

Kenissa Konnections
February 2021

Message from Rabbi Sid

Upstart, one of Kenissa's five organizational partners, recently announced the creation of four [Change Accelerator cohorts](#).



The Reimagining Institutions cohort will focus on redefining the purpose of Jewish institutions in a post-COVID world and weaving innovation into the framework of institutional operations.

The Deepening Connections and Thriving Communities cohorts will focus on exploring new ways to meet constituents' needs, deepen relationships across their communities, and create more inclusive institutions.

The Power in Partners cohort will focus on fostering meaningful partnerships among stakeholders and creating a coalition of leaders who share a commitment to community success.

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Build and Raise

Building relationships to help raise more money



Americans watch 84 minutes of video per day. That does NOT include Netflix, streaming or cable TV.

Let me repeat that stat: [Americans watch 1 hour, 24 minutes of video DAILY](#). Whether it's via Instagram Stories, their Facebook or Twitter feed or they fell down a YouTube rabbit hole, people are watching endless amounts of videos. The implications for your charity? You had better be recording and posting videos in order to engage your online audience. They're looking for it- give 'em what they want!

There are plenty of [different types of videos](#) you could be sharing: Testimonials, introducing staff and volunteers, highlighting impact stories about service recipients, a "behind the scenes" look at how your organization operates. Obviously, professionally made promo videos highlighting your mission, work and impact should be shared. But those videos probably weren't shot in one take. Have B-roll? Have funny bloopers and outtakes? Share that as well. People want to smile and laugh. Give 'em what they want!



Important: Don't forget user generated content videos. If your followers post a video about your organization, share it with your entire audience. Give a shoutout to the creators of the video. Gratitude goes a long way to building relationships.

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Braver Leadership

Lead wiser, Lead braver



Since the first COVID-19 lockdown, I've seen more articles on professional growth and development aimed at supervisees than supervisors. In her article, [9 Ways to Keep Growing in Your Career During Covid 19](#), Meredith Galante recommends multiple paths to ensuring that professional growth continues, even given the social distancing and budgetary constraints faced by many organizations in 2021.

Galante offers practical tips, recognizing that many professionals are feeling burned out due to increased demands at the office and at home, and may be reluctant to take on more. One suggestion she makes embracing the current reality: "If you're feeling too busy, make a commitment to listen to a podcast that will help with your growth for five minutes a day."

There are other ways that you can help people on your team advance their professional growth. While some organizations can afford to hire consultants and coaches, organizations on a tighter budget can consider encouraging a barter system for skills, whether done through an organizational platform like [CatchAFire.org](#), individual platform like [Simbi.com](#), or arranged informally through networking with colleagues.



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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](#) which includes relevant content for any NPO role you fill.

[Arlene 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 Braver Leadership column. The session will be facilitated by Arlene Braverman, Executive Director of Returning the Sparks and President of From Strength to Strength.

Topic: Kenissa Braver Leadership Gathering
Time: Feb 17, 2021 01:00 PM Eastern Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/83689571135>

Meeting ID: 836 8957 1135

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.

Walking in My Child's Shoes

Rabbi Larry Sernovitz

It was a typical morning in my home. My three-year old daughter is putting on her sneakers and I am putting on my shoes. She looked over at me and said, "Daddy, you are putting on your rabbi shoes, right?" Her comment stopped me in my tracks. Yes, I was putting on my shoes. But, she didn't just see my shoes as shoes. She knew that I was not putting on my sneakers, the shoes I usually wear when we are going to a playground or to a Philadelphia 76ers Sixers game. She knew I was putting on my shoes, the ones I wear to pray, to teach, to advocate for justice and to build bridges in the community.



My daughter goes to a Jewish preschool where her secular studies and Judaism are intertwined. This is her Jewish identity. But, for the hundreds of people that I work with in my capacity as rabbi of Nafshenu, the bulk of their lives have been lived believing that there is a distinction between Jewish and secular life. These are largely unaffiliated Jews who have been disillusioned with institutional Jewish life. But they are not disinterested in finding a connection with Jewish life and want to learn and ask the deep existential questions about our world. They are hungry for Jewish learning, spiritual prayer, repairing our broken world, and finding like-minded people who want the same thing.

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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.



[The Pico Union Project](#), Los Angeles, CA
Craig Taubman

The Pico Union Project is a multi-cultural community hub committed to living the Jewish principle to love your neighbor as you wish to be loved. We began the project by purchasing the oldest synagogue in Los Angeles, with a plan to create a cultural performing art space.



As we got to know our neighbors, it became clear that we had wildly different needs, dreams and expectations. I'm a middle aged, grey haired, loud and privileged Jewish artist who wanted to create art and culture. Our neighbors were 85% Latino, with household incomes averaging \$20K and primarily concerned with food, housing and job security.

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Resources

From Cherie Brown, Founder and CEO of the National Coalition Building Institute

- A report about a pioneering leadership project at three New England Campuses: ["Taking on Antisemitism With a Coalition Building Approach"](#) offers skills and practices for taking on Antisemitism while staying in coalition with other groups.

Editor's Note: We are happy to disseminate resources that you or your organization develop in future issues of KenissaKonnections. Just sent a 1-2 sentence description with the title of the resource and a hyperlink to rabbisid@hazon.org.



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