

The Den Collective

Project Growth and Sustainability Positioning • Impact Grant

The Den is a collective of people creating a Judaism that is relevant, accessible, and deeply rooted in tradition throughout the greater DC area. Through this project, Rabbi Aderet Drucker and Rabbi Rami Schwartz seek to build spaces of meaning that invite people to deepen their connection to Judaism, feel part of a community, and enrich their lives. This funding will provide support for The Den to increase its work in Northern Virginia, and to develop a strategic communication plan and infrastructure for long-term sustainability.

Proposal

Project Growth and Sustainability
Positioning

Funding

\$70,000

Category

NOVA/NextGen Combined – Impact

Program Goals

1. Increase exploration/community building in NOVA to deepen our impact in the region.
2. Develop a strategic communication/marketing plan to broaden our reach to more unaffiliated segments of our community.
3. Design a financial structure for long-term financial sustainability and philanthropic development.

Metrics



Track total number of participants who report changing attitudes, practices, or involvement

1,200

total communal participations (learning, ritual, Shabbat/holiday, etc.) with 170 unique participants for the year

1,400

1:1 interactions with community rabbi with 250 unique individuals connecting