

Become An

Advocate

For

Inclusion

In Your Community.



Introduce **innovative programs and methods** from the Jewish Outreach Institute (JOI) that reach out to intermarried families and unaffiliated Jews.

Make a difference!



Together, we can...

- **Better understand** the outreach challenges faced by individual Jewish organizations and/or your community at large;
- **Advocate** for new programs that address underserved target populations such as women of other religious backgrounds raising Jewish children;
- **Establish** or deepen your relationships with Jewish communal professionals at organizations like your synagogue, Jewish Federation, or Jewish Community Center;
- **Initiate** conversations with communal professionals and/or your fellow volunteer leaders to identify outreach priorities and strategies.

You can be the catalyst for change in your community.

**The Jewish Outreach Institute provides materials to help you share our programs!
Contact us to receive more information about:**

JOI direct service programs

- Promotional Postcards
- Video and Written Testimonials
- Frequently Asked Questions and Curricula for Program Operators

JOI outreach training

- List of Workshop Topics
- Testimonials

Be a leader. Make change.

Jewish Outreach Institute (JOI) Ambassadors are leaders in their Jewish communities and proponents for change. Through JOI's free resources, programs, and innovative outreach methodology, **JOI Ambassadors** transform their organizations and communities by understanding how to:

➤ **Provide programs to serve the underserved.**

It's important to offer programs that specifically target unaffiliated Jews and intermarried families. These can be broad programs welcoming everyone but should also include niche programming for underserved populations, such as non-Jewish women raising Jewish children (The Mothers Circle), Jewish grandparents with interfaith grandchildren (Grandparents Circle), women Jews-by-choice (Empowering Ruth), and intermarried men (For the Men Initiative). **Connect with JOI to start these programs in your community.**

➤ **Meet people where they are.**

Reach out to the unaffiliated by going to where they are—in secular venues—instead of expecting them to come to us. **JOI's Conference in a Box CD-Rom features several implementation guides for Public Space JudaismSM programs** specific to Jewish and secular holidays and events, such as "Passover in the Matzah Aisle" and "Hanukkah Olive Oil Tasting."

➤ **Direct fellow volunteer leaders and communal professionals—to tools they can use.**

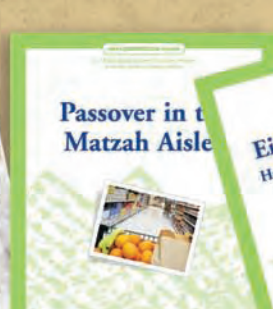
JOPLIN (the Jewish Outreach Professionals Log-in Network) provides resources through its **website and networking on its email listserve for all Jewish leaders committed to outreach and inclusion. Visit www.joi.org/joplin.**

➤ **Join with other like-minded organizations to mobilize for welcoming.**

The Big Tent Judaism Coalition for a More Welcoming Jewish Community is comprised of Jewish organizations from all denominations that are committed to advocating for greater inclusion. **Learn more. Have your organization join the Coalition. Visit www.BigTentJudaism.org.**

➤ **Know your organization and your community.**

Help newcomers find their way by knowing what programs are offered and making appropriate recommendations based on their interests. **JOI offers self-assessment materials to evaluate your organization/community** and its ability to welcome newcomers and include unaffiliated Jews and intermarried families.



Transform!

► Make a good first impression.

Take responsibility for making sure there are greeters to welcome newcomers at all outreach events. A friendly hello and smile can go a long way when it comes to welcoming. **JOI can provide materials to train greeters for your next outreach event.**

► Speak up.

Advocate for the elimination of derogatory and divisive language and epithets from your organization. **Distribute JOI's op-ed about eradicating such oppressive language, "At Seder Table, Pledge Exodus from Negative Language."**

► Translate "insider" language.

Proactively make your organization's materials and website more welcoming by translating "insider" words: Hebrew, Yiddish and acronyms. Include phrases like "all are welcome" and "please join us" to further extend your invitation. **JOI's "Cracking the Code: A Pocket Glossary of Commonly Used Jewish Words" is a helpful resource for newcomers who may be unfamiliar with "insider" language.**

We look forward to helping you make your organization and community more welcoming and inclusive!



Learn more.

What is a JOI Ambassador?

A JOI Ambassador is someone who believes in the work of the Jewish Outreach Institute to create a more inclusive Jewish community; wants to help JOI expand its reach; and is willing and able to dedicate time and leadership to advocate for JOI's programs within his or her local community.

Who would make a good JOI Ambassador?

The best-positioned JOI Ambassadors are active participants and/or volunteer leaders of local Jewish organizations such as synagogues, JCCs, or federations who want to champion a "Big Tent Judaism" vision of welcoming and inclusion from within the organized community.

What activities are expected of JOI Ambassadors?

Besides the ideas articulated in this brochure, JOI Ambassadors might also host in-home "salons" where JOI guest-speakers could present directly to the decision-makers in local communities.

JOI Ambassadors would also champion JOI programs such as:

Professional Networking/Training

- Outreach Workshops and Seminars
- Community Transformation Initiative
- JOPLIN (Jewish Outreach Professionals Log-In Network)
- Big Tent Judaism Coalition

Direct Service Programs

- The Mothers Circle
- Grandparents Circle
- Passover in the Matzah Aisle
- Eight Days of Oil
- ...And more!



Learn more about the JOI Ambassadors Program!

Contact JOI's associate executive director:

Paul Golin: 212.760.1440 or PGolin@JOI.org

Ask about our **FREE resources** mentioned in this brochure.

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"I continue to feel blessed to have found **The Mothers Circle**. It has given me the confidence to be proud of my family and to raise strong Jewish children!"

—Maria S., course participant, raised Catholic, married to a Jewish man

**Learn how to bring this program
and others to your community!**



Jewish Outreach Institute

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