

# COMMUNITY ENGAGEMENT PARTNERSHIP Package & Plan

An Initiative for Partnership in the Capital Region



**Jewish Federation**  
of Northeastern New York

# Mission of Jewish Federation of Northeastern New York

The mission of Jewish Federation of Northeastern New York is to build and maintain a strong and united Jewish community in order to ensure the creative survival and continuity of the Jewish people. It is the community's central agency for meeting Jewish needs and articulating Jewish concerns in the Capital Region, Israel, nationally, and around the world.

## Community Engagement Overview

Jewish Federation initiated a strategic planning process with the goal of identifying the needs, capacities, and priorities of our local Jewish community. The process was designed to engage a broad range of community members with diverse interests and concerns.

This unified effort to develop a single set of priorities and related action steps help to establish the direction of Jewish Federation for the next several years.

Participants indicated that they would like Jewish Federation to:

- Act as a hub, resource, and partner.
- Make local brands more visible and accessible online.
- Attract more young people to local organizations.

In an effort to meet the growing needs of our changing demographics, Jewish Federation has put together this package for partnership with local organizations, staff, and/or lay leaders.



# Potential Partnership Areas for Federation-Affiliated Organizations

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A member of Federation's staff will work with partner organizations to meet specific needs and goals created as a result of this effort.

# Online Communications

## Connect Your Conversation with Jewish Federation

**Jewish Federation organizes communication efforts to assure your organization has exposure and use of Federation’s complimentary online resources in the following ways:**

### **Federation will:**

- Review and publish your calendar submissions (weekly) on our website’s community calendar.
- Assist with calendar edits and postings.
- Identify calendar conflicts and facilitate a resolve.
- Confirm that your organization’s content is current (annually).

### **Community Directory**

Showcase your location, contact information, and link to your website.

### **Email Marketing**

- FedMail: Promote your upcoming events to all recipients of our FedMail listing
- Promote Jewish holiday events and programs

**FedMail showcases events happening in “the week ahead” to ensure a prominent listing.**

### **Social Media**

- Ongoing Facebook Perks
- Share and tag photos from partnered Federation events

**FUN FACT:** The Community Calendar is the most visited page on Federation’s website.

**TO SUBMIT AN EVENT, VISIT:**

**[www.jewishfedny.org/community-calendar/submit](http://www.jewishfedny.org/community-calendar/submit)**

**If you need assistance, contact Sara Mastro, Director of Communications, (518) 783-7800 ext. 232 or [smastro@jewishfedny.org](mailto:smastro@jewishfedny.org)**



# JFNENY The LAB: Center for Learning and Belonging

## The GOALS of The LAB are to:

- Act as a catalyst for the creation of a fertile environment for communal, entrepreneurial and “big Think” efforts to grow;
- Assist all our partners in professional and lay development to ensure a skilled and knowledgeable pipeline for rising communal leaders;
- Provide space for brave, outside the box convening of facilitated or private meetings/sessions/trainings;
- Provide cutting edge content for partners to delve deeply into Jewish trends, global discussions, and pursue innovation collaboratively and creatively;
- Hold space for exploration of new models, tech, and initiatives to bring to our community—resulting in a collaborative, local, cutting-edge R&D facility for the Jewish community;
- Provide top notch leadership training to partners.

## Initiatives of The LAB

- Presidents, Past presidents, Executive, Staff, Principals council regular meetings and innovation work
- Professional Development for Teachers, Partner Staff, and C-Suite
- Communal adult and family education
- Programs around Israel and Shalichut (Emissary)
- Engagement inclusion for LGBTQA+, JOC, Interfaith families
- Efforts for new models in partnership with the area Hillels, JSUs, Mifgash, Religious schools, and day schools
- Leadership training for communal rising leadership
- Personalized training and workshops for partners—including all 28+ previously offered through the CEP
- Team building
- Accelerator- Redefining how our Committees and internal Board’s function, and designing new methodology to stimulate, encourage, and create collaboration
- Consultation on projects and efforts internally and throughout the community
- Coaching
- Jewish Heritage Night at the Valley Cats (Summer)
- Chabad/Fed Chanukah Candle Lighting
- Collaborating with JFNA on mentorship and professional development initiatives
- Community-wide development, conferences, and convenings
- Current and expanded concierge services

## Facilities and amenities:

- Conference space for larger group facilitated collaboration
- Meeting room for single group facilitated use or innovator space
- Access to fidgets, art materials, chair bands, and non-typical tools for inspiring innovation
- Movable meeting desks, tables, chairs
- Lamination machine
- Leading library of leadership, programming, Jewish themed books
- Zoom/Conference Calling features
- Ability to creatively cast press conferences, courses, or content with cameras, mics, lecterns, and recording equipment
- Access to Coffee Bar for use during sessions
- Access to phenomenal speakers, coaches, facilitators

## Tailored Trainings, Workshops, and Lectures

If your organization isn't yet sure of the kinds of tools your board, staff, and lay leaders need, using already built workshops and tailoring is an easy start. This list may be used as a launching point.

