

Pozez JCC

JFamily Ambassador Program • Impact Grant

The JFamily Ambassador program at the Pozez JCC welcomes and integrates new families into the Northern Virginia Jewish Community by providing trained JFamily Ambassadors throughout our community. Ambassadors provide connection and enable new parents to find the support and encouragement needed to help them connect with other young families raising Jewish children in a way that is comfortable for them; and to continue strengthening these connections and relationships by providing additional meaningful experiences, leading them to make future Jewish choices and rich connections fostering ongoing involvement in Jewish life.

Proposal

JFamily Ambassadors

Funding

\$70,000

Category

Renewal - NextGen/NOVA Combined - Impact

Program Goals

1. Ambassadors connect with approximately 50 new families each year through one-on-one conversations.
2. Continue to connect with each family multiple times per year through 5 different touch points: one-on-one coffee talks, calls, e-mails, texts, virtual and possibly in person events, and social media postings. Families continuing to engage after year one are considered beneficiaries of the program.
3. Develop programs and provide resources to best serve them by using a listen, design, learn approach.
4. Provide support showing that families are making personal connections with other families.
5. Provide support showing that families are attending (currently all virtual opportunities) the Pozez JCC's Growing Jewish Families (GJF) events and encourage attendance at other Jewish family events.
6. Information Sharing - using our listen, design, learn approach to share all relevant information provided by Ambassadors and families with others to help plan/facilitate future programs and services.

Metrics



50 new families

69 new families

604

unique families

656 unique families

250

informal conversations with ambassadors

over 250 informal conversations with ambassadors



5 touchpoints per family

5 touchpoints per family

2,387

families in the organizational database by first quarter for the target population/geography

2,370 current contacts in the database



18 partnerships with other organizations

50 programs in partnership

