Edlavitch JCC – j.family Ambassadors

Program Goals
1. Make the DC Jewish community more welcoming and accessible.
2. Connect families to Jewish programming, resources, and each other.
3. Engage new parents and parents-to-be.
4. Advocate for a broad community that joins under a single umbrella with Jewish values and family engagement in the forefront.

Proposal
j.family Ambassadors

Funding
$87,500

Category
NextGen – Impact

Metrics: Year-End Reporting

48 events per year
56 in-person events; 43 virtual events

5 touchpoints per ambassador per year
7 virtual touchpoints per ambassador

10 new families acquired
210 new families acquired

8 collaborative programs with other local Jewish providers
10 collaborative programs with other local Jewish providers

50% of acquired families will attend more than one event
More than 50% of acquired families attended more than one event

COVID Impact: All JFamily Ambassadors program continued to be held on Zoom this quarter due to the pandemic. We shifted away from neighborhood-based Zoom gatherings (which we had tried earlier in this period) in favor of including all families throughout the region so that each program would attract a critical mass of attendees.

Learn more at shalomdc.org/innovationandimpact