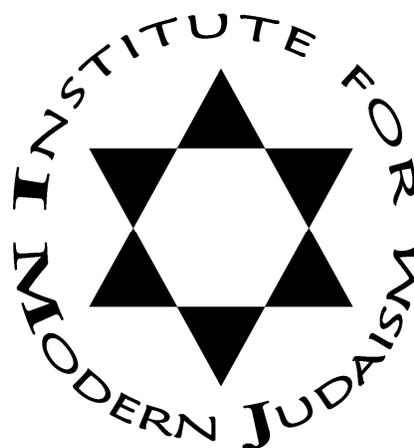


The Institute for Modern Judaism  
presents a financial proposal...



# SHOFAR



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*the six-pointed party spot*

*connecting and re-connecting young Jewish  
adults with their heritage, culture and identity*

Compiled by:  
Noah Zaves, Executive Director

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## About the IMJ:

The Institute for Modern Judaism is dedicated to engaging young Jews and young Jewish adults through educational, cultural, and social contexts, and connecting them with their Jewish heritage.

## About Noah Zaves, Executive Director:

Noah Zaves has seven years of experience in Jewish education and programming. From his roots coordinating Midrasha retreats in the East Bay, to his tenure as Program Director of the legendary Camp Tawonga, Noah has engaged with all levels of the Jewish community. His philosophy of dynamic, engaging, and memorable education – cultural, religious, and social – led him to start a successful teen program in Oregon, and to develop a new *commandments* curriculum complete with a “service learning” component. Now, Mr. Zaves is excited about connecting and re-connecting young Jewish adults with their culture, and allowing them to further explore such a key component of their identity.

# 1) Intro/Mission

Today's young Jewish adults are disconnecting from their Jewish heritage in alarming numbers. Even those who actively attended Hebrew school are avoiding Jewish experiences, and those without such a foundation are wary of making those new connections.

Indeed, the only organizations that consistently draw young Jewish adults are the social and cultural groups that welcome Jews, and encourage them to bring their friends, without requiring a religious commitment. The Moishe House program, for example, provides a social experience flavored by Jewish culture, thereby allowing young Jewish adults to connect (or re-connect) with their Jewish heritage.

The ShofaRV is like a Moishe House on wheels. Rather than ask young adults to travel to a given place at a given time, often during prime social hours, the Institute for Modern Judaism will bring the Jewish social scene to the hottest concerts, holiday gatherings, and activist events. The ShofaRV will become the standard gathering place for Jewish young adults, in the parking lot of every major event, serving up latkes or matzah ball soup.

The IMJ will also make the ShofaRV available by requests for specific Jewish events. Summer camps, college Hillels, and synagogue young adult groups are just a few of the organizations that could use the ShofaRV to energize and re-connect their constituents. Finally, it could be used to provide transit to Jewish events like the JewLicious Music Festival, in Los Angeles, or the Palo Alto Jewish Art Fair.

The ShofaRV will be a unique and distinctive component of the Bay Area's Jewish community, and it is the only component that will reach the key demographic of un-connected Jews who are reluctant to seek out Judaism. Indeed, the ShofaRV will provide an accessible, friendly outlet through which our constituents can further develop their connections to the Jewish community.

## 2) Features/Programming

The ShofaRV will include five major features:

- A bright, welcoming graffiti-style exterior paint job
- Upbeat, Jewish-flavored music on interior and exterior speakers
- Free, traditionally Jewish food like kugel, chicken soup, etc.
- A “story station” for visitors to record a Jewish joke, story, or thought
- A giant shofar-shaped kosher barbeque grill on the roof

### ☆ *WELCOMING PAINT JOB*

The ShofaRV’s outer skin will feature a bright, exciting paint job, complete with logos and attractive patterns. The IMJ will use focus groups to choose a style for the decorations, and emphasize those which appeal to our target demographics. We also expect constituents to be captivated by the giant shofar-shaped barbeque grill on the roof.

### ☆ *JEWISH MUSICAL SOUNDSCAPE*

Certain genres of music inevitable remind young Jewish adults of their roots. Klezmer is one, and old-fashioned jazz and swing (a la Benny Goodman) serve the same nostalgic purpose. Such music, and its contemporary analogues, would complement the ShofaRV’s décor and complete the Jewish atmosphere, encouraging constituents to socialize and connect with their Judaism.