- Engagement vs. outreach
- “Big Tent” organization: engagement and outreach for intermarried, LGBTQA, inter race, and GAP (Grandparents As Parents)
- Team building for the busy office
- Leadership 101 / Leadership boot camp
- Consumer engagement as customer service
- Strategic thinking and map-making
- Brainstorming organization vision and direction 101
- Constant Contact and other mass-communication tools
- Using social media to stalk, \*ahem\* learn, about your target demographic
- Building partnerships all around us to be a collaborative community
- Engagement – I See You
- Programming 101: from vision to followup
- How to make any program or meeting “Jewish”
- Writing a D’var Torah for meetings
- Creating a DIY Shabbat
- Running staff Shabbat
- Camp staff orientations
- Engagement for educators
- Dinah: #MeToo or political maneuvering
- Jews with tattoos: a look at Jewish self-identity through tattooing
- Discovering good Jewish love: an understanding on Judaism’s perspective on love
- Having agency in your agency
- Women in the Bible
- Brachot with breakfast: starting our days in gratitude through Jewish blessings
- Bringing home the holidays: a prep course for Jewish holiday cycle
- Various family education and parenting programs

# JFNENY The LAB: Center for Learning and Belonging

## Coaching

Jewish Federation is thrilled to be able to offer coaching to each of our partners and their staff. If you or a staffer is looking to advance a project, goal or career and wants some coaching, feel free to reach out to set up a session!

## Job Search

Jewish Federation has a Job Board for employers to post and potential employees to search. Additionally, we can provide an overview of local employers, pass resumes, and make relevant introductions.

## Additional Concierge Services

House/rental, school, organizational, and social connections within the local Jewish community.

## Tikkun Olam Volunteers (TOV)

Volunteers from our community who are showing the true meaning of tikkun olam by repairing the world one project at a time.

### What do Tikkun Olam Volunteers (TOV) do?

TOV was created for community members looking to become more involved in larger local organizations and actively participate in affecting change. Volunteers help with a variety of social-action projects (both Jewish and secular) here in Northeastern New York.

**For more information, contact KB Goodkin, Director of Community Engagement and Advancement, [kbgoodkin@jewishfedny.org](mailto:kbgoodkin@jewishfedny.org).**

# The Havurah Initiative

A havurah aims to be an intimate community where deep, caring, supportive relationships are fostered between the members of the group as they share and explore a Jewish focus of their own choosing. The group sets its own agenda, is peer-led, and meets on an ongoing basis. The havurah should ultimately have a minimum of seven people, meet nine times a year or more, have a Jewish focus and shared leadership.

The Havurah Initiative is our community's third joint program between Harold Grinspoon Foundation (HGF) and Jewish Federation. We also partner on PJ Library and LIFE & LEGACY®.

## OUR CURRENT HAVUROT

**STAND Together** is a group of Saratogians/North Country residents with a focus on intention in everyday living. For more information or to join this Havurah, contact **Bernice Moeller Bloom: [standicsaratoga@gmail.com](mailto:standicsaratoga@gmail.com)**.

**Schenectady Young Families Havurah** is a group consisting of young families looking to connect within their community, Jewishly. For more information or to join this Havurah, contact **Ilene Friedman: [ilene\\_friedman@yahoo.com](mailto:ilene_friedman@yahoo.com)**.

**Hebrewly** is a group of Hebrew-speaking individuals (ranging from beginner to advanced/fluent speaking) engaging in regular daily activities, from a Hebrew language lens. For more information or to join this Havurah, contact **Tsila Waldman: [tsila37@gmail.com](mailto:tsila37@gmail.com)**.

**Teva Trails** is a group designed for outdoor enthusiasts looking to participate in outdoor activities from a Jewish perspective. For more information or to join this Havurah, contact **Yosef Rubin: [cliftonparkchabad@gmail.com](mailto:cliftonparkchabad@gmail.com)**.

**Active Empty Nesters** is a havurah group designed and created for those members of our community whose children have “flown the nest.” For more information or to join this Havurah, contact **Paula Metzner: [metzner.paula@gmail.com](mailto:metzner.paula@gmail.com)**.

**Horei Olim** is a group intended for those parents whose children have made Aliyah. For more information or to join this Havurah, contact **Susannah Levin: [zuzana1200@gmail.com](mailto:zuzana1200@gmail.com)**.

