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## For Immediate Release.....

### **I Dare Ya! is a wake-up call for anyone who has a stake in the success of a Jewish organization**

*The Truth: Participation in Jewish life is declining.*

*The Consequences: Parking lots aren't as full as they used to be. Involvement in congregational life is lacking. Classes and special programs are being cancelled. Federation campaigns, JCC memberships, religious school enrollment and youth group participation continues to wane.*

Out of desperation, organizations are pulling out every bell and whistle they can think of to reverse the trend. Unfortunately, they find out all too soon that just flashing shiny objects won't cut it, because today it's all about delivering meaningful and memorable experiences. But many are at a loss for what to do...

... "That's why I wrote my book, **I DARE YA! Secrets to Successfully Attracting and Retaining Jewish Audiences,**" explains Pamela Richards Saeks. "I know the challenges these organizations are facing firsthand, because I've been successfully addressing them head-on for decades."

Saeks is a Jewish engagement expert who spent nearly eighteen years as the Director of Jewish Innovation and Engagement for a major family foundation. There she earned a reputation as a game-changer, developing and managing dozens of successful start-up initiatives aimed at connecting unaffiliated and disenfranchised young adults, families, teens, interfaith couples, Baby Boomers and others to Jewish life.

Over the years, many thousands of people participated in these programs, which resulted in numerous marriages and children and a multitude of other meaningful relationships and experiences, helping to open new pathways to affiliation and involvement in Jewish life and the Jewish community.

More

"I've had the good fortune to be able to take risks, experiment with new ways of thinking and spend time listening, observing and absorbing. I know that not everyone who does this work is afforded those luxuries... that's why I wanted to share what I learned with others in a position to effect change in their own Jewish communities." she explains. "After all, we're all in the trenches together, and there's a lot riding on us getting it right... namely, the future of the Jewish people."

**Her simple, yet highly effective formula involves just three steps** that have proven to be the perfect prescription for successfully engaging, or reengaging, Jewish people who feel disaffected, estranged or just disinterested.

Saeks breaks it all down in a straightforward yet entertaining way that combines wit and humor with practical guidelines for success. She challenges Jewish organizations to rethink the kinds of experiences they're currently offering... to take a hard look in the mirror and "break out of their bubble." **She shows readers how to breathe new life back into their programming and get to know their target audiences in a whole different way.**

"I get that change is hard and scary and disruptive. But I also get that change is necessary, even critical, for any organization to not just survive, but thrive, in today's tumultuous environment," she asserts. "Jewish organizations are no longer just competing with one another, they're competing with kids' soccer games and the latest binge-worthy series on Amazon or Netflix, as well as cell phones and other electronic devices that seem to take up more and more of everyone's bandwidth these days. It's not just about getting people to show up," she adds. "It's about getting them to show up again and again. That's the true measure of success!"

"What an eye opening, funny and transformative book," says Rabbi Miriam Terlinchamp, Senior Rabbi at Temple Sholom in Cincinnati, Ohio. "It's as helpful as it is heartening. I love that it was a quick read and full of scenarios that helped me reframe some of the sticking points that we've struggled with in my congregation. I plan on asking our whole board to read this book as a conversation starter for the changes we want to make in our community."

I Dare Ya! Secrets to Successfully Attracting and Retaining Jewish Audiences is published by Ellipsis Publishing and is available through Amazon, in paperback and on Kindle.

Saeks is the President of Be Bold Creative, a consulting firm that helps Jewish organizations and businesses build relationships with their target audiences and move the needle toward greater Jewish engagement through standout marketing and innovative program development. For more information visit [www.beboldcreative.net](http://www.beboldcreative.net).

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