



THE MOMENTUM CAMPAIGN

WE WERE MADE FOR **THIS MOMENT.**



We are living through a time of enormous change—just like our ancestors before us. Drawing on their wisdom, we can shape our future.

Reconstructionist Judaism is grounded in the belief that change is constant. We embrace Judaism as the evolving religious civilization of the Jewish people.

A Reconstructionist approach to Jewish living and community empowers thousands of people of all backgrounds to live meaningful, purposeful, connected Jewish lives, even as we navigate seemingly endless uncertainty. Our rabbis, educators and laypeople co-create diverse, participatory, joy-filled communities that embrace Jews of all backgrounds and the people who love us. Our moral voice brings a clear, non-fundamentalist religious perspective to the public square. And as new modes of gathering emerge, online and on land, Reconstructionists bring our deeply rooted values and tradition of bold adaptation to everyone seeking meaning and community in Judaism.

Over the last 60 years, we have become a movement of leaders and congregations who incorporate these values into thriving, diverse and inclusive Jewish communities. More than 400 Reconstructionist rabbis make a difference worldwide, serving nearly 100 affiliated congregations encompassing more than 16,000 households as well as tens of thousands of people in hospitals, senior centers, on college campuses and using the entrepreneurial skills they learn at our seminary to create new opportunities for service. Every year, hundreds of thousands of Jewish seekers are drawn to our resources online.

We are now working toward exponential impact. Reconstructing Judaism has a new strategic plan for our work between now and 2026. We have the opportunity, as never before, to strengthen our communities and help create new ones, train stellar rabbis and partner with each other to reach ever more people who are seeking a rooted and relevant Judaism.

We need your partnership to get there. The following is an overview of what we can create together and why we want you to be part of it.

Sincerely,



Deborah Waxman
Rabbi Deborah Waxman, Ph.D.
President and CEO



Seth L. Rosen
Seth L. Rosen
Chair, Board of Governors

OUR CURRENT WORK



Reconstructing Judaism powers the Reconstructionist movement and beyond. We support and uplift congregations, *havurot* and individuals; train and educate rabbis and other Jewish leaders; and convene thousands of people through online experiences and platforms.

Throughout our history, the most important work of Reconstructionist Judaism has been to build communities where engaged Jewish living and the chance to lead are available to everyone – including people who may have believed that those opportunities were not open to them in Jewish life. We have acted out of the conviction that this is a necessity for the entire Jewish community and helps every person to grow. We have championed egalitarianism, and are a home for interfaith families, LGBTQ and BIPOC Jews and Jewish spiritual seekers of all stripes. We are committed to advancing racial justice, equity and inclusion within our movement and beyond, while striving to combat antisemitism through engagement, education and advocacy. We do this work in the following ways.

A movement of communities

We support nearly 100 affiliated congregations across North America and beyond, each of which uses a Reconstructionist approach to learn and create community. Through our congregational support, conventions, creative liturgy and resources, and opportunities for connections across communities, we help congregations of all sizes and their members be part of something larger, and strengthen one another by sharing their challenges and solutions. We also provide resources and counsel to emerging Reconstructionist communities, cultivating new and diverse expressions of Jewish belonging.

Transformative rabbinical education

We train the next generation of innovative rabbinic leaders. The Reconstructionist Rabbinical College is dedicated to studying and teaching Judaism as an evolving religious civilization, ensuring that Reconstructionist rabbis are deeply rooted in Jewish texts and traditions and also equipped to co-create a vital Jewish future. Our fieldwork-intensive curriculum prepares rabbis for diverse leadership roles, with hands-on opportunities to learn with and from our alumni serving in congregational, pastoral, campus and entrepreneurial settings.

Innovative platforms for connection

We spark innovation and foster new expressions of Jewish community. Ritualwell and Evolve, our flagship online platforms, inspire people around the globe, and our podcasts on resilience and dialogue across difference help a diverse constellation of Jewish seekers connect and flourish.