**Summit at Mill Hill** is a havurah intended to connect Jewish residents of the Summit at Mill Hill senior community. For more information or to join this Havurah, contact **Ethel Kramer: [iambobie@gmail.com](mailto:iambobie@gmail.com)**.

**Mature Machers and Mavens** is a group intended for mature couples who have bonded and connected over the love of playing Mahj, Cannasta, and the like, and their spouses, who want to do more social activities together. For more information or to join this Havurah, contact **Randy Fox: [randfox@gmail.com](mailto:randfox@gmail.com)**.

**Yarn Mitzvah** is a group for fiber lovers and learners. We teach people how to knit and crochet, and then we spend time together making items to donate to various organizations. For more information or to join this Havurah, email **[yarn.mitzvah@gmail.com](mailto:yarn.mitzvah@gmail.com)**.

**For more information, contact Shoshie Israel, Special Projects Coordinator & YAD Director, [sisrael@jewishfedny.org](mailto:sisrael@jewishfedny.org).**



# Inclusion

The Jewish community of the Capital Region's Whole Community Inclusion engages people with special needs and their families and supports their abilities to access a range of Jewish experiences and opportunities from early childhood through and into the transition to adulthood.

Whole Community Inclusion focuses on:

- Joining together to learn, discuss, and educate.
- Creating community activities that are accessible to all families.
- Empowering congregations and organizations to more effectively include and support individuals with special needs and their families through workshops, trainings, and consultation.
- Providing a forum for parents, educators, and Jewish communal leaders to share best practices and raise the level of awareness, so that all aspects of the Jewish community become inclusive for all who desire to be a part of it.

## Community Coalition for Jewish Education

**Our team is available to meet with you to discuss any of the following initiatives.**

Federation holds space for two groups whose focus is specifically on meeting the educational needs of our community, birth to college. The Principals Council and Early Childhood Director's Council's goals are to collaborate on programming, professional development, sharing resources, and offering support for one another throughout the year.

**Principals Council** plans programming for the year, set a coordinated calendar, and discuss issues common to running schools.

**Early Childhood Director's Council** discuss common issues and plan professional development opportunities for its teachers, and help keep it compliant with NYS regulations, share resources, and offer Judaic training.

### Teacher Training and Stipend/Incentive for Teacher Training

Many options for professional development are offered several times a year throughout the Jewish world and Jewish Federation offers an educator's stipend of up to \$400 to attend conferences with Jewish content. Schools may also apply to Jewish Federation for subsidized professional development within their own settings.

### Eshkol Partnership – Partnership2Gether

- o Living Bridge Initiative
- o Adult Missions
- o Teen Missions

**For more information, contact KB Goodkin, Director of Community Engagement and Advancement, [kbgoodkin@jewishfedny.org](mailto:kbgoodkin@jewishfedny.org).**

# PJ Library and PJ Our Way

As a recipient of Jewish Federation funds, your organization will be provided, free of charge, a display rack and PJ Library books.

The PJ Library books and rack may be used in the following ways:

- For families to read while spending time in your building
- As a library borrow-and-return system
- For story times
- As a sample display

Our subscription age range has been expanded to include age 11. Our goal is to provide the gift of PJ Library and PJ Our Way to all families raising Jewish children.

Ways to achieve this include:

## Programs

A PJ program professional attending pre-school or Hebrew school open houses to facilitate the enrollment process.

Additionally, the program professional possibly scheduling a unique PJ Library/PJ Our Way event, a PJ Library story walk, or participate in any family programs or events.

## PJ School/Camp Subscriptions

Subscribing your organization's pre-school/Hebrew school or camp to receive a monthly delivery of age-appropriate PJ Library books.

## PJ Goes to Camp/One Happy Camper

PJ Goes to Camp (PJGTC) is a funder of Foundation for Jewish Camps (FJC's) One Happy Camper program. PJ Goes to Camp offers incentive grants of up to \$1,000 towards first-time camp tuition for PJ Library participants, siblings, and alumni.

## Liaison

Jewish Federation will liaise between your organization and PJ Library to ensure that you have everything you need to utilize this tool. Our PJ Library program professional will assist in obtaining programming, marketing, and other additional necessary materials.

We work very closely with the PJ Library engagement department to more meaningfully engage the unaffiliated and disengaged.

**These services are a gift to the community from Jewish Federation.**

**For more information, contact Shoshie Israel, Special Projects Coordinator & YAD Director, [sisrael@jewishfedny.org](mailto:sisrael@jewishfedny.org).**

# YAD: Young Adult Division

Formerly known as 'NextDor,' YAD is the young adult division of Jewish Federation of Northeastern New York. Our desire is to create an active and welcoming Jewish community among Jews 22-40 to ensure the future of our Jewish community.

