

Gather DC - NOVA

NOVA Impact/Relational Engagement • Impact Grant

Gather DC has hired an exceptional full-time professional to focus exclusively on Jewish engagement in NOVA. We are prepared to devote increased time and energy to relationship-based engagement in Northern Virginia, with an emphasis on refining our strategic vision for NOVA and focusing on accessibility and inclusion. Many of our typical ways of finding new community members, such as large happy hours, are no longer viable options for us. Therefore, we believe that finding creative ways to utilize social media and our online platform is more important than ever.

Proposal

NOVA Impact/Relational Engagement

Funding

\$75,000

Category

Renewal - NOVA/NextGen
Combined - Impact

Program Goals

Short term

1. Build a centralized, easily accessible platform to foster information sharing across the geographically decentralized Jewish community of NOVA.
2. Serve as a go-to resource to help young adults navigate Jewish life across NOVA.
3. Establish a relational culture of collaboration and connectivity across the NOVA Jewish community.
4. Support existing offerings in Jewish NOVA by promoting the work of local institutions, groups, and synagogues to our audience of thousands of young adults.
5. Help Jewish 20s/30s based in NOVA form lasting relationships with one another, find meaningful ways to connect to the Jewish community, and explore their Jewish identity as an adult.

Longer term

1. Inspire young adults to make Judaism a meaningful part of their lives.
2. Create a stronger Jewish future for years to come across NOVA and the greater DMV.

Metrics



50 new attendees
176 new attendees

5

NOVA experiences
5 NOVA experiences



100 individuals in the organizational database by quarter for the target population/geography
79 new names added to database



100 unique attendees
68 unique attendees

50

attendees to multiple activities (if applicable)
50 attendees to multiple activities



50 GatherDC Connects
11 Gather NOVA Connects



120 1:1 relationships
99 1:1 relationships



5 partnerships with other organizations
10 partnerships

