



GATHERDC

RELATIONSHIPS ARE THE ANSWER

Building Pathways for Young Adult
Participation in Jewish Life

GatherDC's 5-year impact study shows we are activating previously disconnected young adults and expanding engagement for those looking for deeper, more meaningful connections to Jewish life.

Ezra Kopelowitz Ph.D.
Research Success Technologies, Ltd

**“ALL OF MY
DC JEWISH COMMUNITY
I MET THROUGH GATHER.
IT HAS GIVEN ME
KNOWLEDGE,
COMMUNITY,
AND A JEWISH
HOME
IN DC.”**



RELATIONSHIPS: THE KEY TO UNLOCKING JEWISH LIFE FOR YOUNG ADULTS

GatherDC addresses the needs of Jewish people in their 20s & 30s – a uniquely diverse and dynamic cohort – in authentic, personal, and meaningful ways. How? Through relationships.

You can help GatherDC continue to innovate, expand, and engage young adults. Read on to learn how.



HOW GATHERDC OPENS DOORS TO PARTICIPATION

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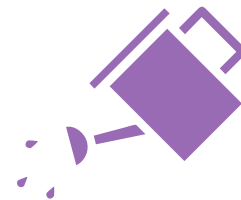
WHAT JEWISH 20S & 30S WANT (AND DON'T)

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"[GATHERDC HAS GIVEN ME]
A RELEVANT,
FULFILLING,
NURTURING
AND INCLUSIVE
JEWISH COMMUNITY.
A RICH NETWORK OF
AUTHENTIC
FRIENDS AND PEERS.
A SPACE TO CONNECT AND
BE IN
COMMUNITY."

HOW GATHERDC IS OPENING DOORS TO PARTICIPATION



GatherDC's RBE approach actuates two unique and complementary pathways to participation in Jewish life:

ACTIVATING

by sparking interest and facilitating participation for those who are not comfortable in Jewish spaces. For those activated by RBE, they describe GatherDC changing how they think about and live their Jewish life. They credit GatherDC for helping them to understand their Jewish needs and connecting to Jewish spaces in which they find what they are looking for.

EXPANDING

participation by supporting the cultivation of relationships with their peers which is fundamental to creating Jewish communities and living meaningful Jewish lives. This path may start with Gather, but the path most often goes through Gather to various, often diverse spaces community-wide.

