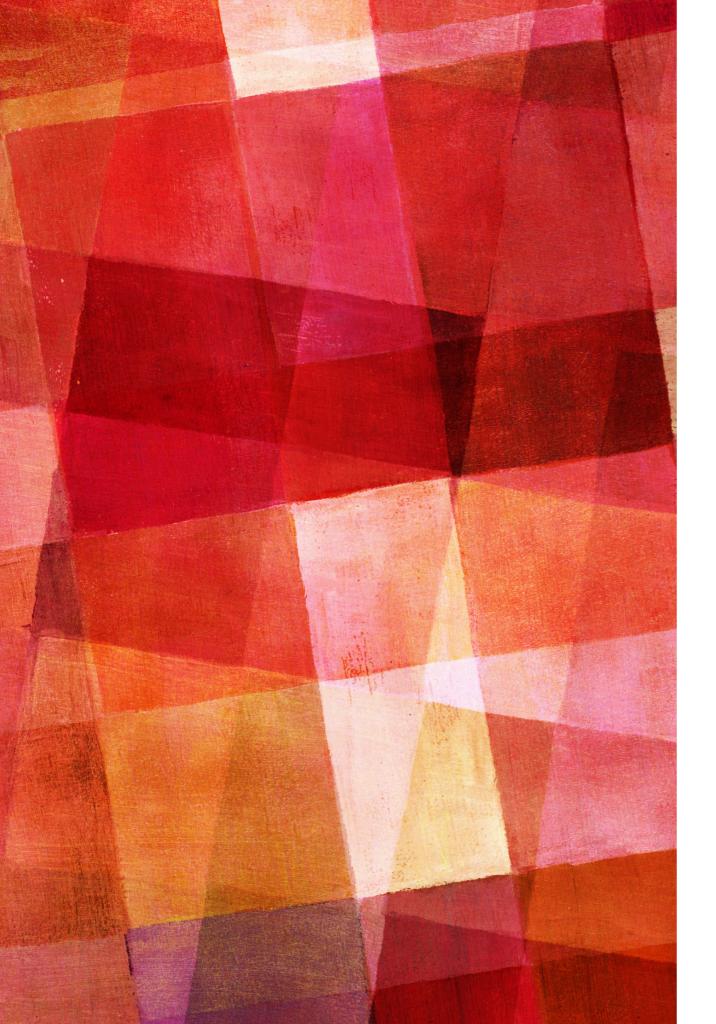
Synagogues = Covenantal

- Not "pay-to-play", but part of a larger, meaningful community
- Identify & guide to mission



