



## **Program and Operating Updates**

**November 4, 2020**

**We are pleased to present program updates on various programs and initiatives of JCP:**

### **Governance Update/Priority Setting:**

Following our board meeting breakout groups last month, the following summary of recommendations were assembled. The committees are having follow-up discussions to further revise and prioritize recommendations.

#### **Provide stability for our partners by understanding their needs and providing predictable funding**

- Ask donors to accelerate payments
- Challenges could be inability to raise the funds that are needed and aging donor base

#### **Intensify our work with our most senior major donors for legacy gifts & Finish JFS endowment**

- Work to ensure donors have finalized their commitments.
- Re-introduce "legacy Shabbat" in a new way during the pandemic.
- Target Donor Advised Fund Holders.
- Advertise life insurance policies.
- Ideas for JFS campaign including kicking-off community-wide gift campaign to the masses, use a famous speaker.

Do a combined ask – JFS endowment and Legacy

#### **Proactively address issues of social isolation, mental wellness, reduced Jewish & Israel engagement**

- We need to create a centralized location for virtual programming. Ask all agencies to enter virtual information into a community-wide centralized location that everyone can access in our community.
- Current social isolation assistance has focused on seniors. There are also college students, younger students learning remotely, parents working from home facing similar isolation. We need to focus resources on these groups—especially college students.
- Mental Wellness needs attention. Considerable more needs to be done. Programs focused on mindfulness, social isolation, and support are desperately needed. Programs should come from JFS. For example, focus groups, etc. We need to be building up confidence.
- Why are people not reaching out to JFS?
- JFS needs to offer specific programming that assists with vocational training and psychological support for those unemployed.

- Our community needs to understand that JFS is not just for the needy, poor, etc.
- Emotional support needs to be provided due to the uncertainty we are all facing resulting from COVID. JFS needs to provide the tools to assist individuals/families in how to cope.
- JFS needs to refer clients to the right organization if they cannot assist.
- Virtual socialization is difficult for special needs individuals. The right resources and staff must be in place at JFS to assist.

**Keep our leadership focused and engaged, particularly young leadership board members**

- Doing things in person together (when we can safely do so)
- Intimate settings for connection to increase the comfort level of people getting involved
- Create smaller pockets of agencies that the younger generation can gravitate to that have meaning to them, understand the mission of that particular agency, and have an emotional connection to it (direct giving is the future?)
- Identify 4-6 programs/agencies and then educate from there
- Engage senior leadership in these activities
- Engage and educate younger audience so they have a full understanding of what's fully in place, inviting young board members from other institutions to learn more about JCP
- Challenges could be: Daunting seems like a large undertaking, Perception, The desire for instant gratification

**Continue to engage with the entirety of the Jewish community via expanded communication strategy**

- We are producing content in incredibly high volume since COVID but not overwhelming, as a reader could select only the content relevant to them.
- Younger demographic preferred email but would be interested in the FedLED Facebook group becoming more robust and populated
- Older demographic like the emails but also rely on the Hebrew Watchman
- Facebook is key to reaching the 30-60 age group.
- Instagram is great for brand building with 20-40s but on with visual media/ messages get lost
- Challenges could be event Invitations: Email functionality with people's digital calendars.

**Step up JCP's CRC agenda in an effort to unite within and outside of the Jewish community**

- Create a Community Relations Committee
- Address Civil Discourse, Combatting Polarization, How to Disagree (forum with Cohen/Kustoff)
- Holocaust education for Millennials
- Resources for High School, College & Young Adults to help them respond to difficult situations
- Programs for Young Adults – Social Media stories/experiences like Humans of NY
- Challenges could include: Strong Political/Ideological differences within our community and reliance on donors for fundraising

### **JCP at Work During COVID Pandemic**

- Significantly increased communication with lay and professional stakeholders and the general community
- Immediately moved all meetings and programs online
- Was an important resource for accessing Payroll Protection Plan (PPP) funds and Personal Protective Equipment (PPE)
- Provided Urgent Need Grants locally and overseas
- Facilitate connecting JFOM Donor-Advised Fund holders with Covid-19 agency needs
- Launched innovative programs:
  - Senior Wellness Initiative includes check-in calls and providing iPads for isolated, homebound seniors; Provided holiday gift bags/supplies to isolated seniors for Passover, Shavuot and Rosh HaShanah
  - Launched camp/Jewish engagement incentive program for middle and high school students
  - Rebranded young adult initiative and launched FedLed
  - Provided various online learning zoom calls for a broad array of Memphis Jewish demographics
  - Rallied the community to provide meals & gift cards for MJH Staff
  - Ongoing recognition of Jewish community heroes

