

GatherDC

THE 2017 GREATER WASHINGTON JEWISH COMMUNITY SURVEY + OUR WORK



86,400 JEWISH YOUNG ADULTS

There are approximately 86,400 young professionals (ages 18-39) across the DC-Metro area. GatherDC currently connects with 5,000+ of them weekly through our social media, newsletter, website, and blog - and is committed to reaching more through one-on-one outreach, volunteer ambassadors, and diverse programming.



GATHERDC AS THE GO-TO RESOURCE

16% of Jewish young adults reported that they had attended a GatherDC program in the past six months - making GatherDC the second most recalled Jewish organization across the DMV (second only to Sixth & I Historic Synagogue). GatherDC has become the go-to resource for Jewish young adults seeking to connect to Jewish DC life.



NON-DENOMINATIONAL JUDAISM

40%+ of Jewish young adults chose "none" for the denomination of Judaism with which they most identify. Many simply identify as "Jewish" without needing to be associated with a specific sect. Understanding this, GatherDC creates spaces and builds community where everyone, regardless of denomination, can find their place in Jewish life.



VOLUNTEERISM WITH YOUNG ADULTS

In the past month, 41% of Jews across the DC-area participated in volunteer activities. GatherDC recently employed a full-time professional dedicated to helping Jewish young adults discover volunteer opportunities, and connect with others who share a passion for tikkun olam (repairing the world).



JUDAISM WITHOUT WALLS

Only 19% of DC-area Jews belong to synagogues. GatherDC provides welcoming, inclusive Jewish spaces for young adults to discover lasting, meaningful adult Jewish identities with alternative programming, holiday events, happy hours, and Jewish learning opportunities outside of traditional, synagogue walls.

INFO@GATHERDC.ORG



WWW.GATHERDC.ORG

The above is based on data from the 2017 Greater Washington Jewish Community Demographic Study, funded by The Morningstar Foundation, and conducted by The Cohen Center for Modern Jewish Studies and The Steinhardt Social Research Institute at Brandeis University



BUILDING A WELCOMING JEWISH LIFE FOR DC'S 20S AND 30S

Over the past year, GatherDC has successfully helped thousands of 20s and 30s across Jewish DC find their people and their place in our community.



400

1:1 MEETINGS

In the past year, GatherDC team members went on 400 coffee dates with young adults in the DC-area, building meaningful relationships and engaging hundreds in Jewish life.



6,150

SOCIAL MEDIA ENGAGEMENT

GatherDC has exponentially grown its social media presence on Facebook, Twitter, and Instagram, creating an engaged online community for 20s and 30s.



190K

GATHERDC.ORG USERS

GatherDC.org had 190,000 page views in the past year, a 60% increase from the previous year. 78% of these users are 20s and 30s somethings.



5K

NEWSLETTER READERS

GatherDC's newsletter is sent to 5K+ DC 20s and 30s weekly, making it easy for them to find what they need to live a vibrant Jewish life.



75

BEYOND THE TENT

GatherDC hosted two Beyond the Tent retreats with 75 participants total. 100% felt inspired to connect more deeply with Jewish life in their community after the experience.



45

OPEN DOORS FELLOWSHIPS

GatherDC hosted its fourth Open Doors Fellowship. This 6-month program has led to 45 new ambassadors of DC Jewish life who connect with hundreds of local young adults.

BUILDING A WELCOMING JEWISH LIFE FOR DC'S 20S AND 30S 2017-2018 HIGHLIGHTS

1.3K



HAPPY HOUR ATTENDEES

In the past year, 1,300+ 20s and 30s attended GatherDC happy hours at bars across the city. Attendees have met new friends, roommates, and even future spouses.

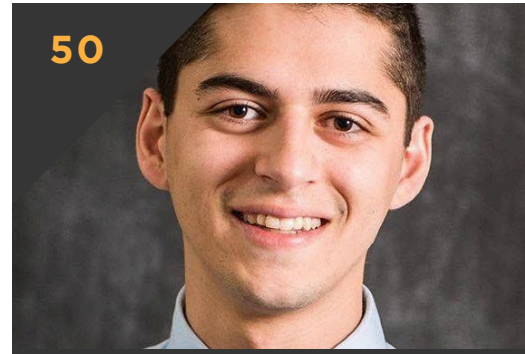
4K



PERSONAL CONTACTS

By implementing a CRM, GatherDC has developed a sophisticated database of 4,000+ personal contacts representing 400+ organizations across the DC area.

50



"PEOPLE OF THE WEEK"

Each week, GatherDC highlights a "Jewish Person of the Week." This year, 50 adults in their 20s and 30s, with diverse backgrounds and interests, have been featured.

