

The **Synagogue Leadership Initiative** works with synagogue leaders (lay and professional) to transform synagogues, build communities and to create a dynamic Jewish future. The 2016-2017 SLI programs will concentrate on Community Organizing and how it applies to synagogues.

Under this theme we will focus on :

 **MEMBERSHIP**  **FINANCIAL SUSTAINABILITY**  **INNOVATION AND CHANGE**  **LEADERSHIP**

All sessions will take place at the Jewish Federation, 50 Eisenhower Drive, Paramus.

<Launch> Tools to Affect Change in Your Synagogue Community

 **The Power of Relationships – Michael Jacoby Brown, Community Organizer, author of *Building Powerful Community Organizations***

Monday, September 19

6:30-9:00pm

What could you achieve if you could motivate others to get involved in your organization's mission? You could recruit more members, develop volunteers and leaders, and make a greater impact in your community. Michael Jacoby Brown has successfully trained and coached hundreds of organizations and individuals on how to mobilize and inspire people inside and outside of their organizations.

 **Succession planning: “Want To Play A Game?”**

with Debra Brosan of Gestaltworks and Lisa Harris Glass, Chief Planning Officer, Jewish Federation of Northern New Jersey

Tuesday, November 8

6:30-9:00pm

What does it take to build a successful succession plan? How do we make room at the table for new leaders (*tzimtzum*)? How can we move forward by letting go?

 **Listening for Organizational Growth**

with Michael Jacoby Brown, Community Organizer. Author of *Building Powerful Community Organizations*

Wednesday, November 30

6:30-9:00pm

“I can NOT get it for you wholesale!” Leadership in synagogues is strictly a retail operation. This means listening one by one by one by one by... Instead of selling “Have I got a synagogue you!” – you will practice listening; the no-magic, one-on-one method of building your leadership *and* your synagogue.

 **Death as a Spiritual and Financial Opportunity**

with Lisa Harris Glass, Chief Planning Officer, Jewish Federation of Northern New Jersey

Monday, December 12

6:30-9:00pm

Losing a loved one is a traumatic event and is a critical time in the relationship of a congregant with his or her synagogue community. Emotions run high. In fact, it can be “make it or break it” time for the synagogue. This workshop explores the spiritual and financial opportunities that go hand in hand with this life-cycle event.

 **Managing Relationships: Up, Down, and Laterally**
with Michele Brown, President and Founder of IntuAction

Thursday, January 5

6:30-9:00pm

To be effective, board members need to be able to work smoothly with committees, other board members, and synagogue professional staff. Learn how to communicate effectively with all the key players to get board tasks done.

(over please)

-  **Communications for Synagogues (including Social Media)**
with Joshua Keyak, Program Associate, Synagogue Leadership Initiative
Monday, January 23 **6:30-9:00pm**
 Good communication is key to building community. Learn how, when, and where synagogues should communicate with congregants and the larger community. We will cover topics such as: email, snail-mail, phone calling and social media.
-  **10 ways to Raise \$10,000**
with Lisa Harris Glass, Chief Planning Officer, Jewish Federation of Northern New Jersey
Wednesday, February 15 **6:30-9:00pm**
 Could your synagogue use \$10,000? More?
 Congregations can run successful fundraising programs, even in today's tough economic climate. This program provides creative, effective approaches to your everyday fundraising challenges—practical, hands-on strategies and tips that really work!
-  **Inclusion: Non-Jewish* Family Members and Your Synagogue**
with Rabbi Kerry Olitzky, Executive Director, Big Tent Judaism
Tuesday, February 28 **6:30-9:00pm**
 What are the conversations that synagogues should be having about inclusion and those in marriages/partnerships with persons from different religious backgrounds (grandchildren, cousins etc.)? Learn about sensitivities and conversation starters: messaging, synagogue culture, administration and programming, governance, and more. (*Learn the non-offensive, inclusive language to use in describing these people within our institutions.)
-  **Lessons from the Chief Relationship Officer**
Speaker Andi Lewittes — Chief Relationship Officer, Sha'ar Communities; and Director, The Leadership Network, Jewish Federation of Northern New Jersey
Thursday, March 16 **6:30-9:00pm**
 Generating and maintaining strong relationships with your congregants is key to an impactful, successful, sustainable synagogue, but it takes work and attention from staff and/or lay leadership. Come and learn this critical “how to.”
-  **Divination in the Data— Using Your Database as a Roadmap for Relationship Building**
with Joshua Keyak, Program Associate, Synagogue Leadership Initiative
Monday, April 3 **6:30-9:00pm**
How do you capitalize on the information in your database to stay cognizant of, and react to, what is happening with your members?
 How do you keep track of your members? Learn how and why you can be using customer relationship management (CRM) to manage your congregants as well as other individuals and families. Why it is important to store and manage details? Why and when might this information come in handy? How do you use this information? This program will provide clear guidelines.
-  **New President's Orientation**
with Lisa Harris Glass, Chief Planning Officer, Jewish Federation of Northern New Jersey
Monday, June 5, 2017 **6:30-9:00pm**
 Are you new to your Presidency? Entering the second year of your first term and thinking about your legacy? Learn how to set a strategic plan for your Presidency. All those who register by the deadline and attend the program will receive their own “Presidential Library” to take home with them.