### ☆ *FREE JEWISH FOOD*

Nothing attracts Jews more strongly than free food. Even without any other compulsion to be there, our constituents will visit the ShofaRV solely to pick up a bowl of matzah-ball soup or a latke with sour cream. Especially as the ShofaRV’s reputation grows as a welcoming place without religious pressure, food will continue to draw steady attendance at any event.

## ☆ *STORY-RECORDING BOOTH*

At a specially-designed video-recording booth in the ShofaRV, visitors can record a short story about their personal connection to Judaism. They can also record a Jewish-related joke, memories of Jewish family members, or thoughts about contemporary Jewish practice. This interactive “guest book” will help constituents engage with their personal Jewish experience, while leaving the IMJ with countless recordings to help us focus and market our various programs.

## ☆ *SHOFAR-SHAPED BARBEQUE*

What would draw constituents to the ShofaRV faster than a giant, shofar-shaped barbeque grill on the roof? Aside from its obvious kitch value, which is instantly attractive and engaging to anyone in the Jewish young adult generation, the grill would be used to cook kosher hamburgers and hot dogs at picnics and tailgate-type events. Plus, it’s just plain cool, and it’s unique enough to inspire young Jewish adults to visit the ShofaRV and find out more about the IMJ’s programming.

### **3) ShofaRV Constituents**

The ShofaRV will target disconnected young Jewish adults aged 18-30. Older than the IMJ's high school demographic, these Jews need a more innovative avenue through which to connect to Judaism. Rather than simply engaging them with educational and social opportunities, we must bring in these older Jews by appealing to their sense of excitement and social adventure.

A unique gathering spot like the ShofaRV is the perfect draw for these constituents. Most have been to parties, but have they been to a party with Jewish music on the stereo? Most have had a barbeque, but have they had a barbeque featuring kosher food? By adding these Jewish flavors to "normal" activities, young Jewish adults are given a safe space to step out of their comfort zones and experience Judaism in a new and positive way.

Finally, the ShofaRV is more accessible than many other entry points for disconnected young Jewish adults. College Hillels are generally welcoming and social-based, but students most know about, remember, and then attend their events. The Moishe Houses face a similar challenge – while their program is similar in spirit to the ShofaRV's philosophy, attendees must first find out about an event (through friends, advertising, or an e-mail list), and then make a conscious decision to travel to the event.

The virtue of the ShofaRV is that it's instantly accessible at a wide variety of popular gatherings. As young Jewish adults exit the Lady Gaga concert, they could easily stop by the ShofaRV for a few minutes before continuing with their night. Young Jewish adults at a peace rally would stop in for a quick snack along the way. And each time someone enters the door, they have an opportunity to construct new positive connections with Judaism.

## 4) Finances

The ShofaRV program requires both initial and annual funding. Our initial funding, \$35,000, will cover the cost of purchasing and decorating the RV, and outfitting it with equipment. Subsequently, our annual budget of \$30,200 will cover maintenance and gas, as well as programmatic expenses like food, advertising, and literature.

Projected financial commitment to successfully implement and maintain the ShofaRV project:

### Initial costs:

RV Purchase:	\$25,000
Exterior/interior decoration:	\$5,000
Special equipment:	\$5,000
<b>Total:</b>	<b>\$35,000</b>

### Annual recurring costs: (based on 3 events monthly)

	<i>Per event</i>	<i>Annually</i>
Food:	\$500	\$18,000
Advertising/literature:	\$200	\$7,200
Gas/highway tolls:	\$200	\$7,200
Maintenance:		\$5,000
<b>Total:</b>		<b>\$30,200</b>

### Funding needs:

Total for first year: \$65,200

Total for each subsequent years: \$30,200

## 5) Timeline

**January 2011:** RV selection and purchase begins. Exterior and interior decorations are finalized, and the process of selecting a contractor begins. Finalized funding is secured for both.

**February 2011:** Demographic focus groups are conducted, to determine which features appeal most frequently to our target constituency. Meanwhile, an exploratory team searches for events, sites and organizations in the April-May timeframe.

**March 2011:** RV is purchased and outfitted, and test events are conducted. Based on feedback from these events, literature and advertising materials are developed, and the culinary plans are finalized. Preparations are made for a May rollout.

**April 2011:** A series of media-friendly events focuses on and publicizes the ShofaRV, culminating in a giant party for IMJ members and our partner organizations. In addition to creating name recognition and publicity, this party will promote the ShofaRV's May rollout.

**May-June 2011:** The ShofaRV is officially rolled out. After this event, it assumes a one-event-per-week schedule for the first couple months, after which it settles into a three-per-month structure.