

GatherDC – NOVA

NOVA Impact/Relational Engagement | Impact Grant

GatherDC has hired an exceptional full-time professional to focus exclusively on Jewish NoVA engagement, developed a GatherNoVA brand, webpage, regular experiences for this population, and forged fruitful partnerships with NoVA partners. In the coming year, we will use this strong foundation to serve thousands of NoVA young adults craving a deeper connection to Jewish life.

Proposal

NOVA Impact/Relational Engagement

Funding

\$75,000

Category

Renewal - NOVA/NextGen
Combined - Impact

Program Goals

1. 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.
2. Build a centralized, easily accessible platform to foster information sharing across the geographically decentralized Jewish community of NOVA.
3. Serve as a go-to resource to help young adults navigate Jewish life across NOVA.
4. Establish a relational culture of collaboration and connectivity across the NOVA Jewish community.
5. Support existing offerings in Jewish NOVA by promoting the work of local institutions, groups, and synagogues to our audience of thousands of young adults.

Metrics



80 new relationships

Q1: no update

Q2: 23 new relationships

10

NOVA experiences

Q1: 2 NOVA experiences

Q2: 5 NOVA experiences



100 *new* individuals in the organizational database by quarter for the target population/geography

Q1: 9 new individuals added to database

Q2: 22 new individuals added to the database



35 deepened relationships

Q1: no update

Q2: 32 deepened relationships

100

unique experience attendees

Q1: 106 unique experience attendees

Q2: 93 unique experience attendees



25 Gather NOVA Connects

Q1: 20 Gather NOVA Connects

Q2: no update



120 1:1 relationships

Q1: 21 1:1 relationships

Q2: 43 1:1 relationships



5 partnerships with other organizations

Q1: no update

Q2: no update