

SINAI CONNECTIONS' GOAL FOR 2021/2022

To strengthen Temple's culture by developing innovative and inclusive ways for Temple members to connect and enhance their relationships with each other and Temple.

BE A CONDUIT FOR TEMPLE TO CONNECT TEMPLE MEMBERS IN GROUPS AND WITH MEMBERSHIP AT LARGE

1. Extend our appeal to all Temple demographics.
 - Identify new interests that would appeal to different demographics
 - Target the formation of three new groups a year
2. Continue to adapt with the challenging, changing times.
 - Provide Lead training as required to adapt

ENHANCE OUR COMMUNICATION TO CONNECT WITH TEMPLE MEMBERS

1. Use Sinai Connections webpage more purposefully to attract and encourage continued and increased member involvement.
 - Increase hits to Sinai Connections webpages both public and Leads' Tool kit
 - Review usage and update Sinai Connections webpages and Tool Kit every February
2. Explore social media and other methodologies.
 - Identify and encourage younger demographic influencers to spread the word by Facebook and Instagram.
 - Learn and engage in more Social Media

DEVELOP LEADERSHIP OPPORTUNITIES FOR TEMPLE MEMBERS

1. Identify Members who have a passion to lead an interest group with like-minded members.
 - Cultivate Leads by holding a learning session annually on how to enhance Sinai Connections effectiveness.
2. Recognize and refer strong Sinai Connections Leads for other Temple initiatives, as needed

IMPROVE CONTINUED COMMUNICATION AND DIALOGUE WITH OUR EXISTING GROUPS

1. Engage our Leads to encourage opportunities to "do Jewish" and use our Brit.
 - Encourage use of Sinai Connections tool kit
2. Create a Leads' celebration and appreciation gathering annually.

