

## Kenissa Konnections January 2021

### Message from Rabbi Sid

I'm an old-fashioned news hound. I can't start my day without reading the newspaper. The *Washington Post* is my paper of choice. And I read the hard copy that gets thrown on my lawn every morning around 5am. But then, as I start my workday, I work in a professional bubble of my own creation. I get no news feeds at all. Given how upsetting the news has been for the past four years, putting the news out of sight and out of mind once my day gets going has been an act of self-preservation.



On January 6<sup>th</sup>, I had a 4pm call with a rabbinic colleague. It started with him asking me: "Have you seen the footage of the U.S. Capitol being overrun by Trump supporters?" I was incredulous. My friend filled in a few more details, we agreed to proceed with our business and, when the call ended around 5pm, I left my study to watch TV for the next few hours.

It has taken a few days for some of the details to get filled in. The colossal failure of the Capitol Police to heed the warnings from the FBI about the threat posed by those who came to Washington to stop Congress from ratifying the election of Joe Biden as our next President. The heroism of many police who, badly outnumbered, tried to protect the Capitol and the legislators inside from an angry mob. The complicity of other police who aided and abetted the insurgents. The courage of members of Congress to come back that same evening to finish the business of certifying Joe Biden's victory. The craven actions of other legislators who, even after living through an attempt to sabotage a democratic election through violence that cost five lives but could have taken many more, still voted to reverse the outcome of the election.

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### Build and Raise

Building relationships to help raise more money



If you had money to invest, would you dump it all into Tesla stock? Or would your investment advisor tell you to diversify your portfolio- maybe some stocks, some real estate, some mutual funds. And, of course, today's hottest investment--Bitcoin.

Fundraising is no different. If a gala event was your main source of revenue, you may have had quite the rough year in 2020. But if you "invested" in raising money via direct mail, email marketing, corporate partnerships, gifts in wills and more, then you're set up for success. A diversified fundraising portfolio for your organization is an absolute must.



[How about monthly giving?](#) Recurring givers have higher retention rates and a higher lifetime value. Do you offer this option to your current and potential donors?

[How's your phone call game?](#) Calls are a great way to stay in touch with supporters and donors. It's a one-to-one conversation and helps build stronger relationships. My advice? 2 calls a day, 10 minutes each. Do the math: That's 10 calls per week, about 500 calls over the year.

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[Ephraim Gopin is the founder of 1832 Communications](#), an agency which helps nonprofits build relationships and raise more money by connecting their fundraising and [marketing strategies](#). You can subscribe to [Ephraim's free daily newsletter](#) that includes relevant content for any NPO role you fill.

### Braver Leadership

Lead wiser, Lead braver



January is the first month of a leaner, new fiscal year for many of us. As we go about the difficult business of trying to decide what to trim from budgets that may have been strained even before the pandemic, it's important to continue to invest in our people. If you are your organization's only employee, you may need to self-advocate to ensure that your board understands that targeted professional development produces significant organizational return on investment.

In his Gallup article, [4 Ways to Continue Employee Development When Budgets Are Cut](#), Vibhas

Ratanjee points out that it's important not to cut learning opportunities that ultimately can help increase productivity and adaptability.

The article quotes a Gallup study that found that organizations that made a strategic investment in employee development reported greater profitability and were TWICE as likely to retain their employees. With the Society for Human Resource Management (SHRM) reporting that it costs employers an average of 6-9 months' salary to replace a salaried employee, it's wise for nonprofits to invest in this proven strategy to boost employee retention.

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[Arinne Braverman](#) is a Kenissa Network member, Jewish Organizing Initiative alumna, and currently serves as the Executive Director of [Returning the Sparks](#) and President of [From Strength to Strength](#).

You are invited to join with other Kenissa Network members to discuss the recent [Diversifying Your Fundraising Portfolio](#) column. The session will be facilitated by Ephraim Gopin, founder of [1832 Communications](#).

Tuesday, January 26, 2021 at 1:30 PM Eastern Time  
Zoom link: <https://us02web.zoom.us/j/82785395165>

## Jewish Megatrends and Responses

*Editor's Note: Every Kenissa Network member was asked to respond to Rabbi Sid's lead essay in [Jewish Megatrends](#) on the future of the Jewish community. We'll be featuring one of those essays in each issue.*

### Representing an Increasingly Diverse Jewish Community

Anike Tourse

Mixed Operations (MO), a production company of mixed, multi-ethnic people producing motion picture films, television and web series, anchors its mission to the principle of *Tzedek*. As we do our work in partnership with professional artists, activists and community members, there is a learning curve that accompanies our pursuit of social justice. Cast and crew members come to embrace a new identity of artists/activists as they train in the social justice issue(s) at hand and how best to present them on screen. Activists learn the importance of translating messaging into art, with a growing awareness that audiences are apt to invest their emotions and intellectualism into compelling stories as a precursor to changing their hearts and minds on an issue and/or taking political action. Community members participating in our films rise to the demands of fast-paced production and the expectation of artistic excellence, a step beyond the volunteerism experiences they may have had in the past.



While the artists of Mixed Operations are at their core, "justice seekers," we are conscious that we bring our whole, intersectional selves to the table in an effort to build *Kehilla*. Since a Jewish woman of color leads the company and because women filmmakers of color often lack access and visibility, we prioritize mentorship and representation, both in front of and behind the camera.

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## How We Built This

*Editor's Note: Every Kenissa Network member was asked to explain how they launched their new enterprise, a feature we call "How We Built This". We'll feature one organization in each issue.*

### SketchPad

Irene Lehrer Sandalow



SketchPad, Chicago's Jewish innovation space, opened in December 2017. As Chicago's only designated coworking space, SketchPad is the home for 19 nonprofit organizations, representing the full gamut of Jewish life in Chicago. The organizations' missions range from Jewish education and community building to social justice and community advocacy, and everything in between.

SketchPad's mission is to maximize the impact of our member organizations by fostering collaboration, innovation, and resource-sharing in a supportive and joyful environment while promoting Jewish values such as inclusivity, environmentalism and *hachnasat orchim*, or radical hospitality. More than a workspace, SketchPad also serves as a cultural, intellectual, and progressive hub for Chicago's Jewish nonprofit professionals, and a model for a new type of Jewish community space that focuses on translating Jewish values into practical, people-focused outcomes.



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