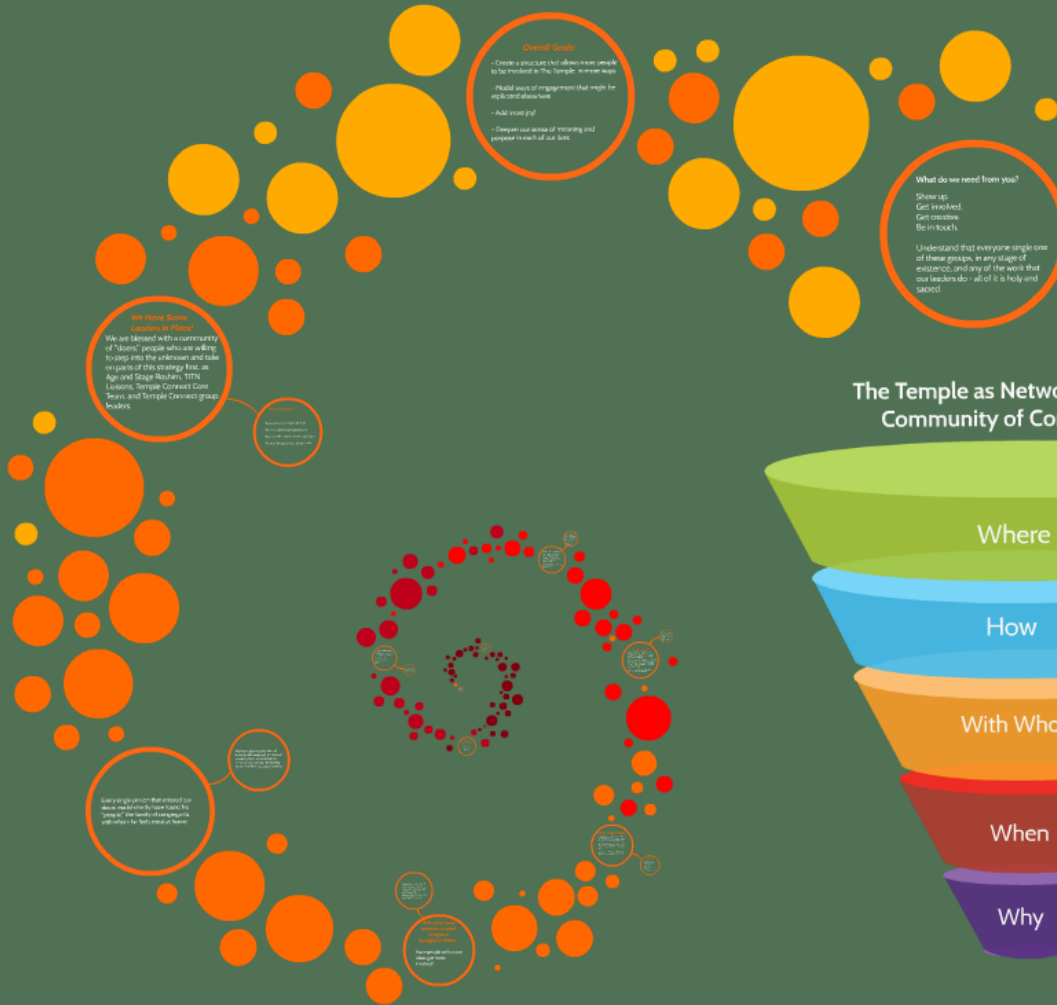
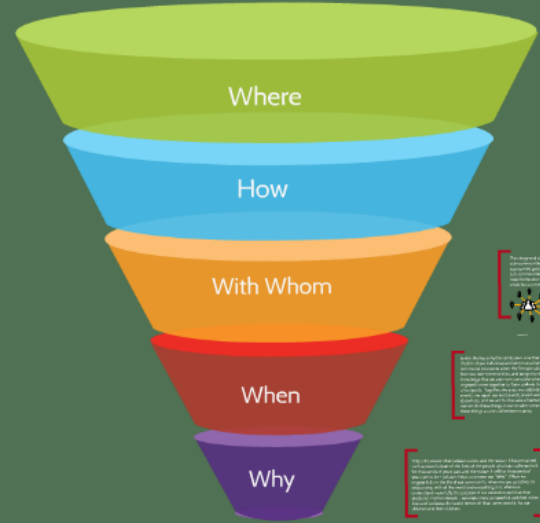


