

Temple Micah

The Storefront Project • Innovation Grant

The Micah Storefront Project provides communal Jewish experiences in spaces of the everyday, including in coffee shops, on rooftops, and around open tables. The project incorporates prayer, study, conversation and action, bringing people together for relevant, highly accessible Jewish learning.

Proposal

The Storefront Project

Funding

\$67,300

Category

NextGen - Innovation

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.



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.



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



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.*

