

I Dare Ya!

Secrets to Successfully Attracting and Retaining Jewish Audiences

Author: Pamela Richards Saks

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Synopsis

A wake-up call for anyone who has a stake in the success of a Jewish organization, because there's a lot riding on getting it right - namely, the future of the Jewish people!

Jewish engagement expert Pamela Richards Saks breaks it down in a refreshingly straightforward, yet entertaining way. As the former Director of Jewish Innovation and Engagement for a major family foundation for nearly two decades, she developed a simple, foolproof formula that's easy to implement and is proven to be **the perfect prescription** for successfully engaging, or reengaging, Jewish people who feel disaffected, estranged or just downright disinterested.

I DARE YA! addresses **the problem of declining participation most Jewish organizations are facing**. It's packed with smart, clear-cut advice **sure to lead to transformative change**, and challenges stakeholders to break the vicious cycle that's preventing their organizations from reaching their highest potential. By the end, readers will have **the tools they need to build meaningful relationships with their target audiences** and break out of their bubble so they can meet people on their own terms -- to achieve **dramatic and lasting increases in Jewish engagement**.

Reviews

Light, punchy, and packed with brilliant insights!



"I agreed to read I Dare Ya based on a strong recommendation from a friend, because as the Executive Director at a mid-sized Jewish organization, I have tried everything under the sun to bring more people through the door, but nothing seems to be working. I would have bet good money that this book would only tell me what I already knew—at best, but honestly, I've never been so glad to be wrong. I bought a copy of this book for everyone on my executive team, and for all of my board members so we can begin putting these ideas into practice immediately!" - Avid Reader

Eye opening, funny and transformative book!

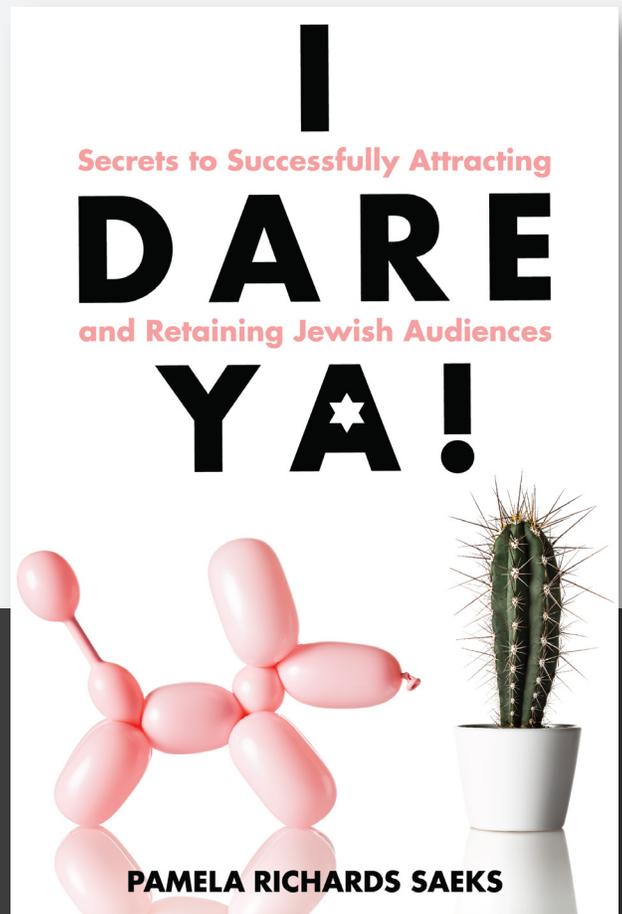


"This book is hilarious, helpful and heartening. I love that this was both a quick read and totally full of scenarios that helped me reframe some of the sticking points that we've struggled with in my congregation. I plan on asking our whole board to read this book as a conversation starter for the changes we want to make in our community. Can't wait to share this innovative (and funny!) book with them." - Rabbi Miriam Terlinchamp

A must read



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