# Engagement Strategy

Three Organic Avenues to Getting More Deeply Engaged



## The Temple as Network Hub and a Community of Communities



The Temple Hub is a central point for all our work. It is the place where we meet, where we learn, and where we grow. It is the heart of our community, and it is the place where we can all make a difference.

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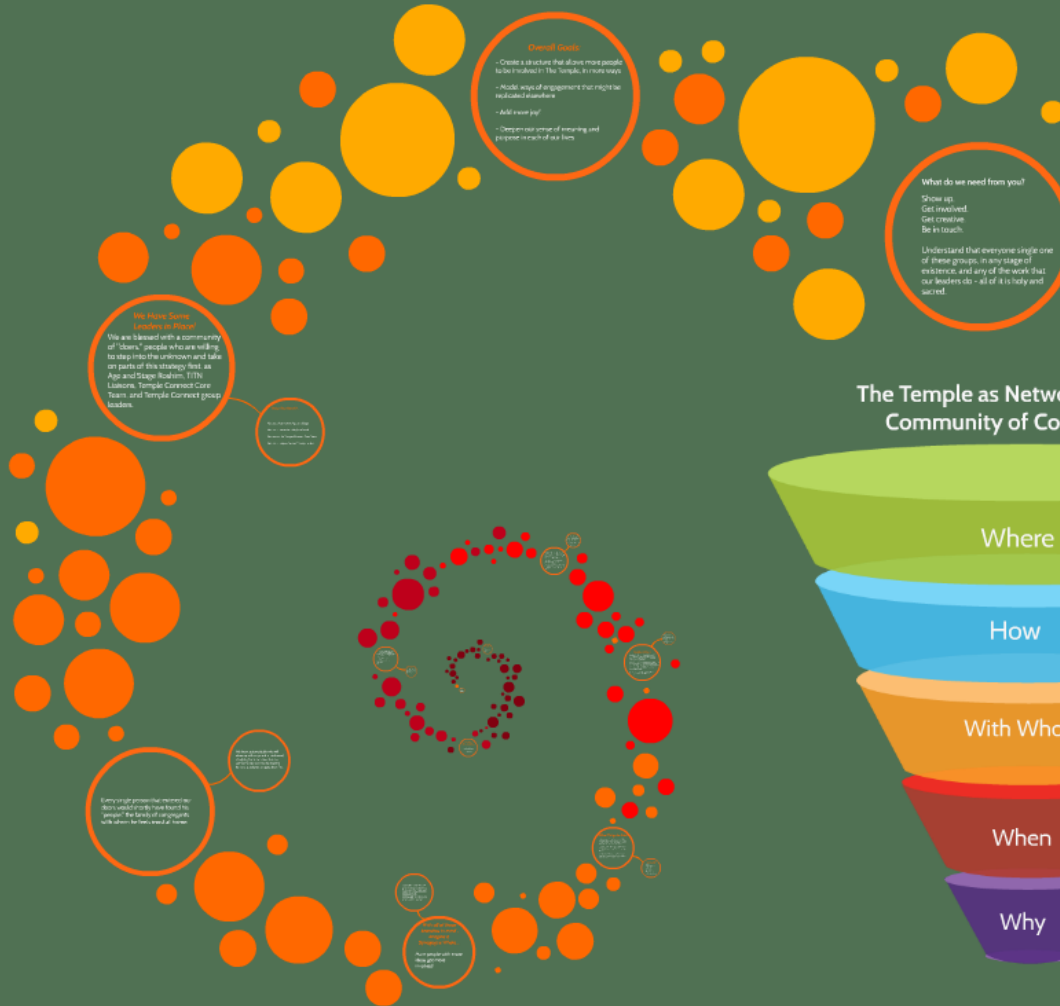
**We Have Some Leaders in Place!**  
We are blessed with a community of "doers," people who are willing to step into the unknown and take on parts of this strategy first, as Ag and Sage Bushlin, TTN Lessons, Temple Connect Care Learn, and Temple Connect group leaders.

