JEWISH COMMUNITY LEGACY PROJECT
SUSTAINABILITY
Draft: 2/8/2022

Membership

• Survey members: what do they want out of services, social events, support, “community?”
• What are the benefits of membership?

Leadership

• Is there a “succession plan” for the presidency and officer grooming?
• Does the Board have regular, effective meetings and shared or distributed responsibilities?

Communications

• Regular, sustained contact: snail mail, e-mail, social media
• Maintenance of contact information for members, former members, donors
• Remembrances sent out for yahrzeits, birthdays, anniversaries, special honors
• Profiling members, families in e-newsletters, bulletins, etc. “Why _____Congregation Is Important to Me” or “Why Growing Up at _______ Gave Me ______”
• Featuring special congregational news in the general media
• Have you dealt with the new reality of hybrid services technology?

Outreach

• Sending information on the congregation to Human Resources Departments of hospitals, universities, corporations which may bring people into the community
• Events held in locations other than just the synagogue building: where might Jews be?
• Contact with former members, including exit interviews with those who have left
• Welcoming new members, highlighting them, who else do they know who may not be a member?

The Building

• What are the on-going costs of the physical plant?
• If we were to schedule major repair and replacement of systems, what would each item cost and when would these actions have to take place?
• What are the “trigger points” when continued use of the building becomes problematic?
• What are the alternative space opportunities if cost of the building becomes a barrier to sustainability of the congregation?
• What would “Life After the Building” mean?
• Present and future needs re accessibility

Funds

• Budget analysis and forecasting
• Prioritizing expenses
• Providing for effective, responsible management of funds
• Fund-raising: Return on Investment for what we do and what other fund-raising possibilities are there? Operating, capital, endowments.

Cooperation with nearby congregations

• Are there nearby congregations with which you can cooperate on programming and shared services?