

Pozez JCC: j.family Ambassadors

j.family Ambassador Program • Impact Grant

The JCC or Northern Virginia will continue j. family Ambassadors program in Northern Virginia to support new parents to connect with other young families raising Jewish children. The j. family ambassadors foster connections and relationships by providing access to communal experiences and institutions.

Proposal

j.family Ambassador

Funding

\$40,000

Category

NOVA - Impact

Program Goals

1. Ambassadors connect with approximately 100 new families each year through one-on-one conversations. Tracked quantitatively in a database.
2. Continue to connect with each family multiple times per year through 5 different touch points: one-on-one coffee talks, calls, e-mails, texts, events and social media postings. Families continuing to engage after year one are considered beneficiaries of the program. Tracked quantitatively in database.
3. Develop programs and provide resources to best serve them by using a listen, design, learn approach. Track anecdotally each coffee talk through coffee talk summaries kept by each ambassador.
4. Provide support showing that families are making personal connections with other families. Tracked through informal and formal surveys.
5. Provide support showing that families are attending the JCCNV's Growing Jewish Families (GJF) events and encourage attendance at other Jewish family events. Tracked quantitatively in database.
6. Information Sharing - using our listen, design, learn approach to share all relevant information provided by ambassadors and families with others to help plan/facilitate future programs and services.

Metrics

75%

of respondents are satisfied with the experiences they attended

Q1&Q2: 98% of participants enjoyed their experience and 88% of families would recommend the j.family Ambassador program to their friends



100 new families

Q1: 36 new families have participated in the j.family Ambassador program.

Q2: 11 new families have participated in the j.family Ambassador program.



200+ informal conversations with ambassadors throughout the year

Q1: 25 individuals conversations

Q2: 105 individual conversations in addition to newsletters, Facebook groups, and community events

50%

of respondents report that their j.family ambassador helps them connect with the Jewish community in Northern Virginia

Q1&Q2: 70% of families stated that j.family Ambassadors have connected to them to the Jewish community

5

touchpoints per family per year

Q1: Connect regularly with families, including at least 5 touchpoints per family

Q2: Continuing to touch each family at least 5 times