Every single person that entered our lives and made it possible to have this is a "possible" line family of caregivers with whom he feels most at home.

- Create a to be inv...
- Model w...
- replicated
- Additio...
- Deepen purpose in

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# *The Team*

Rabbi Lydia Medwin,  
Director of Engagement

Summer Jacobs,  
Engagement Associate

Part-time Engagement Associate

Joya Schmidt,  
Administrative Support

All of us

# *The Ways We Connect*

As humans, we connect organically  
in at least these three ways:

Demographically

Geographically

By Interest

*At Temple,  
this translates into:*

Age and Stage

Temple in the Neighborhood

Temple Connect

# Age and Stage

Every community member will self-select into the age and stage with which they most closely associate.

Young Professionals/Couples

Young Families

Religious School Families/30s40s

Empty Nesters

Boomers

Sages

## *How It Works*

- Each Age and Stage has 2-3 Roshim (heads)
- The Roshim, in partnership with Temple clergy and staff, will plan social events for their Age and Stage, opportunities for creating connections with others in that age and stage of life.
- Might look different for each age and stage.
- The Roshim will also help new members to integrate into the community.



## Temple in the Neighborhood

Temple membership lives in 78 zip codes! With the Atlanta traffic, we need occasions to find Temple community nearer our homes.

This program is in its 3rd year. It divides the Temple's membership into 11 clusters, which we broadly call neighborhoods.

These neighborhoods have 2-3 events per year, some attended by up to 50 people. Some have repeat attendees, some have new attendees for each event.

## *How It Works*

Each of the 11 neighborhoods has 1-2 Liaisons.

These Liaisons are tasked with finding hosts in their neighborhoods who will host an event, often a Havdallah potluck but could also include anything from a formal Shabbat dinner to a swim party for kids to a movie viewing to a sharing of family histories.

The Liaison, with the help of clergy and staff, support the host in organizing the event.

What We've Learned So Far:

Is it perfect? No, there are adjustments always being made.

Is it impactful? Yes.

## *Temple Connect*

Based on the V'ahavta: *These Words, which I command you this day shall be upon your heart, you shall speak of them in your home (B'Bayit) and on your way (B'Derech)...*

We gather according to interest, to discuss the things that bring us greater wholeness with people who care, and to do the things that fill us up or allow us to care for our bodies and spirits with like-minded community members.

Conversation-based groups are B'Bayit and activity-based groups are B'Derech.

# *How It Works*

- Just as Age and Stage has Roshim and TITN has Liaisons, Temple Connect has a Core Team. Help to organize elements of Temple Connect and act as coaches to small group leaders.
- Each group will have a small group leader who will coordinate the group, or organize group members so that responsibilities are divided amongst the group members.
- Some groups will last for 8 sessions, some may last a year, and others may be ongoing.
- Groups will meet in homes, activity sites, or even at the Temple if desired.
- With support from Temple staff and coaches, each group is lay-dependent.
  - 8-12 people is the ideal size for a Temple Connect group.

## *Other Things to Note*

- B'Bayit groups - Some will take on topics of their own; others will get some resources from the Temple, still others will have an entire curriculum provided by the Temple, depending on what the group needs.
- Not all groups will happen this time around and we will probably make some mistakes...that's okay! We are all in learning mode as we try something for the first time!
- We will still come together for intergenerational, inter-neighborhood, inter-interest events, and often! Maybe even some all "Temple Connect" events!

