

## Bender JCC of Greater Washington

*j.family Ambassadors* • Impact Grant

Based on the success of the first year of the *j.family Ambassador* program in Montgomery County, the Bender JCC will continue to provide neighborhood-based *j.family ambassadors* to connect new parents to each other and to the community through one-on-one meetings with parents of children ages 0-3. The ambassadors will welcome parents to the Jewish community and connect them to others and to Jewish life.

### Proposal

*j.family Ambassadors*

### Funding

\$87,500

### Category

NextGen - Impact

### Program Goals

1. Provide an opportunity to deepen one's understanding of Jewish life, wisdom, and values.
2. Increase levels of sustainable participation in the Jewish community.
3. Expand Jewish friendships and networks across the community.

### Metrics



Host 1 event per month per ambassador

**Q1:** 25 events held for an average of 5 per ambassador

**Q2:** 20 events held for an average of 4 per ambassador

# 75%

of families in program sign up for Facebook group (each ambassador has a group)

**Q1&2:** 3 out of 5 JFAs have obtained this metric. The other two are still working towards this goal.

# 50

touchpoints per ambassador per year

**Q1&2:** Average of 366 touchpoints per ambassador



Track number of families attending multiple events (comparative with pilot year)

**Q2:** 93 families attended multiple events thus far this year



Host 3+ collaborative events with other local Jewish partners

**Q1:** 3 collaborative events held

**Q2:** 4 collaborative events held

# 12

Unique programs or events during the pilot year

**Q1&2:** New programs are being planned and the program is on pace to meet this metric

