

Kesher Israel Congregation

Torah on Tap • Innovation Grant

Torah on Tap brings together Jewish young adults in the downtown Washington, DC area for pluralistic Torah study and discussion, currently held over zoom. This process enables Jewish young professionals to find Jewish history, thought, and tradition relevant in a way they never thought possible, connecting them to the Jewish community and leading them to value Judaism in a new and surprising way.

Proposal

Torah on Tap

Funding

\$8,500

Category

New - NextGen - Innovation

Program Goals

1. To help Jewish young professionals see the corpus of Jewish text and thought as something surprisingly relevant to modern life.
2. To connect Jewish young professionals to each other.
3. To make the Jewish community and Jewish organizations something of added value in the lives of young urban professionals.

Metrics



80 new attendees
Q1: 40 new attendees
Q2: No change

120

unique attendees
Q1: 80 new attendees
Q2: 60 unique attendees

75%

of participants who feel more connected
Q1: 60% of participants feel more connected
Q2: No change

90

attendees to multiple activities
Q1: 50 attendees to multiple activities
Q2: No change



40 attendees participate in another related activity not hosted by Kesher Israel
Q1: 30 attendees who participated in another related activity not hosted by Kesher Israel
Q2: No change



60% of participants prompted to engage in other Jewish community events over zoom
Q1: 60% of participants prompted to engage in other Jewish community events over zoom
Q2: No change

120

individuals in the organizational database by quarter for the target population/geography
Q1: 60 people in organization database for the targeted population
Q2: No change



1 partnership with another organization
Q1: 2 partnerships with other organizations
Q2: No change

