



The Jewish Federation
OF GREATER WASHINGTON

The Close Up



The Jewish Federation
OF GREATER WASHINGTON



Gil Preuss, CEO
The Jewish Federation of
Greater Washington





The Jewish Federation
OF GREATER WASHINGTON



**Breaking it down and
building it up:
New ways of engaging Jews
in their 20s and 30s**

Featuring

Rachel Gildiner, Executive Director, *GatherDC*
Rabbi Rami Schwartz, Founder and
Co-Director, *The Den Collective*





The Jewish Federation
OF GREATER WASHINGTON

- Executive Director, GatherDC
- Worked in young adult engagement for the past 12 years
- Master's in Higher Education Administration
- Lives with her husband and three children in Washington, DC
- Loves to hike, dance, and sing out-loud to the Beatles and Joni Mitchell





**Helping Jewish 20s and 30s
Find their People, their Place and their Purpose**

Building Community through the Power of Relationships

Prepared by Rachel Gildiner, Executive Director

What We Do



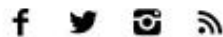
MISSION: Connect Jewish 20s & 30s to **each other**, to **DC Jewish life**, and to **meaningful adult Jewish identities**.

PURPOSE: Support Jewish 20s & 30s as they create and live meaningful adult Jewish lives (in DC and beyond), and to be a **primary resource** to the organizations that seek to reach them.

VISION: DC offerings support Jewish 20s & 30s on their journey to find a lasting expression of their **Jewish identity**.

We are shifting Jewish life from...

Transactional	→	Relational
Programs	→	Gatherings
Recruitment	→	Invitations
Meaningless	→	Relevant
External	→	Intrinsic
Limiting	→	Expansive
Boring	→	Compelling
Removed	→	Accessible
Scarcity	→	Abundance
Competition	→	Collaboration



Home

About GatherDC

Stuff to Do

Stuff to Know

Jobs & Housing

Events

GatherDC Blog



Grab Coffee

New to DC

Happy Hour

Learning & Fellowships

Retreats

Community Calendar

Shabbat



GATHERDC
Find your people. Find your place.

NEW?

Can we take
you for *coffee?*



RECEIVE UPDATES!

Get your weekly guide to
Jewish DC.

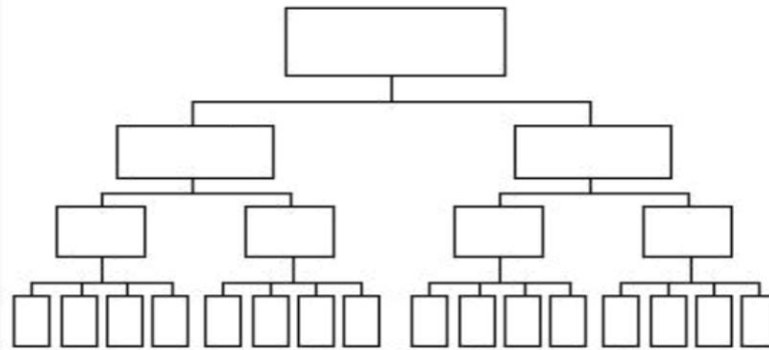
Your first name

Relationship-Based Engagement (RBE) Defined

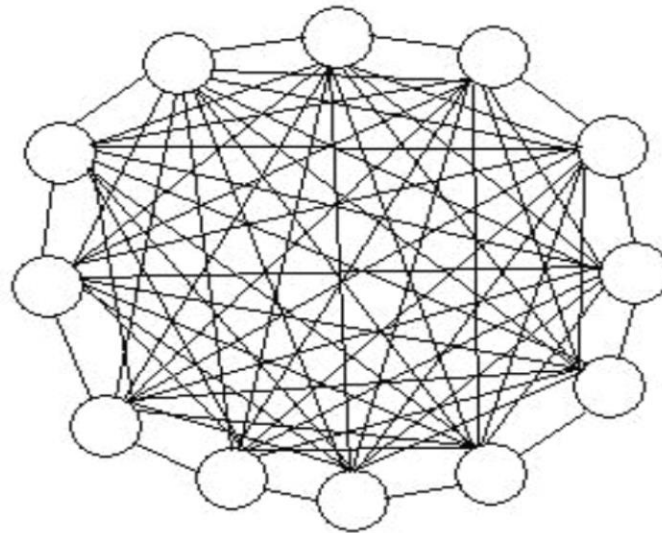


- The act of reaching others, getting to know them, and connecting with them on the basis of their **interests, ambitions, and passions**.
- RBE does not seek to 'bring-in' those from the outside. Instead, it **seeks to understand** them, and find common interests, offerings, and/or experiences that **meet them where they are**.
- RBE prioritizes **relationships** over participation. We care about people whether they show up or not.





Hierarchical
Structure



Network
Structure

Diagram By Denise Hibbard

HERE COMES EVERYBODY: HOW CHANGE HAPPENS WHEN PEOPLE COME...

