



RECONSTRUCTING JUDAISM

Deeply rooted. Boldly relevant.

Background

- **Practical necessity:** Merger of Reconstructionist Rabbinical College with Jewish Reconstructionist Federation
- **Strategic opportunity:**
 - Capture the energy inherent in – and growing from – the movement
 - Revisit the essence of Reconstructionist Judaism
 - Raise profile in the public sphere
 - Increase participation in programs & communities
 - Broaden & deepen our base of support

Our process

- “The most participatory process we have ever seen.” – Farra Trompeter, Vice President of Big Duck
- Arrived at identity in truly Reconstructionist way
- Participatory, inclusive, lay-clergy input
- 1 year, 1,000+ Reconstructionists across North America
- Webinars, online surveys, in-person town halls
- Final review by congregational leaders and rabbis
- Approved unanimously by Board of Governors in Oct. 2017

Reconstructing Judaism

- Emphasizes it's an active process – “doing” Jewish
- Clarifies what we do
- Our name is now our mission

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- Clarifies that we live at the intersection of past and future
- “Relevant” is an imperative, a promise, not a descriptor

- Sprouting leaves – symbolize spreading joy, innovation & resilience
- Hand-drawn style – speaks to our *heimish* & eclectic personality
- Green colors – reinforce growth concept & environmental focus
- Varying shades – convey participatory nature
- *Midrash* – on the eighth day humans begin to co-create



RECONSTRUCTING JUDAISM

How we are reconstructing Judaism

- Auerbach entrepreneurial grants
- Building and seeding affiliated communities
- Camp Havaya & Havaya Arts
- Evolve
- Faculty research & scholarship
- Hashivenu podcast
- Learning networks
- Multifaith chaplaincy project
- Plenum
- Presidents' forums
- Rabbinic changemakers
- Regional *shabbatonim*
- Resilience project
- Ritualwell
- ...& more, including **Convention 2018!**

Reaction



THE NEW YORK JEWISH
WEEK



STL  JEWISH LIGHT

JEWISH EXPONENT
— WHAT IT MEANS TO BE JEWISH IN PHILADELPHIA —



THE TIMES OF ISRAEL

CLEVELAND
Jewish News



PITTSBURGH
Jewish Chronicle
Connecting Jewish Pittsburgh

BALTIMORE
Jewish Times



JEWISH NEWS
YOUR COMMUNITY WEEKLY SERVING GREATER PHOENIX AND NORTHERN ARIZONA

“Nice evolution.”

- Ruth W. Messinger, Global Ambassador, American Jewish World Service

“Spot on ... green was a great symbolic color choice ... the tagline describes our community succinctly and well.”

- Rabbi Fred Scherlinder Dobb, Adat Shalom, Bethesda

“The new brand and message looks amazing.”

- Amanda Lang, Director of Marketing and Communications, National Council of Jewish Women

“It captures Kaplan's larger vision as I understand it as well as 21st century society, youth, and zeitgeist as I understand it.”

- Barry Chazan, Professor Emeritus of Education, Hebrew University, Professor at Spertus College, Advisor to I Center For Israel Education

“It fits in perfectly with Kaplan's exhortation that we begin by Reconstructing ourselves. This formulation which I found in the diary is much more compelling than Reconstructionism and fits in well with the new emphasis on action.”

- Mel Scult, Professor Emeritus of Judaic Studies at Brooklyn College, Professor Emeritus of History, City University of New York, Graduate Center

“It looks and sounds great. I know how much work goes into these kinds of processes, and how complicated it can be.”

- Judith Rosenbaum, Executive Director, Jewish Women's Archives

“Really a powerful statement and beautiful, clean, strong visually.”

- Rabbi Myriam Klotz, Director of the Spirituality Initiative, Hebrew Union College-Jewish Institute of Religion (HUC-JIR)

www.ReconstructingJudaism.org



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