### **Marketing Updates**

- Convened and engaged a focus group of young adults from FedLED to test and workshop the new social media- influenced giving website for Federation, gaining insight into the target demographic's relationship with online philanthropy.
- Moved from conceptualization to execution on the December/January JCP Covid Impact Book, assembling an impressive bank of data, messaging, and testimonials of community members related to Federation and Foundation's many initiatives launched and adapted to help the community weather the epidemic.
- Shifted weekly email, print, social media planning strategy to optimize production of items for speed, consistency, and impact, pulling in team members to help marketing team find the best people to interview, the themes to explore, and the call-to-action we hope the reader will respond to.

### **Jewish Foundation of Memphis**

- Promoting the incentive to open up New funds - \$500 will be donated in the donor's name to the partner agency(ies) of his/her choice.
- Looking at new technology for the Foundation - Foundant which will allow for much more robust management of foundation funds.
- Calendar gifts YTD \$8,245,856 Calendar Grants YTD \$4,364,959
- Professional Advisory Group (PAG) - Mailed out PAG Directory and 25th anniversary commemorative book to all members. Planning virtual networking breakfast on Dec 3.
- B'nai Tzedek - Have 52 students currently enrolled in the teen philanthropy program. Recruiting new students (focusing on the new bar/bat mitzvah age group). First meeting of the 2021 granting cycle is on Nov. 17, 2020.
- Legacy - Working with the Foundation's partner organizations to get their legacy donors to finalize their commitments and to plan legacy recognition events (as part of the Foundation's 25th anniversary year).
- Focusing on getting younger donors (under 40) to open Donor Advised Funds - promoting the concept at Fedled breakfasts and other channels.

- Corporate Sponsorships – underway is platform development, strategy for outreach, developing proposals, coordinating prospecting launch efforts. TOI was a major corporate sponsor focus for the past several weeks. Under consideration is working on a strategy to incorporate PAG relationships into sponsorship opportunities.

### **Community Relations Update**

- Cindy Finestone and Bluma Zuckerbrot-Finkelstein attended the GA FedLab track entitled “Owning the Center in Polarized Times” at which, among other things, we heard from Community Relations professionals and lay leaders about the nature, scope and structure of their community relations function. We will be working on a more formalized structure for decision-making in this area, i.e. when do we get involved in broader community issues, when do we issue statements, sign on to local, national letters, etc. More to come on this.
- In October, we joined the MIFA Community Read of Matthew Desmond’s Pulitzer Prize winning book *Evicted: Poverty and Profit in the American City*. We held a Federation pre-discussion of the book, facilitated by Susanne Landau. There was interest among discussion attendees for a follow-up to understand both renter and landlord perspectives on the issue. We are planning a diverse panel discussion in January on the topic of eviction in Memphis. The goals are to present different perspectives, educate the community about what is being done in Memphis to alleviate this issue, and to find volunteer opportunities for interested community members to plug into. Both the discussion and the follow-up planning have engaged a diverse group from our community including several community members who have not previously been engaged with us.

### **Memphis-Shoham Partnership Update**

- Shoham prepared a beautiful cookbook with recipes from Shoham community members that we distributed at our Taste of Israel program. Copies are available in the office if you didn’t already receive one.
- The Memphis-Shoham Partnership Steering Committee is working on a three-part Women’s Webinar Series which will include a November pre-Thanksgiving culinary workshop, a December pre-Chanukah session on achieving spiritual growth during a pandemic and a January pre-MLK session on women’s rights in Israel and the U.S.
- A new teen relationship between BBYO teens and Shoham teens is off and running after the successful joint BBYO-Shoham pre-Tisha B’Av program in July. The teens are working on putting together a calendar of webinars.
- The MHA and Bornblum twinnings with their respective schools in Shoham continue without missing a beat since the online infrastructure was already in place pre-Covid.

### **Hillel Update**

- 22 students participating in the weekly Jewish Learning Fellowship
- Outdoor Socially distant Shabbat dinners and holiday programs
- New Jewish Faculty Lecture series for the community is a huge success!