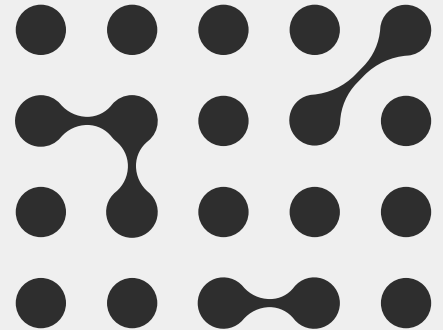
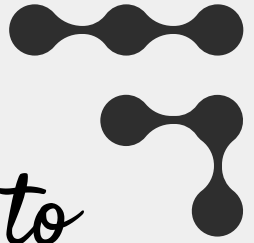


Dues Structures That Represent Your Community



CJP Synagogue LEAP - November 18, 2021
Caroline Dorn & Ellie Klein Goldman

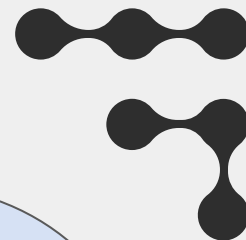




“Evaluate your dues model in order to maximize meaningful financial investment from your members...

...not to collect maximum dollars”.

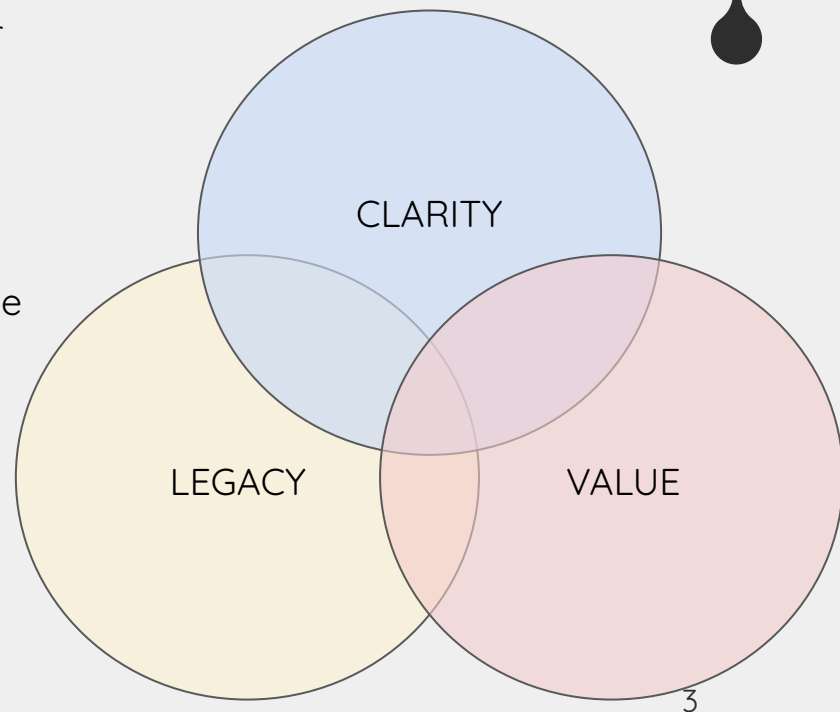
Elements of Communicating the Case for Dues.



Legacy: Our community take pride in being together for moments of celebration and struggle. We value the rich history of our people's writing, prayer, and ritual and we want you to be part of history.

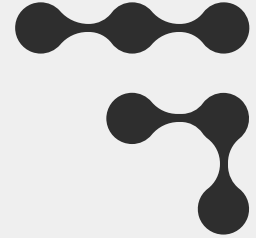
Clarity: Our community operates on contributions from our members. It costs X to provide for their needs and we currently collect Y in donations.

Value: We have the best in the fields of professional Jewish work and your families experiences in our programs, schools, and services will be second to none.



WHAT ARE OUR REALISTIC OPTIONS?

Let's consider the big two:



Set Dues

Dues structure where giving amounts are determined by co-hort groups.

