

# Engagement Talking Points!

Jewish Engagement begins with relationships! These are peer-to-peer relationships which are rooted in shared values and a dialogue with Jewish tradition. These relationships are nurtured over a long period of time.

The 20th Century was a time when Jewish identity was defacto and organizations were of great importance in the lives of Jewish individuals. In 2018, having a Jewish identity and living a Jewish life is a choice. The construction of one's identity is fluid and open. The way individuals define who is a Jew, view the Jewish community, access Jewish content, and relate to Jewish institutional life, has shifted dramatically.

Thinking about Jewish experiences, the goal is no longer attendance, but rather, impact.

When we discuss the changing landscape of Jewish life in North America, we are not talking only about Millennials. These concepts are relevant across all ages and stages of life.

Rabbi Mike Uram suggests that we use new language to describe different populations of Jews: Engagement and Empowerment Jews. Each group has unique characteristics and needs.

We strive to be co-creators, helping individuals access Jewish content and create a Judaism that is relevant and meaningful to them and embedded in the natural rhythms of their lives.

The goal of Jewish Engagement is not to dispense of traditional Jewish organizations, rather, to encourage traditional organizations to consider a second or parallel business operating model. One that is flexible in structure and focused on relationships and the needs of the individual, and which offers entry points to traditional organizations for those who are interested.

Once we have nurtured relationships, which are authentic and infused with Jewish content, we become relationship architects. We help individuals meet others and connect networks of people which lead to Jewish micro communities that are networked together.