



# WHY CHAI MITZVAH?

Great Jewish programs are created every day, but often are underutilized and undersubscribed: There is much *supply* but not enough *demand*. As you will read in the following pages, **Chai Mitzvah: The Resource Center for Jewish Engagement**, partners with an ever expanding variety of organizations to strengthen them and increase engagement throughout the Jewish community.

Our partnerships are unique in that our goal is to strengthen our partners, as we work throughout the spectrum of the Jewish community for all ages and stages in order to increase engagement in Jewish communal life. Our method is embedded small group conversations in our partner organizations coupled with opportunities for social action and spiritual and ritual growth.

Since our inception in 2009, over 9,000 people, in over 700 organizations, have participated in Chai Mitzvah.

## FUN, FLEXIBLE, AFFORDABLE RESOURCES INCLUDE:

**SMALL GROUP** community building for all ages, including special grandparent programming  
**9,000 people engage in small groups.**

**TEEN PROGRAMMING and ENGAGEMENT**  
**1,500 teen participants,**  
**500 Israel travel scholarships**

**SOURCEBOOKS** for meaningful small group discussion can be cobranded to **STRENGTHEN ORGANIZATIONS**  
**Over 20 topics available**

**SCHOLARS CIRCLE** bringing academic research to lay audiences  
**Virtual live lectures attended by 100s bi-weekly**

**LESSONS** about **ANTI-ZIONIST CONSPIRACY THEORIES** and **JEWISH HISTORY** **1800 books taught on 5 campuses**

Working with **INTERFAITH ORGANIZATIONS: 1500 books with 3 curricula support interfaith conversations**

Unique Model for **COMMUNITYWIDE** engagement ... **AND MORE!**



## GIVING OPPORTUNITIES FOR ORGANIZATIONAL GROWTH

**Expanding the team:** Chai Mitzvah's success is directly impacted by our ability to promote Chai Mitzvah in the community. This requires hiring an individual who can identify appropriate partners, explain the program, and in many cases, lead conversation groups.

- **IGNITE:** This is a proven model that engages the entire community in Chai Mitzvah creating up to 20 groups with an average of 10 people in each group. We seek buy-in from legacy organizations such as synagogues, schools, JCCs, and Federations in addition to informal affinity and friendship groups. **A commitment of \$30,000 will bring IGNITE to a community.**
- **Community Coordinator model:** Similar to the IGNITE model, but less hours, the Community Coordinator is paid \$1,000 for each Chai Mitzvah group they facilitate, as well as a stipend for each group that is started in the community. **A commitment of \$5,000 will bring a Community Coordinator to a community.**