Reconstructionist values in the public square

More than ever, the world needs a Reconstructionist perspective — our clear and grounded non-fundamentalist religious viewpoint. We are unafraid to lead on challenging issues and will continue to speak out and offer leadership for causes that embody and reflect our values. Through movement-wide efforts such as the Tikkun Olam Commission and the Joint Israel Commission, as well as multifaith initiatives, the Center for Jewish Ethics and social justice programming, we advocate for our values and ideals in media, government, Jewish communal institutions and beyond.



WHERE WE'RE GOING



Reconstructing Judaism brings together thousands of people who share a commitment to an inclusive Jewish future. In 2021 we created a new strategic plan for our work through 2026--a plan designed to position us for greater impact and effectiveness in the decades to come.

We are committed to five priority areas:

- Support communities
- Expand our platforms for connection
- Train a new generation of Reconstructionist rabbis
- Advance racial justice within the Reconstructionist movement and beyond
- Build a sustainable organization

Support communities

With roughly 100 diverse communities worldwide, the families and individuals who make up our affiliated congregations and *havurot* are the backbone of our movement's vibrancy. This campaign will help us better support their visions and goals.

We'll strengthen our established communities and nourish newly emerging expressions of Jewish community that reflect a Reconstructionist approach. Specifically, we will create more opportunities for Reconstructionists and our allies to collaborate — dreaming up and realizing new initiatives in communal life that will energize both existing and emerging communities. We will continue to support Camp Havaya as it educates and inspires our youngest community members — who will imagine and create Jewish life in the decades to come. Our team of passionate staff members will continue connecting affiliated communities, bolstering outreach to potential affiliates everywhere and creating seats at national and international tables for Reconstructionist voices.



730 people from congregations and *havurot* around the world came together for our March 2022 Convention.

"I was excited to find a movement that was so inclusive, participatory and democratic."

Daniel Richman
2018 Shapiro Fellow

Expand our platforms for connection

Ritualwell draws more than 20,000 unique visitors each month, and we continue to break new ground with initiatives like Evolve, online classes and our podcasts.

These platforms enable us to apply a Reconstructionist approach to benefit the broadest possible audience. They function at the intersection of lifelong learning, meaningful and respectful dialogue across differences, creative spiritual practice and web-based *havurot*. There is substantial demand for the Jewish connection and community they offer, especially among unaffiliated individuals, and we need to expand their reach in order to maximize their impact.

In the next five years we will serve as a laboratory for rabbis and other spiritual entrepreneurs, modeling new ways of practicing pluralism and civil discourse while also celebrating the distinctiveness of our traditions, values and practices. We will continue to experiment with digital resources to enable people to explore Jewish answers to their questions and to generate and share new ideas and practices, all the while connecting with others. We will also strategically cultivate networks of platform users to create enduring relationships and nurture cultural expressions of Jewish life that complement religious approaches.

"Ritualwell is a gift, and it is a gift of knowing that right now in this moment in the universe, someone else is thinking, writing and praying too. That is the gift that Ritualwell has given me as a contributor and member of this precious and sacred community."

Devon Spier
Ritualwell contributor



Train a new generation of Reconstructionist rabbis

We need bold rabbis and educators to create meaningful opportunities for people of all ages to engage in impactful Jewish learning and live informed by Jewish wisdom and practice.

We already work to recruit and educate rabbinical students who reflect the diversity and evolving needs of our communities, and to reimagine and redesign rabbinic learning to be more in step with the lives and aspirations of our rabbis and the lay people with whom they will partner in their long careers.

In the next five years, through a new curriculum that focuses on immersive internships, we will expand opportunities for our rabbinical students to engage with our affiliated communities and to serve in other settings where they will work with experienced rabbis across North America. We will increase scholarship offerings – with the goal that every person who aspires and has the potential to become an excellent rabbi should have the opportunity to do so at the Reconstructionist Rabbinical College. We will invest in our signature initiatives focusing on social justice and multifaith studies, utilize emerging modalities of learning and co-create cutting-edge educational offerings. We will ensure all students have a meaningful experience in Israel, including study during our summer Israel term in partnership with secular *yeshivah* BINA, the Jewish Movement for Social Change.