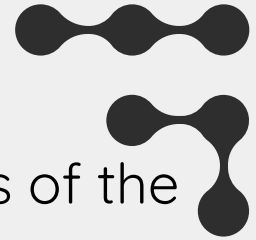
Family: \$4000
Single Parent: \$2000
Senior Couple: \$3200
Senior Single: \$1600
Young Family: \$540
Student: \$18

Pledge Based Dues

Dues structure where members pledge an annual amount, often based on a provided scale or sustaining dues amount as a guide.

Sustaining Amount: \$3200
The Sustaining Partnership amount is the amount which, if paid by every household, would sustain the temple for one fiscal year.¹





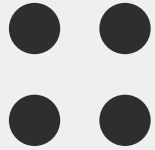
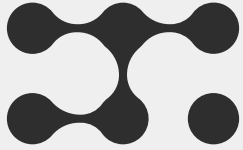
CLARITY

Assume others don't understand the income or expenses of the congregation or organization.

Share information as broadly and deeply as possible, as often as possible.

Train staff and leadership to speak comfortably and truthfully about money and costs.

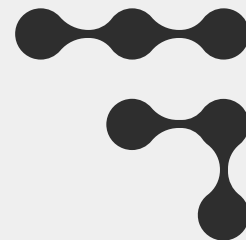




When clergy, staff, and lay leaders refuse to talk about money, it contributes to a culture of shame around means and misinformation about the reality that it costs money to run a synagogue.



Training your staff & lay leaders to talk about money.

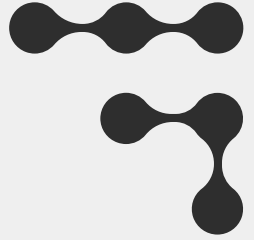


Q: How much are the standard dues?

Answer #1: I know it sounds like a lot but...

Answer #2: I'm not the person who deals with the money, but don't worry, our Executive Director is very nice and you can just tell them what you can afford.

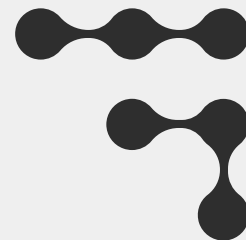
Answer #3. You don't have to worry about money, we'll figure it out.



*Our dues information can be found [location, hopefully online].
The amount for a 2 adult household is \$3200.*

Some households give more which allows us to be flexible when members are experiencing hardship without compromising the financial needs of the congregation.

Training your staff and lay leaders to talk about money.



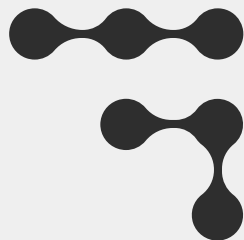
Q: How much are the pledge dues?

Answer #1: You can pay whatever you want! You just fill out a form!

Answer #2: Everyone pays something different because the Temple is very inclusive and want to be sure everyone is welcome here.

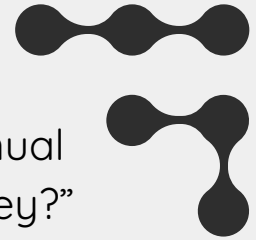


REAL TIME STRATEGY



*In our community households pledge an annual amount that is meaningful to them.
As a guide, we provide a Sustaining Amount based on the actual cost
divided by number of families.
This year the Sustaining Amount is \$3200.*

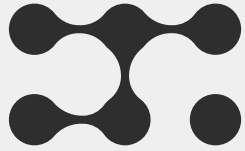
More information can be found [\[here\]](#).



VALUE

With dues numbers in the thousands, (plus building fund, schools, annual fund, etc), it is not unreasonable to ask “what do I get for all this money?”

- ECC discount
- Facility available for rental
- BMitzvah Prep
- Adult learning
- Talented professionals
- Free weddings, funerals, baby namings, etc.
- Yahrzeit reminders
- Priority access to camps
- Movement programming
- Discounted Temple travel
- HHD seat
- Leadership opportunities
- Pastoral care
- Cemetery access



Accept that people may be joining your community to receive a service.



Judging that is contrary to the “warm & welcoming” community we all espouse to be.



Thank You!



REAL TIME STRATEGY

Caroline Dorn & Ellie Klein Goldman
Real Time Strategy Group