

I DARE YA!
Secrets to Successfully Attracting and Retaining Jewish Audiences
Tip Sheet

Who cares?

Anyone who has a stake in the success of a Jewish organization or congregation should care very much, because participation in Jewish life is on the decline... and that puts the future of the Jewish people at risk.

What's up...

... What's new... who's got it going on? That's what it's about these days because same old, same old isn't going to cut it anymore. In the same way that sharks must keep swimming to stay alive, Jewish organizations must continue to innovate or they will not survive. That means they must always be ready to change in order to stay relevant.

But change is hard.

Change is scary.

Change threatens the status quo.

But...

Change is also necessary, even critical for any organization to not just survive, but thrive in today's tumultuous environment.

Yes, but...

Yes, but nothing! "***Yes But-ing***" is a practice that's way too prevalent in Jewish organizations, and part of the reason we're in this situation to begin with...

- Yes but, it wasn't my fault. How did I know young adults wouldn't come to a "Klezmer Music Mixer" in the multipurpose room?
- Yes but, if the weather hadn't been so stormy/cloudy/sunny/cold/hot/ awful/perfect/[fill in the blank] people would have come!
- Yes but, everyone I know loves that kind of program so it's beyond me why people didn't end up taking to it.

Fake News?

Nope. It's not fake news. However, people can, and often do, choose to ignore the challenges, but they're real. They might avoid the topic. They might live in a state of denial, but in the end, we all know "there's a lot of there, there!"

As someone who chose to face the facts, head on, I had to learn the hard way. I experimented, took risks, fell down and got back up. But through it all, I learned a lot and had great success in engaging, and reengaging, Jewish people who felt disaffected, estranged or just disinterested.

My book breaks it all down in a straightforward yet entertaining way. I worked to combine wit and humor with practical guidelines for success to challenge 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.” I wanted to show readers how to breathe new life back into their programming and get to know their target audiences in a whole different way.

Why worry?

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.

What gives?

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, it's about getting them to show up again and again. That's the true measure of success!”

So what!

When it comes to the need to make change, there are some who say, “so what!” Often, they're the ones who have a lot to lose by attempting to make change. They're the ones who aren't being held accountable for lack of participation, decreasing membership and lackluster results... or, they aren't holding themselves accountable. They're the ones who might have to admit that they need help or that they aren't measuring up. I get it. It's not easy. But “so what?” will only take you “so far,” because when they finally have to shut off the lights for good... “then what?”

Who do you think you are?

I am someone who has been there and done that with great success over many years. I am a Jewish Engagement Expert who spent nearly two decades as the Director of Jewish Innovation and Engagement for a major family foundation, where I earned a reputation as a game-changer. I was responsible for developing and managing dozens of successful start-up initiatives aimed at unaffiliated and disenfranchised Jewish young professionals, families in the Jewish community, interfaith couples and others.

Over the years, many thousands of people participated in these programs, helping to open new pathways to affiliation and involvement in Jewish life. In addition to being the author of ***DARE YA! Secrets to Successfully Attracting and Retaining Jewish Audiences***, I am 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.

WTF? (*Why all The Fuss?*)

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. 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.

Matzo Ball or Matzo Brei?

Matzo balls! I have been the family matzo ball maker since I was 9 years old. I have the freakish ability to make them firm, but surprisingly fluffy. It's all in the wrist!

Oy vey or OMG?

OMG! I'm an "Oy Vey-er" all the way!

Fiddler on the Roof or Funny Girl?

I know every word to every song, and most of the dialogue too, from both of these iconic movie musicals. Although it's practically a tie, I have to side with my girl, Barbra, and go with Funny Girl (Hello Gorgeous!)