

CJL STRATEGIC PLAN AT-A-GLANCE

Developed: April 24, 2019 and Updated: April 13, 2021

When we created this plan, who would have thought we'd be in the middle of a pandemic?

	Short Term SOLIDIFY 2019-2021	Medium Term GROW 2021-2023	Long Term SUSTAIN 2023-2025
Organizational	<ul style="list-style-type: none"> ✓ Small group to solidify organization <ul style="list-style-type: none"> ✓ Revised mission ✓ Revise prayer booklets (Al, Josh, Jan, Jennifer) ✓ Grants <ul style="list-style-type: none"> ✓ Continue with current grants (\$7500) ✓ ID new funding opportunities: Guest Teachers, Teen Medley Grant (Al, Deb K, Patti) 	<ul style="list-style-type: none"> • Staffing <ul style="list-style-type: none"> ○ Add part-time staff ○ Add student intern • Capture Jewish journeys (stories) <ul style="list-style-type: none"> ○ Explore the idea with Josh • Articulate model • Grants <ul style="list-style-type: none"> ○ Apply for new grants to fund programs, model, new staff (Guest Teachers) 	<ul style="list-style-type: none"> • Staff <ul style="list-style-type: none"> ○ Add full-time staff ○ Develop Family Leaders • Jewish Journeys <ul style="list-style-type: none"> ○ Use stories and storytellers for website, events, marketing, ambassadors • Define CJL Model • Grants and Donors <ul style="list-style-type: none"> ○ Continue to apply for grants ○ Develop donor base of graduates, alumni, etc.
Program	<ul style="list-style-type: none"> ✓ Educational, Social, & Life Cycle Events <ul style="list-style-type: none"> ○ Bar/Bat Mitzvah ○ Younger children's groups ○ Girls and GNB Group ○ Holidays & Special events ○ Weddings ○ Shivas 	<ul style="list-style-type: none"> • Continue expanding life cycle events (eg, funerals) • Adding a Boys and GNB Group (new staff?) • Establish Tikkun Olam projects (e.g., farms) (new staff?) 	<ul style="list-style-type: none"> • Continue expanding life cycle events • Continue adding educational and social events for kids • Continue Tikkun Olam projects • Explore new approaches to sustain model
Heart	Alison at the center..... HEART Alison as the midwife