1. ACTIVATE
Find Jewish space in which
one can feel comfortable and
gain confidence.

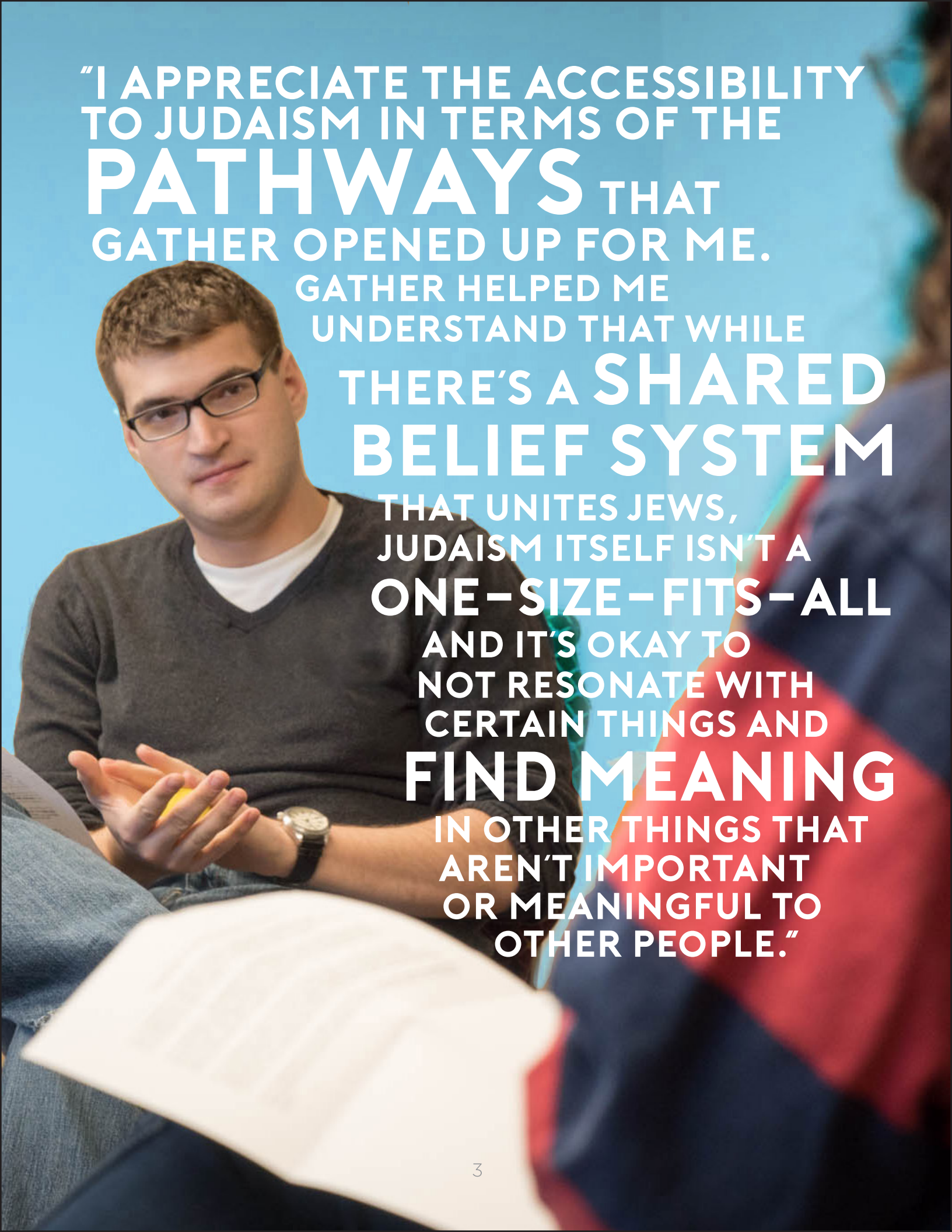
2. EXPAND
Provide opportunities for
participation in multiple
Jewish spaces.

4. GROW
More opportunities for
engagement.

3. LEADERSHIP
Enable young adults to
create new Jewish spaces.

THIS CYCLE OF ENGAGEMENT **STARTS WITH ONE CONVERSATION.**

One person speaking with one person about who they are and what they are looking for. One conversation becomes two more connections. Those connections become a community. And that community yields leaders that commit to having more one-on-one conversations. It's a cycle of relationships that continues across the region every single day.



"I APPRECIATE THE ACCESSIBILITY
TO JUDAISM IN TERMS OF THE
PATHWAYS THAT
GATHER OPENED UP FOR ME.

GATHER HELPED ME

UNDERSTAND THAT WHILE

THERE'S A **SHARED
BELIEF SYSTEM**

THAT UNITES JEWS,

JUDAISM ITSELF ISN'T A

ONE-SIZE-FITS-ALL

AND IT'S OKAY TO

NOT RESONATE WITH

CERTAIN THINGS AND

FIND MEANING

IN OTHER THINGS THAT

AREN'T IMPORTANT

OR MEANINGFUL TO

OTHER PEOPLE."

WHAT JEWISH 20s & 30s WANT (AND DON'T)



When hearing directly from survey respondents, key insights emerged that solidified our understanding of what Jewish young adults need to feel connected, and why they were drawn to GatherDC in particular. This wisdom from the crowd can and should inform how other regions, institutions, and organizations approach this critical endeavor.



INSIGHT 1: "I WANT TO FIGURE IT OUT"

This cohort prefers to move back and forth between different Jewish places and social frameworks, experimenting, growing and adapting until they find modes of Jewish engagement that enrich their lives.