25



This Friday, March 31st, I'm hosting a [Shabbat dinner](#) specifically for people who are new to the city. It'll be a great way to meet new people, so make sure that you're included! Spots are filling quickly and there are limited spots left. When you register, be sure to use the discount code [NewishDiscount](#) (case sensitive) to get **20% off**. All food will be vegetarian. See you there!

Whenever I'm in a new place, I always check out the [coffee scene](#). There are always some hidden gems here in DC. In this month's New-to-DC blog, I wrote about my [5 favorite coffee shops in DC](#). Read up and head out to one of them! (Then make sure to tell me if you agree with my choices.)

GATHER BLOGGERS

25 individuals contributed original articles to GatherDC's blog in the past year. This deepens their connection with the DC Jewish community, and expands the reach of GatherDC's blog.

62



MINI GATHERINGS

GatherDC hosted five Mini Gathering cohorts, with 62 attendees total. These intimate experiences created lasting friendships and helped young adults deeply explore their unique Jewish identities.

900

7	8	9	10	11	12	13
Being in Circle: Doing Good with the Jewish Food Experience 6-15 am	Congregational Conversations @WHC Academy - American Jews and Israel 7-15 pm	17th Annual Young Diplomats Reception 6:00 pm	Paint and Sip Night! 6:00 pm	City of Trees: Film Screening & Panel 7:00 pm	Shabbasana: Pre-Shabbat Yoga 6:00 pm	Adult B'nai Mitzvah Service and Celebration 9:30 am
Deep Dive: Torah with Commentaries 6:00 pm	Israeli TED: Israeli Stories Worth Spreading 7:00 pm	African Americans and Jews: Through Music, Living the American Potential 7:30 pm	Neil Simon's Brighton Beach Memoirs 7:30 pm	Beyond Belief: Jewish Views from God to Atheism 7:30 pm	Shabbat w/ MessorahDC 6:30 pm	Adult B'nai Mitzvah Service and Celebration 9:30 am
Jewish American Heritage Month Lecture with Dr. David Dalin 7:00 pm	African Americans and Jews: Through Music, Living the American Potential 7:30 pm	Neil Simon's Brighton Beach Memoirs 7:30 pm	City of Trees: Film Screening & Panel 7:00 pm	Shabbasana: Pre-Shabbat Yoga 6:00 pm	Shabbat w/ MessorahDC 6:30 pm	Adult B'nai Mitzvah Service and Celebration 9:30 am
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PARTNER EVENTS

900+ Jewish events for 20s and 30s from across our community were featured on GatherDC's online calendar, representing a wide range of Jewish organizations.



BEYOND THE TENT

an immersive retreat to explore jewish identity

Since 2016, over 100 young adults have experienced a life-changing weekend outside of DC where, over the course of 3 days, participants have deep, intimate conversations about their unique Jewish identity, while making lasting, meaningful friendships.

"Being in nature and reflecting on the different paths to Judaism on [Beyond the Tent] inspired me to explore my own Jewish identity, values, and perspectives on a deeper level. I credit GatherDC's Beyond the Tent retreat with igniting my curiosity about my own Jewish path, and engaging subsequently with many Jewish spaces and communities. This retreat was pivotal for me to get more involved in Jewish programming across DC."

- Meleia, Beyond the Tent alumni



"After living in DC for a year and not meeting any Jewish friends, I went on Beyond the Tent. The retreat was a way to have introspective conversations, to ask big questions, and to have a space for me to be vulnerable. It showed me that there is a lot in DC in terms of Jewish life. [Beyond the Tent] was how I built my social circle in DC, and motivated me to then become a resource to help others build their own Jewish community in DC as well."

- Eric, Beyond the Tent alumni



inspired

100% of Beyond the Tent attendees said they felt **inspired to connect more deeply to Jewish life** after taking part in the retreat. Many participants now regularly engage in Jewish programming, holidays, Torah study, Shabbats, and more with their peers across DC.



connected

100% of Beyond the Tent participants reported that they **made new connections** with other Jewish 20s and 30s in DC. From this retreat, attendees have made new friends, met partners, and created social circles from which they attend and host Jewish experiences together.



seal of approval

100% of Beyond the Tent participants would **recommend this experience to a friend**. Beyond the Tent has garnered an extremely positive reputation across Jewish DC. It now regularly receives over 50 applicants to every retreat due to favorable feedback from attendees.

BEYOND THE TENT

an immersive retreat to explore jewish identity

what are the goals, mission, and vision?

- Beyond the Tent provides young Jewish adults with a new way from which to discuss, wrestle with, and discover their unique Jewish identities.
- We reach beyond existing boundaries of Jewish life to inspire young adults to explore Judaism who may not feel comfortable in a traditional synagogue or Jewish setting.
- We spur meaningful conversations about how to have a relevant, active meaningful Jewish life that can continue far beyond the retreat.
- We connect 20s and 30s from various backgrounds in terms of religiosity, marital statuses, age, and interests so they can build lasting friendships with diverse peers.
- We are devoted to a thorough follow-up plan with emails, calls, coffee dates, and invites to future programs so participants stay engaged, and find their place in DC Jewish life.



what do participants say?

