

Temple Micah

The Storefront Project • Innovation Grant

The Micah Storefront Project provides communal Jewish experiences in spaces of the everyday, including in coffee shops, on rooftops, and around open tables. The project incorporates prayer, study, conversation and action, bringing people together for relevant, highly accessible Jewish learning.

Proposal

The Storefront Project

Funding

\$67,300

Category

NextGen - Innovation

Program Goals

1. Create a space for the modern Jewish family that is inclusive and accessible.
2. Reduce barriers to entry to formal Jewish community.
3. Shape and build community through shared learning, prayer, and community building experiences.
4. Engage the almost 50% of Jews in DC who are neither “involved” nor “immersed.”

Metrics



Reach a 50% retention rate – measure returning attendees

Q1&2: over 50% of participants return to 1 or more events

Q2: At pop-up Shabbat services, about 50% of the families have previously been to a Storefront Shabbat. Many families have returned several times. In addition, many individuals who attend one program have tried a second (or third).



Achieve a ‘very welcoming’ rate of 100% for the interfaith couples and families who attend classes, services, and programs

Q2: Not measured yet but many interfaith couples and families have returned to attend more programs.



Track number of net new followers/engagements with digital marketing/social media channels

Q2: New website has had over 3,000 unique visitors, with a large percentage of visitors clicking through to several different pages. Over 100 followers on Instagram and 247 people on email lists, where we have an average email open rate of 67%.



Grow from 125 individuals to 450 individuals across all programming

Q1: 5 Young Family Shabbat pop-ups across DC (49 families in attendance), developed partnerships with Jconnect and Sixth & I, held well-attended High Holy Day services for both 20s and 30s (300 people in attendance) and young family communities, and started creating spaces for the 20s and 30s community.

Q 1&2: > 425 individuals across all programming

Q2: 8 pop-up Young Family Shabbat services in bars, ice-cream parlors, coffee shops, and other urban community gathering spaces.