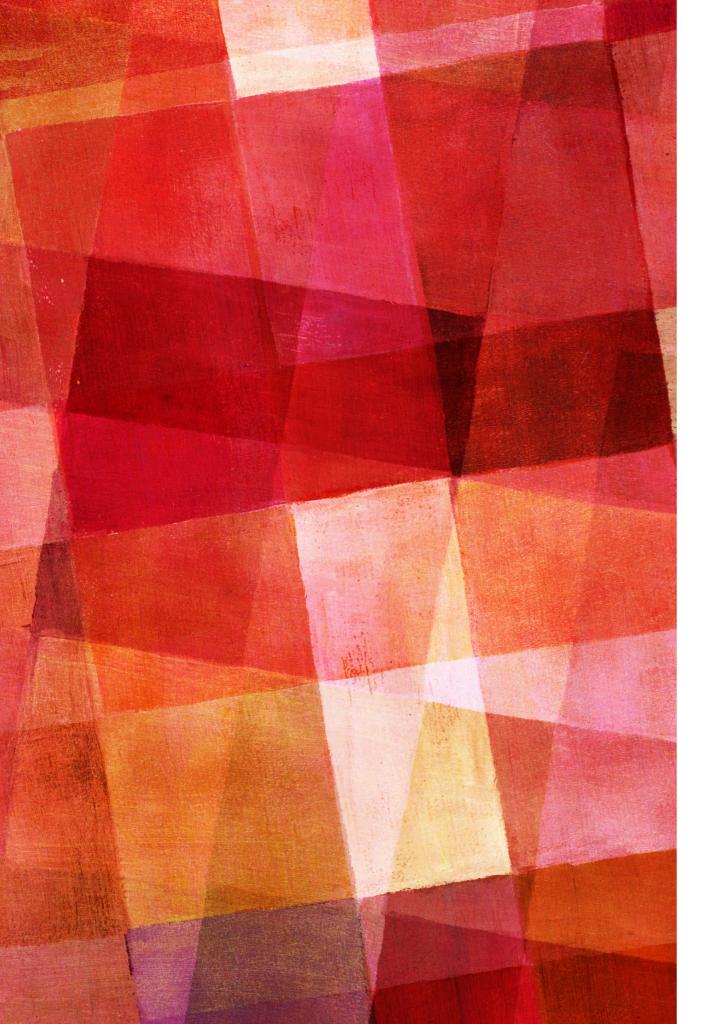
SUCCESSFUL CONGREGATIONS ARE **RELATIONSHIP FOCUSED**

- Make people feel wanted, welcomed, supported from the minute they walk in the door
- Create meaningful experiences/ deepen relationships with each member
- Find ways to engage members immediately & consistently



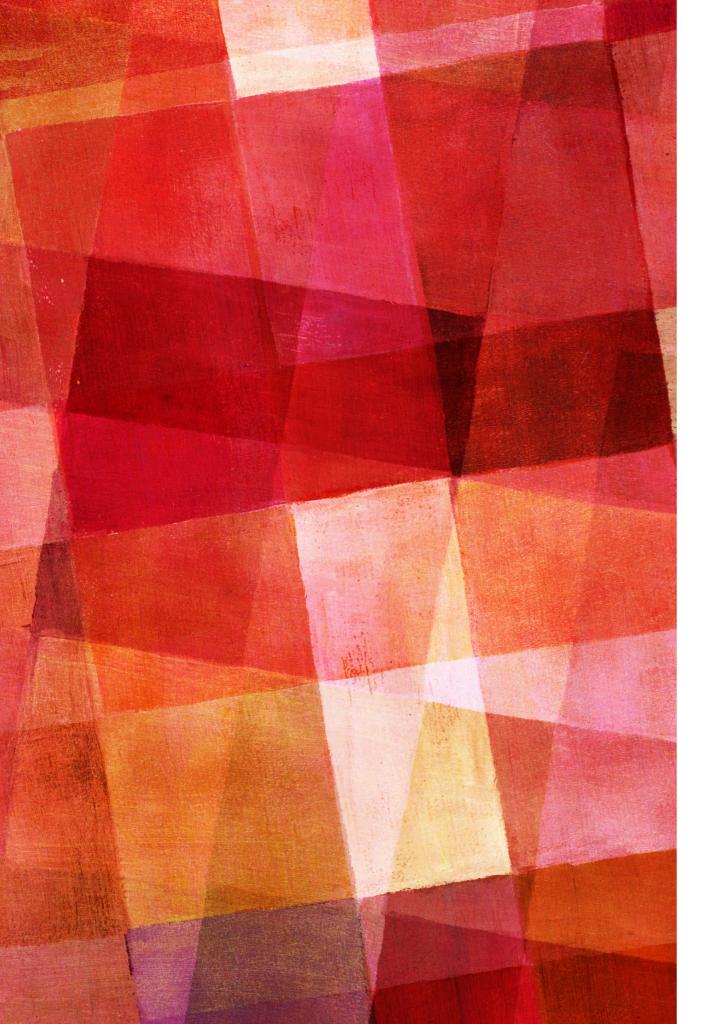
SUCCESSFUL CONGREGATIONS ARE SENSITIVE TO FINANCES

- Dues are a major barrier to affiliation
- Current/potential members use cost/value assessment
- Dues reduction process invasive/embarrassing for some
 – would rather leave
- Synagogues testing new models for dues



SUCCESSFUL CONGREGATIONS

- Hold community-wide events
- Partner with other
 organizations to expand
 religious and communal
 opportunities
- Make programs accessible to more people, looking at the "long game"



SUCCESSFUL CONGREGATIONS EXPERIMENT

- Target demographic end ranges
- Offer multiple engagement points for young families
- Take ownership of the relationship process
- Continually try new things from events to how meetings are run
- Use modern tools for clear, engaging communication

WHERE ARE THE MILLENNIALS?