"One thing that has been amazing at RRC is the kind of support that is always available for you from faculty. And without the generous financial contributions from donors, I wouldn't have had the opportunity and the space to explore the multifaceted nature of what it means to be a Jewish leader."

Rabbi Sarah Brammer Shlay '22



Advance racial justice in the Reconstructionist movement and beyond

Inclusion is a core value of our movement. With humility, we build on our historic leadership in advocating for the rights of women and LGBTQ people in Jewish spaces to advance racial justice in our communities.

We commit to striving to become an antiracist organization, to diversifying our movement at all levels, to enacting transformative allyship and to leveraging the power and the richness of our traditions to lead the fight for racial justice in partnership with other values-aligned organizations. We are striving to amplify the voices of Jews of Color and other BIPOC members of the Reconstructionist community, both within our movement and in the public square. We do this work while acknowledging the intersectionality of different axes of exclusion and recognizing the continued need to sustain our historic commitments and to seize opportunities to support and institutionalize a culture of inclusion across our movement, particularly with regard to disability inclusion.

"As Jews and Reconstructionists, we must actively tear down barriers to inclusion. Whether they exist out of ignorance or malice or even indifference, we have a moral and religious obligation not just to remove those barriers but to build pathways."

Reconstructing Judaism
Commitments to Racial Justice



"Hinini | הניני: Belonging, Memory, Action" was created in response to Reconstructing Judaism's "Day of Learning on Reparations" on August 8, 2021, inspired by themes of struggle and liberation in a famous quote by Toussaint Louverture, and informed by the symbolism of trees and the act of teshuvah. Artist Marjorie Attignol Salvodon is a Camp Havaya parent and member of Congregation Dorshei Tzedek, West Newton, MA.

Marjorie Attignol Salvodon "Hinini | הניני: Belonging, Memory, Action" Collage: paper, thread, cotton twine rope, foam, glue. 28"x 20" April 2022 | Nisan 5782

Build a sustainable organization

We must grow and adapt so that we can meet the evolving needs of the people we serve and our movement can thrive in an ever-changing communal landscape.

We prioritized synergy, impact and efficiency when we created one central organization to house our rabbinic seminary, our congregational movement and our centers for community building, innovation and impact. Now, we aim to strengthen our development work, communications and staffing infrastructure so that we are equipped to deliver on our mission and goals at the highest level for years to come.

In the next five years we will build a revenue model that ensures our long-term financial sustainability. We will expand our social media presence and representation in established media, develop resources that shape contemporary expressions of Jewish practice and serve as a think tank that combines scholarship and practice on cutting-edge issues. We will also work with the leadership of Camp Havaya to help our vital camp community accomplish the same.



Members of the 2022 graduating class of Reconstructionist Rabbinical College at their graduation ceremony in May 2022.

"This is an organization that the world needs right now. It needs our courageous and vulnerable leadership. This is an organizational that is truly looking to build the world from compassion and love."

Rabbi Benjamin Barnett '06

THE MOMENTUM CAMPAIGN

WE NEED YOU TO BE **PART OF THIS.**



The Momentum Campaign is Reconstructing Judaism's multiyear fundraising effort that commits us to a bold future. Together we are setting out to raise \$10 million by 2024. Your gift will help make that possible.

Unrestricted gifts

Unrestricted gifts will support the emerging work of making our strategic plan a reality. Consider a multiyear commitment to underscore your dedication to this shared effort.

To express our thanks for your unrestricted gift, we have created several opportunities for named appreciation. These opportunities can be named for you, a loved one or in recognition of an issue that is important to you. In addition, all donors will be invited to special thank you events and, should you so wish, our virtual thank you wall.