- 96% of participants learned about themselves as a result of this experience.
- 87% of attendees left the experience with a better understanding of their Jewish identity.
- 90% feel a deeper connection to Judaism after attending the retreat.
- 97% of attendees were challenged to think in a new way during the weekend.
- 94% said that this experience felt different to them than previous Jewish experiences.
- 75% left wanting to continue the conversations started on the retreat with other participants.
- 81%+ are interested in future get-togethers with participants, meeting with GatherDC staff, and taking part in a regular discussion or Torah study group.

beyond-the-tent.squarespace.com

The above data is based on a survey completed by 100% of participants from the 2018 Beyond the Tent retreat.



ALTERNATIVE YOM KIPPUR

SEPTEMBER 30, 2017

This year, GatherDC hosted an Alternative Yom Kippur Experience in a beer garden, followed by a meaningful service project and soulful discussion. This experience provided 20s and 30s across Jewish DC with welcoming spaces to personally connect with the holiday, meet new friends, and explore their unique Jewish identity.

"This was the most meaningful service I've ever taken my husband to. He could relate, he wasn't bored, he felt welcomed and included. It was amazing that we got to reflect together and meet other interfaith couples. I truly hope this happens every year and can be a new Jewish tradition we can do together." -

Jenna, age 30, part of an interfaith marriage



"Yom Kippur is the hardest holiday for me to get meaning from, but this experience led me to do deeper, compassionate self-reflection. I left the service feeling lighter, and understanding why I want to keep Judaism an active part of my life. I could gush forever about this. Such a lovely way to head into the new year. THANK YOU for doing this!" - SJ, age 28



128

alt yk participants

128 young adults eagerly attended the Alternative Yom Kippur Experience. They journaled, meditated, sang, reflected, analyzed Jewish texts, and listened to inspiring words from Rabbi Aaron Potek and Obama White House speechwriter Sarah Hurwitz.



40

yom kippur volunteers

Following the morning experience at the beer garden, 40 young adults made lunches to be donated to S.O.M.E for those facing hunger across DC. These volunteers had a meaningful experience giving back, and meeting others who share their passion for *tikkun olam*.



35

2nd taste of yk

To accommodate the 50 adults who were on the waitlist for the Alternative Yom Kippur Experience, we hosted a second experience later in the day. 35 participants engaged in a soulful discussion about the holiday, analyzed texts, and heard meaningful words from Rabbi Potek.



ALTERNATIVE YOM KIPPUR

SEPTEMBER 30, 2017

Goals, Mission, and Vision

- GatherDC ensures that **20s and 30s across DC find their people and their place** in our Jewish community, however it best works for them.
- We **reach beyond existing boundaries** of Jewish life to inspire young adults to explore their Jewish identity. This experience took place in a beer garden that was accessible for those who may not feel comfortable in a traditional synagogue or Jewish setting.
- We create innovative Jewish experiences that combine **fun, meaning, spirituality, and connection**.
- We connect 20s and 30s from **diverse backgrounds** in terms of religiosity, marital statuses, ages, and interests.
- We believe in **building community**. We are devoted to a thorough follow-up plan with emails, phone calls, coffee dates, and personalized invites to future programs so participants stay engaged, and feel a part of Jewish DC.

*Response from Participants**

- **100%** of participants would recommend the experience to a friend.
- **95%** of attendees left the experience feeling more connected to the themes of Yom Kippur.
- **58%** learned something new about Judaism from this experience.
- **43%** of attendees would not have attended any Yom Kippur service if GatherDC had not provided this experience.
- **76%** said that they met someone new.
- **71%** felt more connected to Judaism as a result of this experience.
- **90%** of participants are interested in finding more Jewish experiences similar to this one.



*The above is based on a survey completed by 48% of participants from the 2017 Alternative Yom Kippur Experience.



OPEN DOORS FELLOWSHIP

an innovative initiative empowering jewish young adults

GatherDC's signature Open Doors Fellowship is an innovative six-month fellowship that brings together and trains self-proclaimed "people persons" to become go-to leaders, conveners, and facilitators of DC Jewish life.

"Being a part of GatherDC's Open Doors Fellowship has been a great way for me to help people grow into the Jewish community, and a way for me to grow into DC's Jewish community too. Before this, I didn't know how to meet other Jews. Through this fellowship, I've been given access to cool community spaces that I would never have known about before or approached on my own."