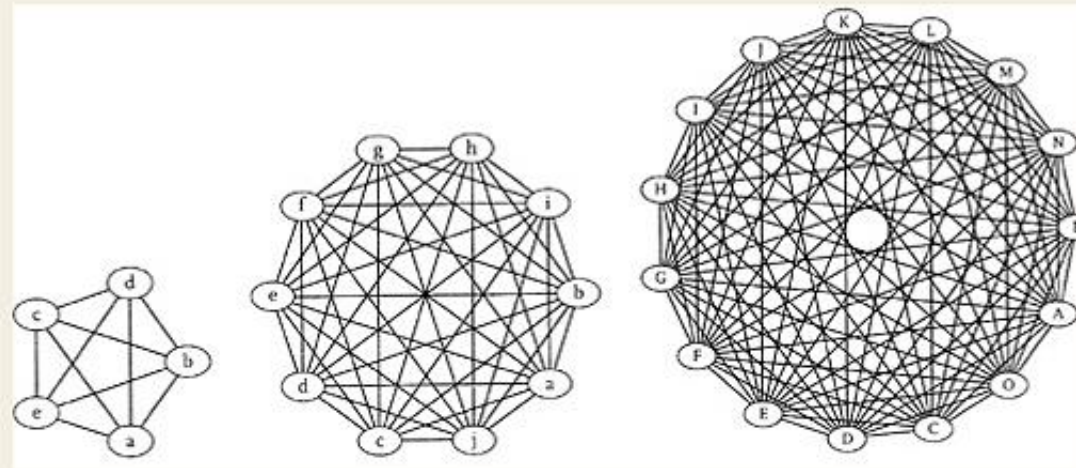


Figure 2-1: Three clusters, with all connections drawn. The small cluster has 5 members and 10 connections; the middle one has 10 members and 45 connections; and the large one has 15 and 105. A group's complexity grows faster than its size.

The Engagement Heartbeat Model™

Created by GatherDC



Larger Events and Planned Gatherings

(these can also be “relationalized” and deepen engagement and belonging)



The relational work that happens in between programmatic offerings

(lasts longer – more ongoing and connects the larger events to one another)



Tribal Model of Community Leaders



“They have curiosity. Curiosity about people in the tribe, curiosity about outsiders. They're asking questions. They connect people to one another. Do you know what people want more than anything? ***They want to be missed. They want to be missed the day they don't show up.*** They want to be missed when they're gone. ***And tribe leaders can do that.***”

The Tribes We Lead, Seth Godin
TED Talk 2019

Relevant Literature

- ***New Power: How Power Works in Our Hyperconnected World*** by Henry Timms and Jeremy Heimans
- ***The Art of Gathering: How we Gather and Why it Matters*** by Priya Parker
- ***Here Comes Everybody: The Power of Organizing Without Organizations*** by Clay Shirky
- ***Tribes*** by Seth Godin
- ***Big Questions, Worthy Dreams: Mentoring Young Adults in Their Search for Meaning, Purpose and Faith*** by Sharon Daloz Parks
- ***Relational Judaism*** by Rabbi Ron Wolfson
- ***Next Generation Judaism*** by Rabbi Mike Uram
- ***Lean Impact*** by Ann Mei Chang
- ***Emergent Strategy*** by Maree Brown



The Jewish Federation
OF GREATER WASHINGTON

- Co-Director, *The Den Collective*
- Spiritual leader and social entrepreneur
- True camper at heart!
- Spent nearly a decade as a senior leader at Camp Ramah, and has served congregations in New York, Texas, and Beersheva
- Loves jazz and long-distance biking; completed four week-long rides across Israel
- Lives in Arlington, where he hosts many classes and gatherings



the
Den
COLLECTIVE



The Jewish Federation
OF GREATER WASHINGTON



The Den is a collective of people creating a Judaism that is **relevant, accessible, and deeply rooted in tradition** throughout the greater DC area.

We seek to build spaces of meaning that invite people to deepen their connection to Judaism, feel part of a community, and enrich their lives. The Den strives to be **collaborative, experimental, transparent, and radically welcoming.**





The Jewish Federation
OF GREATER WASHINGTON

Our Values

Personal Connection

We believe that the best experiences develop organically. That's why we start with a 1-to-1 conversation and build our gatherings from there.

Learning

We believe that Judaism empowers each of us to live lives that are rich and imbued with meaning, and that learning is the gateway to that discovery.

Authenticity

We believe that safe and sacred spaces allow us to truly be ourselves; vulnerable, transparent and real.

Welcoming

We believe that whoever you are, whatever you believe (or don't!), however you love, pray, eat, vote or sing—you're family.

Our Values



Some Times We

Gather

Shabbat & Holiday Meals

Meditation & Prayer

Life Cycle Events

Advocacy & Community Service



Some Things We

Learn

"Doing Jewish" at Home

Multi/Inter-faith

Torah, Talmud, Jewish law

Spirituality & Mysticism

Ethics & Jewish Values



Some Ways We

Connect

Life Cycle Officiation

Counseling & Guidance

Rabbinic Mentorship



What is NOT on our website?

A list of
programs

Despite that, we see
our community
members **an**
average of 7 times
each per year, in
settings that average
10 people per
gathering

Calendar
of events

Our
social
media
accounts





Ground Rules



The Jewish Federation
OF GREATER WASHINGTON

**Be
Transparent**

**Lower the bar
for entry; raise
the bar for
participation**

**Don't be
creepy**

**Never work
harder than
your
community
member**



The Jewish Federation
OF GREATER WASHINGTON

Want In? Reach Out


The Den is about connecting with people and building our community together. Let's start by meeting for coffee, tea, lunch or drinks. We'd love to hear your story, and invite you to our homes for a Shabbat or holiday meal.

Questions & Answers



**Enter your
questions for
Rachel and Rami
with the Q&A
button!**

What's Next?

- 
- Quick Survey
 - Next *Close Up* in November
 - info@shalomdc.org