

Kesher Israel Congregation

Torah on Tap | Innovation Grant

Kesher Israel will gather Jewish young adults in the downtown Washington, DC area for pluralistic Torah study and discussion in local bars. Jewish young professionals will 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



50 new attendees

Q1: 50 new attendees

Q2: 50 new attendees



50 People in your organizational database by quarter for the target population/geography

Q1: 50 individuals in database

Q2: no update

150

unique attendees

Q1: 150 unique attendees

Q2: 200 unique attendees



3 partnerships with other organizations

Q1: no update

Q2: 3 partnerships

90

attendees to multiple activities

Q1: no update

Q2: 100 attendees to multiple activities