

Agudas Achim

Young Families Outreach Initiative • Impact Grant

The number of young Jewish families in the Arlington/Alexandria area has increased significantly in recent years, and further growth is expected with the arrival of Amazon's HQ2. This population growth has created the opportunity for Jewish community-building, as well as increased demand for young family programming. Agudas Achim Congregation has responded to the demand with a wide range of engaging programs. Agudas Achim Congregation will hire a part-time Director of Young Family Engagement (DYFE) to focus on this year's programming, which is a combination of virtual events, in-person outdoor small gatherings, and resources for asynchronous activities (online and activity kits).

Proposal

Young Families Outreach Initiative

Funding

\$15,000

Category

New - NOVA/NextGen Combined - Impact

Program Goals

1. Cultivate relationships among families with young children through Jewish programming and content.
2. Create a portal of entry into the community of Jewish families with young children.
3. Expand our reach, capacity, and capabilities.

Metrics



75 total new participant families
Q1: 77 new participant families
Q2: 79 new participant families



260 members of the Facebook group
Q1: 235 members of the Facebook group
Q2: 238 members

125

unique attendees
Q1: 101 unique attendees
Q2: 107 unique attendees

15

"Super-users" cultivated who can become program ambassadors
Q1: 14 "super-users"



75 attendees at 3+ activities
Q1: 24 attendees at 3+ activities, 35 attendees at 2 activities
Q2: 33 attendees at 3+ activities

50

families sharing a Jewish ritual together through independent meet-ups and official Young Family events