## *Examples of Temple Connect Groups*

Aging Parents

Ayekah - Getting Unstuck in Life

Classical Reform Judaism

Israel Conversations

Peachtree City Talks

Chick Rockstars

Mah Jongg - Learning

Sunday Morning Bootcamp

Theatre

Working Moms

"Jewber" - Give or get a ride to Temple

*With all of these  
branches in mind ,  
imagine a  
Synagogue Where...*

More people with more  
ideas got more  
involved!

More ideas were shared,  
and the most contentious  
issues of the day could be  
discussed with  
compassion and curiosity,  
and trust in the other.



Every single person that entered our doors would shortly have found his "people," the family of congregants with whom he feels most at home.

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We know automatically who will show up with soup and a kind word, a helping hand, a connection to someone else we may be looking for, or a buddy to just pass the time.

## *We Have Some Leaders in Place!*

We are blessed with a community of "doers," people who are willing to step into the unknown and take on parts of this strategy first, as Age and Stage Roshim, TITN Liaisons, Temple Connect Core Team, and Temple Connect group leaders.

## *Raise Your Hand if...*

You are a Rosh for an Age and Stage

You are a Liaison to a Neighborhood

You are on the Temple Connect Core Team

You are a Temple Connect Group Leader

## *Overall Goals:*

- Create a structure that allows more people to be involved in The Temple, in more ways
- Model ways of engagement that might be replicated elsewhere
- Add more joy!
- Deepen our sense of meaning and purpose in each of our lives

## What do we need from you?

Show up.  
Get involved.  
Get creative.  
Be in touch.

Understand that everyone single one of these groups, in any stage of existence, and any of the work that our leaders do - all of it is holy and sacred.

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# The Temple as Network Hub and a Community of Communities

Where

# The Temple as Network Hub and a Community of Communities



The Temple helps by either being the venue for these groups to meet, or being the reference point by which you can choose your meeting place.

The Temple will help the groups to figure out the how, through a collaborative process amongst the clergy, staff, and volunteer leaders. We will provide advice and curricula, connection to other synagogues that are doing pieces of what we are doing, and leadership training to all the volunteers.

The clergy and staff will help get people new to these ideas into sub-communities, and are able to pair people with the appropriate group for them, so that we have as many healthy sub-communities as possible. We know that the synagogue may not be everyone's hub as it once was (sample 1) but we are a hub for our network of Temple members (sample 2).



Jewish life has a rhythm all its own, one that harmonizes with the rhythm of our individual and communal lives. These are the communal moments when the Temple calls us all back together from our sub-communities, and we get to reconnect with the knowledge that we are more complete when we, more deeply engaged, come together to form a whole that is larger than the sum of our parts. Together, we pray, we celebrate and mourn communal events, we rejoin our world-wide Jewish community in Israel and elsewhere, and we act for the sake of bettering the world. We cannot do these things in our smaller communities - we can only do these things as one unified community.

This is the reason that Judaism exists, and the reason it has remained such a powerful part of the lives of the people who have adhered to it for thousands of years past and the reason it will for thousands of years yet to be - Judaism helps us answer our "why". When we engage fully in the life of our community, when we see ourselves in relationship with all the world and everything in it, when we understand more fully the purpose of our existence and that that existence matters deeply - we enjoy more purposeful, satisfied, richer lives and we leave the world better off than we entered it, for our children and their children.



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How

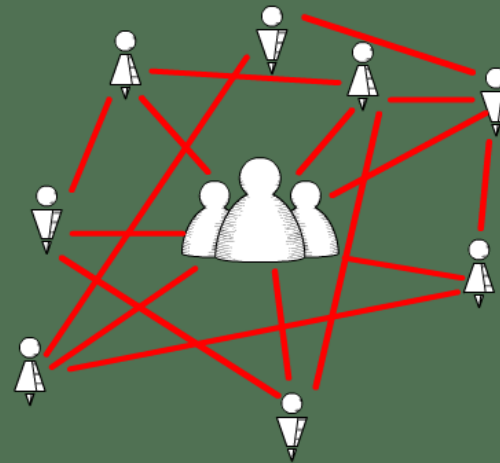
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sample 1



sample 2



Prezi

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