



**Meeting 3:** Panel 3 – Inspire Giving: Create the commitment to sustain a vibrant and caring Jewish St. Paul

**Time:** Monday, May 11<sup>th</sup>, 7:00pm

In attendance: Susan Minsberg, Michael Levitt, Tracy Perlman, Dan Lepow, Nora Murphy, David Milavetz, Susan Robiner, Steve Brand, Rhoda Mains

### 1. Review Meeting 2 Notes

Panelists approved and discussed the notes, and whether they accurately captured the previous meeting's discussion. Panelists further discussed these ideas raised in meeting 2:

- **Mentorship.** Panelists were struck by the comment about mentors. Specifically, the idea of someone singling you out and making a personal appeal.
- **People give when they care to give.** Since Jews are more likely to give, what about our community influences that? What do we know about the generational differences in giving?
- **The need for a strong sense of community.** The community used to be more centrally located and has changed. Many families have moved out of state or have moved to Minneapolis or the suburban Twin Cities.

This conversation sparked a discussion on how to create inspired giving and what some of the hurdles may be. Specific discussions included:

- **Relationships are developed through Jewish Programs or Organizations.** For example, relationships from the Talmud Torah Day School are the strongest a panelist had, but his friends are now scattered throughout the United States.
- **Mobility.** This is more present than it was a generation ago. How do you do reach people who have different ideas for giving. How do you do reach people that did not grow up in St. Paul?
- **Generational differences.** Millennials do care, but give in different ways to things that they care about. It used to be if you build it they will come and now millennials want people and programs to come to them. One of the ways to engage the younger generation is through volunteering. How do we create and find those shared experiences?
- **Communication.** We have to learn how to communicate different options of giving and learn how other organizations have dealt with people who are not affiliated.

### 2. Define Success for this Panel

## Panel 3 Meeting 3 Summary 5.11.2015

The panel discussed the meaning of giving. In particular, they made it clear that giving is not just about dollars or one organization, it's about community and relationships. Giving is made up of time, talents, and treasures. The panel briefly discussed that all giving is good giving and that when you elevate giving, everyone benefits.

### 3. Work Plan

The panel discussed the process of learning from the St. Paul Jewish community, other Jewish communities and non-Jewish communities. Two ways to learn were presented, one being to reach out and interview people and the other to do research on the literature.

The panel decided to start the process by interviewing people regarding giving and fundraising. Below is a chart showing the interviewees or organizations and who would interview them.

<b>Contact Person or Organization</b>	<b>Panel Member</b>
JFNA	Marsha Schoenkin
AFP	Dan Lepow
Minnesota Foundation	Dan Lepow
MN Medical Foundation	Dan Lepow
Outward Bound	Dan Lepow
Headwaters Foundation for Social Justice	Dan Lepow
Zalman Bendet (Chabad)	Susan Minsberg
Randi Roth	Susan Minsberg
Benjie Kaplan	Tracy Perlman
Jay Louis/Kansas Hillel	Tracy Perlman
Starkey Hearing Foundation	Tracy Perlman
Mary Ann Wark	Rhoda Mains
Make A Wish Minnesota	Michael Levitt
Rabbi Cohen	Michael Levitt
Leora/TC Jewfolk	Michael Levitt
Twin Cities Rise	Susan Robiner
Catholic Charities	Susan Robiner
YouthLink	Nora Murphy
Catholic Community Foundation	
Brad Reiners United Seminary	Leslie Hahn

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