Honeymoon Israel

Honeymoon Israel • Impact Grant

This grant will fund follow-up programming in the local community after young married couples participate in Honeymoon Israel’s 10-day Israel experience. The programming is designed to keep couples connected to one another and help each family find meaningful connections to the broader Greater Washington Jewish community.

Proposal
Honeymoon Israel

Funding
$35,000

Category
NextGen – Impact

Program Goals

1. The couples consider themselves a Jewish family.
2. Both partners feel part of the Jewish people and feel that connection is a source of meaning in their lives.
3. Couple/family incorporates Jewish traditions, culture, activities, and/or ongoing exploration into their lives on a regular basis.
4. The couple engages in and builds their lives with Jewish community, including local micro-communities of Honeymoon Israel (HMI) couples and/or organized Jewish communities.
5. Both partners feel a connection to the land, state, and people of Israel.

Metrics: Year-End Reporting

60-80 couples will apply for every bus
   In-person: 123 couples applied for two buses
   Virtual: 111 interviews

90% of couples will attend at least 3 HMI engagement opportunities within 12 months post trip
   December 2019 cohort continues to be engaged online with 100% of households and 37/38 individuals

All applicant couples are engaged in 4 touchpoints with HMI before a final concierge into the established Jewish community.

COVID Impact: A plan for our new “HMI at Home,” brand guides us on how HMI can continue immersive and meaningful deep engagement until travel to Israel can resume. Our pivot provides a rich array of online opportunities at both the city and national level and allows us to determine the most impactful engagement opportunities that can be integrated into both the pre- and post-trip model for the long-term.

Learn more at shalomdc.org/innovationandimpact