

**A NEW STRATEGIC PLAN:
Help Us Chart the Future
for Bet Mishpachah**

Bet Mishpachah's last Strategic Plan was for 2005-2009. It's certainly time again to think about what we want for the future of our congregation, what strengths we have to build on, what areas we need to improve, and how we can make the future that we want for Bet Mish happen.

We will examine:

- Why is Bet Mishpachah important to us as individuals?
- Why is Bet Mish important to the Jewish LGBTQ community?
- Why do we choose Bet Mish over other congregations?
- Why do we participate in Bet Mish programs: Shabbat and holiday services, social justice initiatives, educational programs, social programs (dinners, parties, theater), communal caring like *Bikur Cholim* (helping the sick) and Bereavement Support?

Why Is Bet Mishpachah Part of Your Life?

If you didn't take one of the cards on *Yom Kippur* and return it to us, please fill it out on-line at: tinyurl.com/WhyBetMish **by Nov. 20**. Note that we want to hear from both members and non-members.

As part of our Strategic Planning process, we will consider how changes that have occurred over the last 15 years affect where we want to take our Bet Mish family over the next 5 to 6 years, when we will celebrate our beloved congregation's 50th anniversary. These changes include:

- Other synagogues are more openly welcoming of LGBTQ people.
- Other LGBTQ Jewish groups have been created, e.g., GLOE, Nice Jewish Girls, Nice Jewish Boys.
- The DC area Jewish community has grown to over 300,000 people and DC itself has grown to over 700,000 people. In both groups, many are young adults (20s-30s).
- Many more Jewish services are now held in or near central DC: Tikun Leil Shabbat, DC Minyan, Rosh Pinah, Sixth and I, the New Synagogue Project, the Hill Chavura, Chabad.
- Some LGBTQ synagogues in other cities have broadened their outreach to the wider community or have even merged into larger "mainstream" congregations.

- Many LGBTQ bars, bookstores, social groups and organizations have closed, and a significant part of LGBTQ life has now moved on-line.
- People live their lives and spend their time differently than before. In part, this makes it harder now to get people to volunteer.

To help us in this effort, we have engaged the services of **Rabbi JoHanna Potts**, who has extensive professional experience supporting strategic planning efforts for non-profit organizations. She has also taught several excellent classes for Bet Mish in recent years.

If you get a call from Rabbi Potts, please talk candidly with her about your thoughts for the future of our congregational family. To contact her, email StrategicPlanning@betmish.org.

Please join us in this strategic planning effort. Give us your thoughts about our congregation, what strengths we have to build on, how we can improve our programs, and what we want our Bet Mish family to become over the next 5 years.