

## GatherDC - NOVA Engagement

*NOVA Engagement Impact* • Innovation Grant

GatherDC will hire a NOVA engagement staff person to help form relationships among hundreds of Jewish young adults in Northern Virginia, and develop a grassroots network of thousands of young adults as a pipeline to existing programmatic offerings.

### Proposal

NOVA Engagement

### Funding

\$78,600

### Category

NOVA/NextGen Combined - Innovation

### Program Goals

1. Establish a relational culture of collaboration and connectivity throughout Jewish NOVA for 20s/30s.
2. Support existing offerings in Jewish NOVA that serve 20s/30s by promoting the work of local institutions, groups, and synagogues to our audience of thousands of young adults.
3. Unify Jewish NOVA by building a centralized, easily accessible platform that fosters information sharing across the geographically decentralized Jewish community of NOVA.
4. Gain a better understanding of Jewish NOVA life, offerings, challenges, and opportunities through on-the-ground and online research efforts.

### Metrics



75-100 coffee meetings with participants who attended GatherDC and GatherDC programs hosted in the NOVA area in the past year, as well as peer-led and joint programming efforts supported by GatherDC (last year 34)

**Q1:** 18 1 on 1 coffee meetings with people in their 20s and 30s who live or work in NOVA

**Q2:** 11 coffee meetings



5 new experiences run by GatherDC or supported/hosted with lay leaders and partners

**Q1&Q2:** 2 new experiences run by GatherDC with lay leaders- NOVA Run Club and NOVA Happy Hour with plans to host monthly NOVA Happy Hours in the future.

10

NOVA partners who report a positive impact from partnership with GatherDC following at least one one-on-one meeting during the year

50

Jewish adults who live or work in NOVA and select "Yes" on a survey that they feel more connected to the community at the end of the fiscal year



Community mapping report with information on the partners, people, and opportunities that currently exist or are developing in Jewish NOVA

**Q2:** Developing survey about Jewish life in NOVA to be sent to 20s and 30s currently living and working in the area.



Looking to add 200 new names to the database who live or work in NOVA

**Q1:** 64 new names of people in their 20s and 30s who live or work in NOVA have been added to the database

**Q2:** 20 additional names of people in their 20s and 30s have been added to the database for further connection

