

Our VISION

To thrive as a warm, engaging community by nourishing the spirit, heart, and mind.

Our MISSION

Beth Israel is an inclusive, warm, and vibrant mid-sized Conservative congregation that builds community through ritual observance, lifelong learning, and acts of lovingkindness by balancing Jewish traditions with modern innovations.

Our PLAN

Completed in December 2020 and approved by the Board of Trustees, the Plan established the seven strategic priorities described in this brochure.



Join us for an
Online Town Hall
Strategic Plan
Presentation and Q&A

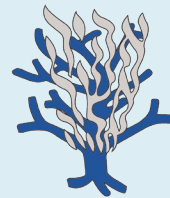
Sunday, May 9, 2021
10:00 a.m.

Mark Your Calendar and
Watch Your Email for a
Link to the Town Hall



Beth Israel Congregation Strategic Plan

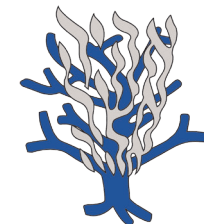
**Building Blocks
to a Vibrant Future**



BETH ISRAEL
CONGREGATION

3706 Crondall Lane, Owings Mills, MD 21117
410-654-0800
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Proud Member of



BETH ISRAEL
CONGREGATION

Building Blocks to a Vibrant Future

1 Attract and engage Millennials and Gen-Xers

- Create online programming and “pop up” programs in locations that appeal to young adults and families
- Highlight activities that let young adults and families express their Judaism through social action
- Market to Millennials and Gen-Xers using their preferred media and communications methods
- Ensure dues levels are not a barrier to membership

2 Revitalize the Learning Lab and grow enrollment

- Build on the new innovative curriculum
- Integrate online schooling options for weekday afternoons
- Enhance connections both among Learning Lab families and with the Congregation
- Engage post-b'nai mitzvah students and their families
- Market the schools on an ongoing basis

3 Develop outreach programs to onboard new members and retain current members

- Establish a dynamic welcome and onboarding process for new members
- Create a buddy system for new and current members
- Conduct member check-in calls
- Provide a way for congregants to learn each other's names, as well as identify and welcome guests

4 Ensure financial sustainability through enhanced fundraising and revenue generation

- Create innovative fundraisers that energize the congregation and add to our bottom line
- Renew our focus on donor cultivation, tracking, recognition, and retention
- Maximize tenant leasing revenues
- Improve internal business and financial management processes

5 Foster volunteerism and Board development to create a strong leadership pipeline

- Create a culture of volunteerism; identify and cultivate volunteers
- Recognize and thank volunteers and publicize their accomplishments
- Institute a formal leadership development program and succession plan
- Promote diversity, equity, and inclusion among congregational leaders
- Strengthen the strategic focus of the Board, and regularly assess Board effectiveness

6 Evaluate the future of the Crondall Lane facility

- Determine physical facility needs based on expected membership size and Learning Lab enrollment
- Assess how best to meet these needs

7 Establish robust marketing capabilities

- Engage professional marketing support
- Establish a robust marketing budget
- Enhance the Beth Israel website
- Implement a comprehensive social media strategy

NEXT STEPS:

Implementing our Strategic Plan will ensure that Beth Israel continues to thrive well into the future.

The Congregation's standing committees (listed below) have been tasked with carrying out the strategy recommendations. These committees require a large cadre of volunteers to work in concert with our professional staff and clergy. If you are interested in serving on a committee, please contact Beth Israel at volunteering@bethisrael-om.org.

Committees:

- | | |
|---------------------|---------------------------|
| • Endowment Funds | • Marketing |
| • Finance | • Membership & Engagement |
| • Fundraising | • School Board |
| • House (Facility) | • Social Action |
| • Lifelong Learning | • Social Programs |

**TO LEARN MORE
JOIN US FOR AN ONLINE TOWN HALL
SUNDAY, MAY 9 AT 10:00 A.M.**