**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: Year-End Reporting**

- **Reach a 50% retention rate – measure returning attendees**
  - At pop-up Shabbat services, about 50% of the families have previously been to a Storefront Shabbat. Also saw increases at High Holiday services.

- **Achieve a ‘very welcoming’ rate of 100% for the interfaith couples and families who attend classes, services, and programs**
  - Unable to collect data due to COVID but have found anecdotally that interfaith couples and families are enjoying the programs and returning additional times.

- **Track number of net new followers/engagements with digital marketing/social media channels**
  - We have had over 4,000 unique visitors on our website, have reached over 150 followers on Instagram, and continue to have a very high email (over 60%) open and click rate.

- **Grow from 125 individuals to 450 individuals across all programming**
  - Exceeded 450 early in the year. Watch counts are high due to intense virtual content

**COVID Impact:** The programmatic elements of The Storefront Project are mostly based on in person gatherings, however, Storefront persists because we are more than just a program—we are an idea. While in person connections are not possible, our central goal to create connections beyond the walls of Temple Micah is still something we can, and are, working to achieve, and there are numerous ways we are finding we can still connect with our community including pre-recorded Shabbat videos, Spotify playlists, Instagram, small study groups, and check-ins via email or phone.