Join us for programs, events, and workshops that meet your needs, fit your life, and meet you wherever you are in your Jewish journey.

## Get Connected & Join!

Interested in hiking or the arts? Looking to meet young professionals or friends? Single and looking for your match? Seeking connections with young families? We want to get to know YOU! Complete the link below and a member of the YAD team will connect with you personally.

**[JEWISHFEDNY.ORG/CONNECT/YOUNG-ADULTS/YAD/YAD-INTEREST-FORM](http://JEWISHFEDNY.ORG/CONNECT/YOUNG-ADULTS/YAD/YAD-INTEREST-FORM)**

**For more information, contact Shoshie Israel, Special Projects Coordinator & YAD Director, [sisrael@jewishfedny.org](mailto:sisrael@jewishfedny.org).**



# \$ FUNDING AVAILABLE

## Israel Experience Savings Program

**Israel Experience Savings is a financial-incentive program administered by Jewish Federation of Northeastern New York to encourage a personal connection with Israel.**

A parent or other account guardian (e.g., grandparent) opens an Israel Experience Savings account by completing the application form and submitting an initial deposit into the account.

Each year that the family contributes to the savings account, Jewish Federation will match \$1.00 for every \$1.75 of your contributions up to \$100/year, for a \$1,000 lifetime maximum. The savings account also earns a 5% bonus each year.

The parent or account guardian must also be a donor of Jewish Federation of NENY (\$50 minimum annual contribution). The account balance is limited to \$5,000 over the life of the savings account.



**For more information, contact KB Goodkin, [kbgoodkin@jewishfedny.org](mailto:kbgoodkin@jewishfedny.org).**

## Jewish Experiential Scholarships

Research shows that Jewish camps and personal Israel experiences early in life remain highly effective vehicles for developing engaged Jews.

Each year, Jewish Federation provides financial assistance to local community members who would not otherwise be able to participate in programs that have cost barriers, such as summer camp and Israel travel experiences.

**For more information, contact Rebecca Miller, (518) 783-7800 ext. 225 or [rmiller@jewishfedny.org](mailto:rmiller@jewishfedny.org).**

## Academic Scholarships

Jewish Federation of Northeastern New York has a number of scholarships available for college and graduate school students.

**For more information, please contact Deborah Chapman Goldstein, (518) 783-7800 ext. 230 or [dgoldstein@jewishfedny.org](mailto:dgoldstein@jewishfedny.org).**



## Community Relations

The Community Relations department supports Jewish Federation's mission of Tikkun Olam—repairing the world. We work to build a strong interfaith community to stand together against prejudice, build bridges for all in the community, assist our community with security preparedness, educate and advocate for Israel, heighten consciousness and remembrance of the Holocaust, and bring the lessons of the Holocaust to today.

### Community & Interfaith Relations Programs & Initiatives

- Annual security briefings for Jewish community agencies, synagogues, and institutions with the FBI, (Albany Division), New York State Police Counter-Terrorism, and local law enforcement. In addition, we assist all Jewish institutions with their security needs and protection.
- Jewish Coalition for Literacy (JCL)
- Teaching & Learning About Israel workshops for area middle and high school teachers
- Annual Kristallnacht Interfaith Commemoration
- Assisting with Yom Hashoah commemorations throughout the region
- Promote Inter-Religious Understanding & Combat Bigotry through Interfaith Jewish-Catholic Dialogue, and Schenectady Interfaith Community programs
- Distributed the Jewish Holy Days and Festivals 3-Year Calendar to school districts, officials, colleges, and government agencies throughout the region, as a guide for scheduling with sensitivity to consider the needs of Jewish students and staff

## Holocaust Survivors & Friends Education Center

For more than 30 years, the Holocaust Survivors & Friends Education Center has provided the upstate New York region with a wide variety of programs, servicing school districts in 13 counties, thousands of students, and the general public. Its mission is to focus on what led to the Holocaust, share survivor testimonies, and through education correlate, how racism, bigotry, and hatred can lead to genocide. The Center is dedicated to knowledge, remembrance, and action against prejudice today.

### Center programs include:

- Survivors' presentations in schools as well as civic and religious organizations
- Teaching & Learning About the Holocaust workshop for teachers
- Annual Kristallnacht Interfaith Confronting Bigotry Commemoration
- #WeRemember: International Holocaust Remembrance Day
- "Witness to History" video testimonies
- Library and research center
- Holocaust Education publications



**For more information about Community Relations and the programs it supports, contact Shelly Shapiro, (518) 783-7800 ext. 235 or [sshapiro@jewishfedny.org](mailto:sshapiro@jewishfedny.org).**



# **Your Organization's Plan**

Below is where we map out the next steps for partnership: