

## Mesorah

### Café Nite Extra • Impact Grant

Mesorah's Café Nite program will expand the organization's breadth and depth among millennials in the community. Café Nite programs provide Jewish enrichment experiences including classes, workshops, "getaways," and service projects.

#### Proposal

Café Nite and Friday Night Expansion

#### Funding

\$12,000

#### Category

NextGen - Impact

#### Program Goals

1. Balance large-scale events with intimate events to increase participation and deepen relationships.
2. Provide more diverse programming beyond initial types.
3. Increase involvement in Jewish life.

#### Metrics

## 10-15%

increase in program attendance (currently 70 participants with 55 of them repeating regularly for educational programs and 80-100 at Friday night programs with 60-70 repeating regularly)

**Q1:** Recent Friday night dinners averaged close to 100 people—a 10-15% increase

**Q2:** Continued to welcome more attendees to have more than a 10% increase at boutique Friday night programs



Will be considering returning vs. new participants to look for deeper involvement of past participants and looking for further outreach to new individuals

**Q2:** There has been an increase of the loyal core group leading to more repeat participants in Café Nite programming.



Create a leadership board that will measure impact of programs and focus on retention of participants as well as take on leadership roles such as creating and facilitating new programs and recruiting for current and future programs

**Q2:** Leadership board has been created and the group has introduced new programming ideas as well as supplied important feedback on our current programs. In addition, lay leaders have been instrumental in recruiting new participants to programs and events (i.e. Fri Nite Dinners/ Café Nite Classes).

