

The Mr. Rogers Approach

to Outreach

Steps



Location Inventory

Identify community organizations, small businesses, and other points of gathering within a 15 block radius of your home or primary gathering location.



Engagement Decisions

Decide how you are going to engage each location. Will you advertise future events there? Will you form an activity partnership? Will you do an event there? Who will do what actions? Be creative!



Evaluation

After several weeks, meet and discuss: was it worth the time and effort?

Hamakom:

Tucson's Reconstructionist Synagogue

122 N Craycroft, Tucson AZ 85711





Location Inventory

Identify community organizations, small businesses, and other points of gathering within a 15 block radius of your home or primary gathering location.

Use Your Knowledge



Starbucks at Highland Plaza: Has large dining room and bulletin board.

The Little Theater: Performing arts center that often does low-cost advertising of seasonal community theater productions.

Imam Abu Hanifa Islamic Center: mosque where rabbi has good relationship with imam.

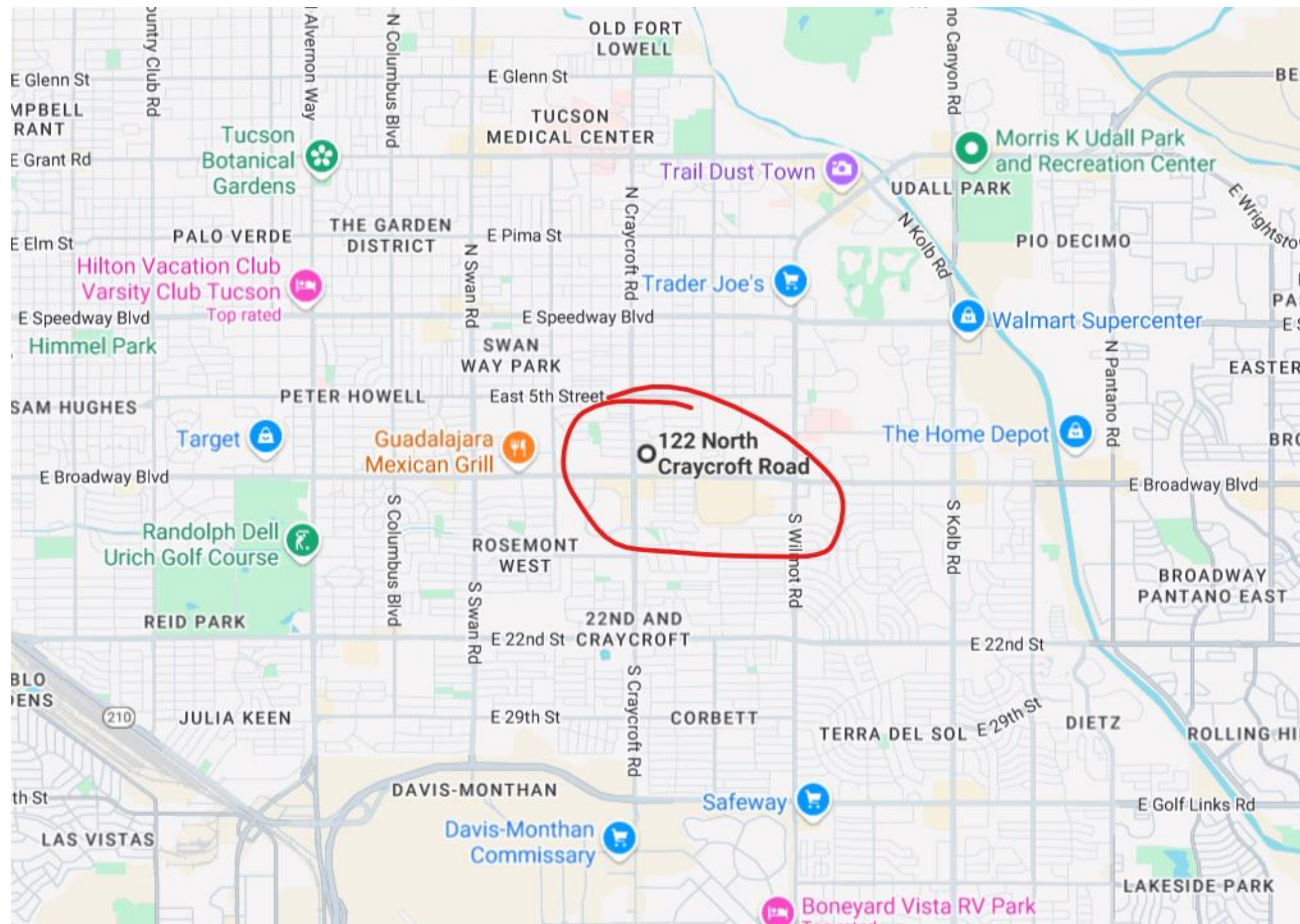
Midtown Vegan & Deli Market: large community events bulletin board, have had events catered by them. Popular among some members.

