

Birthright Israel NEXT Jewish Community for the Next Generation: Theory of Change

PROBLEMS	KEY STRATEGIES	TARGET CONSTITUENCIES	PROCESS BENCHMARKS (ANNUAL)	OUTCOMES (AT THE END OF 5 YEARS)	LONGER-TERM OUTCOMES
<p>Young Jewish adults have little to no connection with Judaism, Jewish institutions and Jewish communities</p> <p>The peer-based Jewish communities in which this cohort would be most comfortable are small or non-existent</p> <p>Taglit-Birthright Israel has not translated the enthusiasm and inspiration of the trip experience into meaningful post-trip engagement in Jewish life</p> <p>Traditional Jewish institutions have failed to meet the needs of young Jewish adults, and emerging Jewish institutions lack the reach and inclusivity to embrace the majority of Jewish young adults</p>	<p>Deploy a social networking strategy across the fifteen cities that represent 80% of the population of the age 22-30 cohort</p> <p>Create city-based trips with geographical cohesion</p> <p>Introduce young Jewish adults to plural modes of Jewish connection through small-scale interest-based groups</p> <p>Offer extensive ongoing training and supervision to a leadership cadre</p> <p>Track participants, evaluate programs, and respond to trends</p>	<p><u>Young Jewish Adults</u></p> <p>The cohort of young Jewish adults age 22-30 who are not engaging with Judaism and who desire greater engagement.</p> <p><u>Institutions</u></p> <p>Taglit-Birthright Israel</p> <p>Birthright Israel USA</p> <p>Birthright Israel Foundation</p> <p>Trip Organizers</p> <p>Partner communities and organizations</p>	<p><u>Young Jewish Adults</u></p> <p>Created the national staffing infrastructure and hired five fellows per city in five cities</p> <p>Directly engaged between 180-250 young Jewish adults per fellow</p> <p>Expanded the program by 2-3 cities per year.</p> <p><u>Institutions</u></p> <p>Created city-based trips composed of five buses per city in the program.</p> <p>Trained fellows to serve as effective madrichim within the guidelines set by Taglit-Birthright Israel</p> <p>Implemented software solutions to track and manage contacts made by fellows.</p> <p>Connected Israeli guides to reunion events in the USA through their Trip Organizers</p>	<p><u>Young Jewish Adults</u></p> <p>Created informal, non-judgmental communities that are comfortable for this age cohort</p> <p>Taught over 300 young adults how to foster small-scale Jewish communities</p> <p>Provided meaningful entry points into the Jewish community for tens of thousands of young Jewish adults</p> <p><u>Institutions</u></p> <p>Positioned community-building as a central focus of the Taglit-Birthright Israel trip</p> <p>Trained a team of fifteen exceptional informal educators</p> <p>Built a national infrastructure that will support major national initiatives and targeted local initiatives</p> <p>Refined, perfected and promulgated best practices and techniques for engagement and informal education of the age 22-30 cohort of young Jewish adults</p>	<p><u>Young Jewish Adults</u></p> <p>Filled the gap in Jewish engagement opportunities for this age cohort</p> <p>Created a dense layer of diverse Jewish communities, networks and social groups for this age cohort</p> <p>Created a seamless transition between pre-, on- and post-trip communities</p> <p><u>Institutions</u></p> <p>Emphasized the importance of empowering young adults across the Jewish community</p> <p>Seeded a new initiative in Jewish education for this age cohort</p> <p>Prepared institutions for the next generation of Jewish participants and leaders</p>