- Ben, Open Doors Fellow 2018



"GatherDC's Open Doors Fellowship was really fun! We had a great group of people. It was cool meeting other people in the Jewish community, and we did a lot of community mapping. I was able to learn about every Jewish organization in DC. Now, when I meet someone new, I'm able to be an unofficial ambassador for Jewish life, and can connect people with things they might like."

- Monica, Open Doors Fellow 2017



leadership

Since 2015, GatherDC has hosted four Open Doors Fellowships where a total of 45 young adults across DC have learned together at bi-monthly meetings, attended an immersive retreat, and received staff support to become leaders and conveners of the Jewish DC community.



support

The Open Doors Fellowship runs for 6 months each year. Participants receive valuable leadership, facilitation, and communications training, and financial support to create a unique capstone project to enrich Jewish DC.



friendships

100%* of Open Doors Fellowship participants said that they anticipate staying connected with people they met during this program. Many alumni, several years later, are still closely connected with friends they met during this experience.



OPEN DOORS FELLOWSHIP

an innovative initiative empowering jewish young adults

what are the goals?

- The Open Doors Fellowship helps young adults hone and develop their potential for **community leadership** through ongoing staff support and professional development.
- Fellows serve as the go-to peer ambassadors of our Jewish community, making it possible for GatherDC to reach and connect with thousands more 20s and 30s.
- We **inspire** enthusiastic young adults to understand the ins and outs of DC's Jewish community so they can share this with their peers, and help others discover their fit.
- Fellows develop **meaningful relationships** with one another - and peers across Jewish DC - creating a lasting, diverse network of Jewish friendships among DC's 20s and 30s.
- The Fellowship provides training and financial support to help participants bring to life a unique **capstone project** that enriches DC's Jewish community for their peers.
- GatherDC is devoted to a thorough follow-up plan so Fellows continue serving as leaders and engagers across Jewish DC, and helping others **find their place in DC** for years to come.

what do the fellows say?

"The Fellowship allowed me to affect the Jewish community by encouraging me to listen to the community's needs, and providing me resources to create positive change."

"This Fellowship helped me remember what I love about my Judaism, as well as learn how to work with others to create a Jewish community that speaks deeply to more of us."

"It was amazing to see how the connections we help facilitate between individuals in the community could quickly multiply into so many new relationships across Jewish DC."



gatherdc.org/open-doors-fellowship/

The above data is based on a survey completed by 100% of participants from the 2017 Open Doors Fellowship.



GATHER THE BLOGGERS

a community of jewish writers in our nation's capital

In 2017, GatherDC launched its first-ever cohort of bloggers to create original, innovative content for GatherDC's blog, while connecting participants to one another through writing-based social and educational opportunities across DC.



“ I liked everything about this wonderful program. It simultaneously allowed us to contribute to, connect with, and learn from the DC Jewish community in meaningful ways.
- Max B.

“ I planned on writing about beer for GatherDC, and came out writing about my relationship with forgiveness and Judaism...must be something in the water at GatherDC.
- Ben R.

10



the cohort

10 participants took part in GatherDC's premiere Gather the Bloggers cohort. Participants ranged from those of varying ages, backgrounds, levels of involvement, marital statuses, and interests.

37



the blogs

The cohort of bloggers wrote a total of 37 blog posts for GatherDC.org, generating a plethora of new content with unique perspectives. This content helped increase engagement with GatherDC's newsletter and social media, and enrich our blog

100%



the result

100% of Gather the Blogger participants would recommend this experience to a friend.

GATHER THE BLOGGERS

a community of jewish writers in our nation's capital

what are the goals, mission, and vision?

- Inspire a group of young adults to form a welcoming, intimate micro-community in Jewish DC.
- Establish a diverse group of talented writers who will bring a unique perspective to the blog.
- Spread the word about the GatherDC blog to new subsections of DC Jewish life.
- Create engaging, hyperlocal blog content so readers feel more connected to our local community.
- Provide an outlet for those who relate to Jewish life through writing to share their perspectives.
- Make it easy for participants to continue their involvement in Jewish DC with thorough follow-up.

“ Writing about Jewish DC was one way I was able to look inward about my own identity, and through GatherDC's platform, I could then share those ideas with others. - Jason L. ”

what do participants say?

- 90% said that this experience provided them with an outlet to express their unique ideas and experiences.
- 90% enjoyed the size of this cohort.
- 90% said that they met someone new as a result of the cohort.
- 90% want to continue blogging for GatherDC after the cohort ends.
- 60% of participants want to continue spending time with people they met during this cohort after it ends.
- 45% of participants want to serve as mentors for future GatherDC bloggers.
- 100% of participants would recommend this experience to a friend.



gatherdc.org/stuff-to-do

The above data is based on a survey completed by 90% of participants from the 2017-2018 Gather the Bloggers cohort