

Bender JCC of Greater Washington

j.family Ambassadors • Impact Grant

Based on the success of the first year of the j.family Ambassador program in Montgomery County, the Bender JCC will continue to provide neighborhood-based j.family ambassadors to connect new parents to each other and to the community through one-on-one meetings with parents of children ages 0-3. The ambassadors will welcome parents to the Jewish community and connect them to others and to Jewish life.

Proposal

j.family Ambassadors

Funding

\$87,500

Category

NextGen - Impact

Program Goals

1. Provide an opportunity to deepen one's understanding of Jewish life, wisdom, and values.
2. Increase levels of sustainable participation in the Jewish community.
3. Expand Jewish friendships and networks across the community.

Metrics: Year-End Reporting



Host 1 event per month per ambassador

With the exception of March and April, ambassadors were able to average 1 event per month

50

touchpoints per ambassador per year

Each ambassador hit 50 touchpoints during the year



Host 3+ collaborative events with other local Jewish partners

Collaborative virtual events began in April

75%

of families in program sign up for Facebook group (each ambassador has a group)

75% of families in program signed up for an ambassador's Facebook group



Track number of families attending multiple events (comparative with pilot year)

54% of people who attend 1 program go on to attend more than one

12

Unique programs or events during the pilot year

More than 15 unique programs or events in the second half of the pilot year

COVID Impact: The program pivoted to becoming completely virtual. Initially, the JFamily Ambassador program was a vertical branch in the Family Engagement department and operated as such. With all programs running virtually, the need for individual neighborhood offerings was no longer critical and the department was able to merge with the Center's Family Engagement Department.