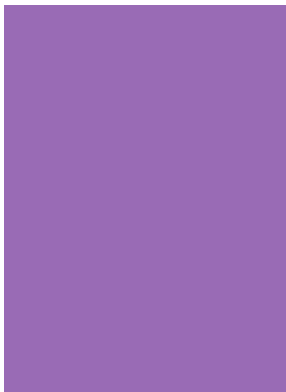
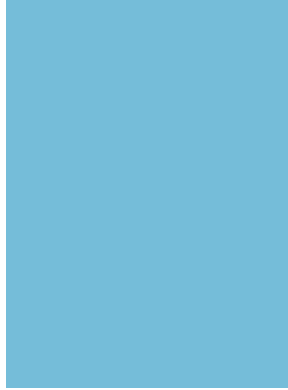
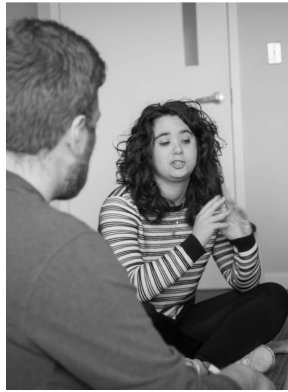


INSIGHT 2: "DON'T MAKE ME CHOOSE"

Prior to engaging with GatherDC the young adults we interviewed reported feeling forced to choose "a place," such as joining a synagogue or a Jewish Community Center. They want to explore their options, experiment with different communities, and, likely, create a constellation of Jewish spaces rather than choosing just one.

OUR DATA SHOW THAT GATHERDC ADDRESSES BOTH OF THESE CHALLENGES

by offering our constituents a unique opportunity to figure out the type of Jewish space they are interested in - without committing to one or another. Jewish spaces - vs "places" - are now seen as an opportunity to experience intimacy, trust, feeling seen, known, and cared for. RBE fosters the development of an emotional connection to Jewish life, a connection that leads to young adults finding their personal Jewish space and creating involvement opportunities for others.



USE RBE TO GROW

YOUR COMMUNITY ENGAGEMENT

Every community has the ability and capacity to create and nourish relationships that activate and expand Jewish engagement. Investing in developing personal relationships will help your dynamic, connected Jewish community flourish and inspire the next generation of Jewish leaders.

Reach out to dive into the data together and learn how GatherDC can support your adoption of RBE.

COMMUNITY CONNECTIONS NEED COMMUNITY SUPPORT



We've seen RBE's impact here in the DC-Metro area, and because RBE is flexible, replicable, and scalable... the possibilities are endless. But to reach its fullest potential, we need the support of committed partners who believe in the power of relationships and want to see Jewish life flourish as a result.

Our next investment will be in expanding our work activating community members through RBE, and we need you to make that possible. Your generosity and support will embolden GatherDC to look beyond what's working right here and start asking new questions about how to deepen Jewish engagement for 20s & 30s in DC and beyond.

WE CAN'T DO IT WITHOUT YOU.

To find out how you can play a role in deepening, broadening, and enriching Jewish life for countless individuals, reach out to Rachel Gildiner, CEO of GatherDC, at rachelg@gatherdc.org or by phone, 609-605-2468. And thank you!

GatherDC is the go-to resource for Jewish DC's 20s & 30s to successfully engage in Jewish life across the greater Washington area. GatherDC enables participation for young adults who are unfamiliar with, or uncomfortable with Jewish life, and encourages those who are already Jewishly active to deepen and broaden their participation.

The learnings above reflect a 582-person representative sample from thousands of individuals engaged by GatherDC every year. To dig into the numbers, read the full report at www.gatherbetter.org.

“ [WITHOUT GATHERDC]
I WOULD NOT HAVE MANY
**IMPORTANT
FRIENDSHIPS**
IN MY LIFE, NOR WOULD
I HAVE THE SKILLS TO
CONNECT
AND BUILD MY
RITUAL PRACTICE.”

NOTES & QUESTIONS



GATHERDC

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