

Success Equation

Outreach and Engagement Department Success Equation

Priority Outcomes

What changes in behavior, condition, or status are required to achieve the impact?

How much we do

Increase participation (individual and institutional) in Federation
We want to identify Jewish individuals in GMW who are not yet connected and reduce their obstacles to participation

How well we do it

Develop GMW individuals'/institutions' connection to Federation.
We want to educate and meaningfully engage Federation participants

Are we better off?

Create a pipeline of leaders who are integrated/utilized by the whole Federation
We want to provide diverse opportunities for involvement & learning to our leaders, empowering them to inspire leadership among others.

Impact

What are you ultimately trying to accomplish?

Raise the next generation of ownership for the Jewish Federation of Greater MetroWest



- # of first-time attendees at events
- # of *new* donor accounts
- # of participants who donate for the first time
- # of event/program attendees
- # of new committee placements
- # of new engagement meetings
- # of new institutional partners in Federation programs
- % of engagement meetings that result in second "touchpoints".

see appendix 1

- % of attendees who are repeats
- % repeat donors
- % of engagement meetings result in placement
- % of participants who increase gift
- % of committee chairs/members who want to serve again and/or increase responsibility
- % of participants indicate (+) perception of Fed.
- % of institutional partners who consider Federation a community convener
- # of agencies who ask Leadership Planning & Placement Director for board member referrals

see appendix 2

- Leadership/donor tracking of OED cohort
- #/% of leaders who feel prepared for their leadership position
- # leaders interested in "cross-pollination" across Federation areas

see appendix 3

PERFORMANCE MEASURES
 How do we measure progress against our outcomes?

KEY STRATEGIES:
 Which programs or activities will drive results?