

Mesorah

Café Nite Extra • Impact Grant

Mesorah's Café Nite program will expand the organization's breadth and depth among millennials in the community. Café Nite programs provide Jewish enrichment experiences including classes, workshops, "getaways," and service projects.

Proposal

Café Nite and Friday Night Expansion

Funding

\$12,000

Category

NextGen - Impact

Program Goals

1. Balance large-scale events with intimate events to increase participation and deepen relationships.
2. Provide more diverse programming beyond initial types.
3. Increase involvement in Jewish life.

Metrics: Year-End Reporting

10-15%

increase in program attendance (currently 70 participants with 55 of them repeating regularly for educational programs and 80-100 at Friday night programs with 60-70 repeating regularly)

10% increase in Café attendance;
13% increase in Friday night attendance



Will be considering returning vs. new participants to look for deeper involvement of past participants and looking for further outreach to new individuals

Recruited a new population to join the cohort who continued to participate



Create a leadership board that will measure impact of programs and focus on retention of participants as well as take on leadership roles such as creating and facilitating new programs and recruiting for current and future programs

Created the board which was very effective during 'live' programs but not as relevant for virtual ones

COVID Impact: We have not been able to do live events/classes/Shabbat dinners etc. To compensate for this we have stepped up our efforts to engage with zoom classes, phone calls, emails. We have added to our class schedule to try to reach as many participants as possible.

