

## 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



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

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# 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

**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.

