

Bender JCC

JFamily Ambassadors/Wandering J | Innovation Grant

Through J Family Ambassadors (JFA), the Bender JCC welcomes young Jewish families residing in Montgomery County, focusing on those minimally connected to the Jewish community. The JFA program builds on the success of PJ Library by offering opportunities to connect to community in a comfortable and accessible way.

The JFA program engages the entire Jewish community in new ways, at new locations. The Wandering J, our dynamic Center on wheels, eliminates space and location as a barrier. The Wandering J becomes the perfect complement to the program by rolling into these public spaces and attracting disconnected individuals to participate in Jewish programming.

Proposal

JFamily Ambassadors/Wandering J

Funding

\$75,000

Category

Renewal - NextGen - Innovation

Program Goals

1. Expanding the roles of the four ambassadors.
2. 50 families will become active in the program.
3. Each ambassador has a goal of hosting one program per month in addition to small group coffees and playdates, in order to create multiple touchpoints with each participating family.
4. Each ambassador will also work to incorporate the Wandering J into their work, using the vehicle on average once per month.

Metrics



100 new attendees

Q1: 102 new attendees
Q2: 61 new attendees



1,800 people in your organizational database by quarter for the target population/geography

Q1: 1,720 people in organizational database
Q2: 1,792 people currently in database

80

unique attendees

Q1: 81 unique attendees
Q2: 183 unique attendees

50

1:1 meetings

Q1: 34 1:1 meetings
Q2: 22 1:1 meetings



50 new families

Q1: no update
Q2: 22 new families

12

new families participating in JFamily Ambassador programs this quarter

Q1: 34 new families participating in JFamily Ambassador programs
Q2: 61 new families participating in JFamily Ambassador Program