Barnes & Noble: has local author readings and events. Coffee shop inside.

First Brethren Church: takes many left-wing public stands esp on immigration and Middle East. Has popular peace-values summer day camp.

Rincon High School: home to a nationally recognized jazz band program & other performing arts of high quality.

Use An Online Map





What are you looking for?

Congregations of other faiths, esp those that have similar values.

Cafes / coffee houses

Libraries

Community Theaters

Museums

Food co-ops

High schools (public, private, all kinds)

Popular places for families w/grade school kids





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Mutual benefit

Minimal work*

Fun

Strengthen the local “web”

**Meet people where they
already gather**

**Make your home useful
to the community**

**Utilise congregants’
other passions**

**Spotlight underappreciated
lay leaders & staff**

STARBUCKS AT HIGHLAND PLAZA:

Engagement plan:

Adult Ed committee to begin meeting there every other month. Will bring flyers or if they'll allow, small posters welcoming people to upcoming events for bulletin board.

Committee will also review other notices on bulletin board and report any upcoming events or announcements that might provide opportunities for the congregation to (a) promote itself or (b) be a good neighbor to another local organization and promote their upcoming event (strengthen the local web).



THE LITTLE THEATER

Engagement plan:

Stage 1: Get their schedule. Ask if there can be a special “Hamakom Night at the Little Theater” in which shul members can buy tickets at a discount. Ask for their promo materials and post / announce them. Find out cost of being a sponsor of an upcoming performance & consider doing it to get in the program. Write a review of the performance in your newsletter & share it with them (but only if it’s positive.)

Stage 2: Create a new community-wide event in partnership with the theater: a post-run evening of discussion of their latest production. Have the director and several cast members be panelists and have one of your committees (arts? / adult ed?) provide the moderators who will ask them questions about their artistic decisions and their own reflections on the run. Let them recruit people to audition or volunteer for their crew. Invite them to video record the event if they want, to use clips however they may like. With the theater as your partner, publicize this event as widely as possible in the local community. It’s for everyone. If you can, provide some coffee and homemade baked treats, and of course promote membership in the synagogue too. Invite local press.





Evaluation

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and discuss: was it worth the
time and effort?



Guidelines

ALWAYS collect names and contact info of everyone attending. Don't ask "are you Jewish," but do ask "would you like for a member of our community to contact you?"

When new members join, make sure to ask how they learned about your synagogue and use that info to measure the success of your outreach efforts.

Make swag available at all events that includes your website, and make sure your website's home page is easy to use for potential new members.



Guidelines

If you go a year without any evidence that you're gaining any members from a particular engagement strategy, drop it unless there's some other benefit you're realizing from it. If it's extremely low effort on your part to keep it going and it helps you be a good neighbor to other groups, you can keep it going. But be prepared to change engagement strategies anytime.

Keep it fun. If it isn't fun, don't keep it going.



אָמַר שְׁמוּאֵל: לְעוֹלָם אַל יוֹצִיא
אָדָם אֶת עֵצְמוֹ מִן הַכָּלָל.

**Shmuel taught: a person
should never separate
themselves from the
community.**

BT Berachot 49b

