Sustainability Issues.

Data collection
- Assess the current membership’s ability and willingness to be active in the Temple: (a) as participants; (b) as volunteers; and (c) as leaders of various aspects of synagogue life.
- Create a list of Jews who live in the area. If such a list exists, make sure that it contains at least the names and contact information for the people.
- Create a list of former members of the Temple. If such a list exists, determine if additional names can be added. Make sure that it contains the names and contact information for the people.
- Develop a survey for the members and a survey for the unaffiliated Jews in the area. Consider whether the survey should be administered by email or mail and/or by personal contact. If there is agreement by leadership to use a survey, the substance of the survey will be discussed at a leadership meeting.
- Identify and list the volunteer and leadership needs of the synagogue and prepare a tentative roster of people who could fill those positions.

Programs
- Identify the core programs of the Temple (e.g., services, holiday events, visitations to the sick, etc.) and indicate the frequency and the leadership, volunteer and resource requirements.
- Review the marketing materials: website, print material, emails, bulletins, notices in the media, etc.
- Discuss clergy needs: paid professionals and lay (unpaid) volunteers.
- List other program needs and interests: e.g., Jewish experiences with guest speakers or utilizing live-streaming; community relations programs, etc.
- Identify people who may be hired on a contract basis to provide services.

Membership
- Discuss outreach efforts and assess how realistically the Temple can count on an outreach effort to bring in new members.
- Discuss the strategy of attracting non-affiliates to programs without asking them to become members.
- Develop a strategy for reaching out to former members of the Temple for fundraising purposes and also to create connections; consider an eNewsletter that focuses on news of current and former members; consider a reunion of former members.
- Determine what services can be provided to members (and even non-members) who are in assisted living facilities or are unable to come to the Temple.
- Identify – via the survey or personal calls – areas of interest of members and non-members and determine whether the Temple can meet those needs.