Our thanks in a weekly *divrei* Torah

For your gift of \$1,800 we'll thank you with recognition on one of the weekly *divrei* Torah (Torah commentaries) on our website.

Maximize your impact with a 5-year pledge of \$9,000 total.

Our thanks in a Shabbat/Holiday Box

For your gift of \$3,600 we'll thank you in one of our Shabbat or Holiday Boxes, which help our members celebrate with meaning.

Maximize your impact with a 5-year pledge of \$18,000 total.



Our thanks in a podcast episode

For your gift of \$5,400 we'll thank you during an episode of one of our podcasts.

Maximize your impact with a 5-year pledge of \$27,000 total.

Our thanks in an online event

For your gift of \$10,000 we'll thank you with recognition during a Ritualwell Immersion or Evolve Web Conversation, one of our diverse online learning opportunities that brings together respectful dialogue across difference, artistic Jewish expression and more.

Maximize your impact with a 5-year pledge of \$50,000 total.

Our thanks on Ritualwell.org

For your gift of \$18,000 we'll thank you with a month of creative and ritual engagement at Ritualwell.org, our most popular online platform with a community of more than 20,000 monthly visitors.

Maximize your impact with a 5-year pledge of \$90,000 total.

Target your gift

Make a more specific investment with your gift with our targeted giving opportunities. These opportunities are a way to dedicate your gift to a particular part of our work. We welcome a chance to customize your impact. Other areas of investment include faculty support; RRC's Israel summer; community programming; racial justice, equity and inclusion work; our online platforms for connection; and more. Please contact momentum@reconstructingjudaism.org to discuss a tailored suite of giving opportunities.

Scholarships for Rabbinical Students

Rabbis are the engine that power our evolving Jewish civilization. RRC's mission to educate leaders rooted in a Reconstructionist approach has never been more critical. Giving to the rabbinical program has a deeply felt impact - not only by the students who are able to study thanks to your gift but the people they will support, inspire and build community with for generations to come.

\$10,000: Support a rabbinical student with a named scholarship.

\$28,000: Support a full tuition scholarship for one year.

\$50,000 over five years: Sustain your scholarship for the full five-year program.

\$140,000 over five years: Support a student's full tuition over the five-year program.

\$200,000 or more: Endow a perpetual scholarship.

Field Internships

\$50,000 over two years: Sponsor the first year of a student's immersive internship and provide seed funding for a second year. This model of funding helps our host organizations understand the value of rabbinical student internships, and encourages them to ultimately fund internships directly.

\$75,000 over two years: Fund the entirety of a two-year internship, offering the support of a rabbinic intern to an organization that may otherwise not have the means to create this opportunity as well as creating rich learning opportunities for a student.

GIVE ONLINE & LEARN MORE AT:

reconstructingjudaism.org/momentum



WE WERE MADE FOR **THIS MOMENT.**



Rabbi Mordecai Kaplan, the founding thinker of Reconstructionism, challenged future generations like ours to reconstruct Judaism for our own time, and to raise our voices in the unfolding Jewish chorus.

In these times of disruption and uncertainty, this is our moment to take up his challenge once again, and to create a dynamic, inclusive and meaningful approach to Judaism for the 21st century.

We have already built a strong foundation. In the years ahead we'll build on it and co-create more welcoming, diverse, participatory, joy-filled Jewish communities.

Help us sustain this momentum. We want you to join us in making it possible. **We can't wait to do it together.**



RECONSTRUCTING JUDAISM



**RECONSTRUCTIONIST
RABBINICAL COLLEGE**
Deeply rooted. Boldly relevant.



**RECONSTRUCTIONIST
PRESS**



EVOLVE
GROUNDBREAKING JEWISH CONVERSATIONS

ritualwell
TRADITION & INNOVATION

HAVAYA
summer programs



Reconstructionist
RABBINICAL ASSOCIATION

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