LOOKING BEYOND THE SYNAGOGUE

• Pop-Up Shabbat – communal, musical, periodic

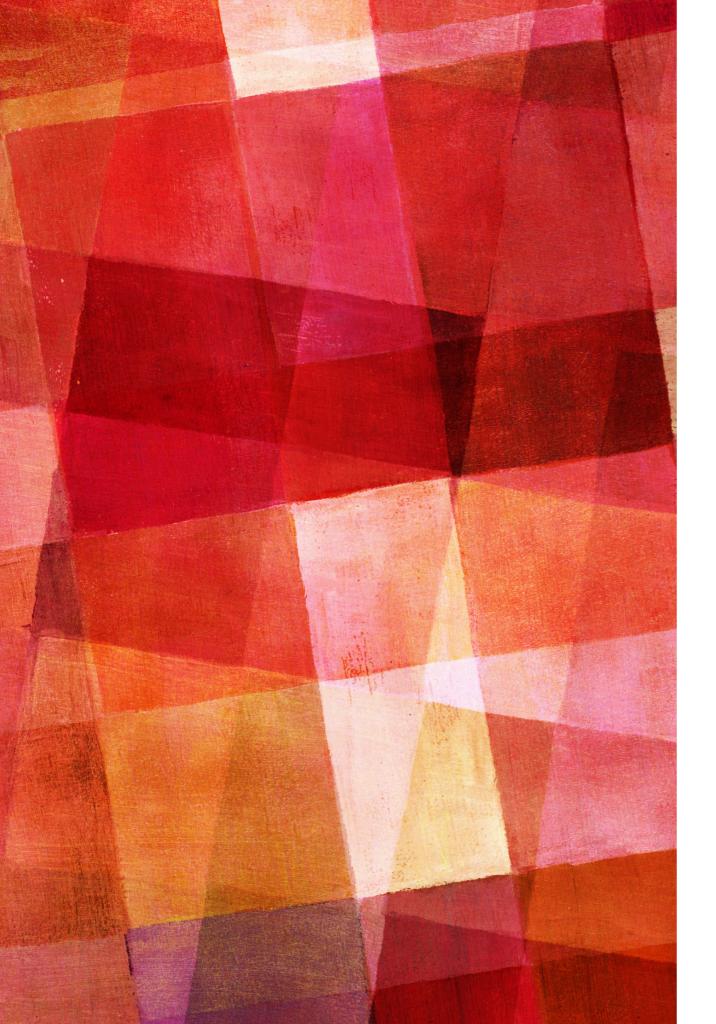
- Organic, grassroots groups appealing to millenials and others through experiences, ie, GatherDC, The Dinner Party
- Organizations that provide opportunities for community, social transformation, purpose finding, creativity, ie, SoulCycle, CTZNWELL
- Chabad everyone has a role; feels smaller; communitywide involvement

We are a program-driven synagogue. Focus needs to shift to building community and relationships

LOOKING TOWARDS THE FUTURE

- Can every member have a relationship with the synagogue leadership team?
- Are our clergy spread too thin to spend the time required to build real relationships with members and non-members?
- How do we engage new members immediately and consistently?
- How can we make nursery school & Machane families feel more connected, and non-members feel more welcomed and included?
- Need to prioritize where money is spent more programming is not always the answer

We must make the experience valuable enough to be the choice — something people want to spend their money on



LOOKING TOWARDS THE FUTURE

Need to insure a welcoming atmosphere throughout

- Consistent welcoming culture from every person, from the moment someone walks in the door
- At each life stage, what do people want/ need? What makes them want to stay?
- Does our dues structure deter membership for nursery school and Machane non-members.
- Focus on individuals and building a community of positive experiences



CAN WE AFFORD TO WAIT?

VOLUNTEERS ARE KEY

Build a cadre of volunteers NOW to initiate relationshipbuilding programs with current and prospective members

- Follow-up calls to prospective members or members that are thinking of leaving
- Calls to new and existing members to invite them to events/shabbat; talk about interests and opportunities
- Group meetings where new members can meet with current members who talk about everything the temple has to offer and get them involved/allow them to meet other people with similar interests

RELATIONSHIPS ARE ESSENTIAL

Begin to incorporate the relationship process into our culture

- Buddy system pair people with similar backgrounds/life events
- More member/parental involvement (grade level parent volunteers, tours for prospective families, etc.)
- Name tags/facilitation of introductions at events
- Opportunities for small group interaction (Shabbat in the Hood, coffee clubs, etc.)
- Hospital visits, acknowledgement of important life cycle events with personal engagement (ie bringing challah and wine to home for first Shabbat)

QUESTIONS?