

## Kenissa Konnections May 2021

### Message from Rabbi Sid

We want to let you know about [GrantED: Stronger Relationships, Greater Impact](#), an exciting new project jointly launched by one of Kenissa's organizational partners, Upstart, and the Jewish Funders Network.



Designed to strengthen relationships between Jewish philanthropists and the Jewish nonprofit sector, [GrantED](#) produces and curates articles, tools, and other materials to inspire and inform grantmakers and grantseekers in the Jewish community, and it also offers workshops, facilitated conversations, and other programs.

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### Kenissa Network Meet-Up Thursday, May 20th at 1pm (Eastern)

Remember the excitement of meeting peers also creating new models of Jewish life and community when you attended a National *Kenissa* gathering? Join the Meet-Up with Rabbi Sid. Each participant will provide an update of their organization and their plans for the future. Meet colleagues from across the country doing cool things like you.

<https://zoom.us/j/98931062835?pwd=YW11c2hFeHJvNks0OTNGR2Y5R1c5UT09>  
Meeting ID: 989 3106 2835  
Passcode: 658391

### Build and Raise

Building relationships to help raise more money



Direct mail is king. Want to grow your nonprofit and service more people in your community? You're going to have to up your direct mail game.

There are [a lot of questions you'll need to answer](#) before embarking on a direct mail campaign. Who's the intended audience? Who's in charge of copywriting? Which printer will you use? are just a few.

Where does success start? [The outer envelope](#). Think about it: If the envelope doesn't stand out, it goes into the trash. Lost opportunity.



But now let's say you've piqued someone's curiosity and they open the envelope. [Your letter will have to contain a great offer](#) to persuade someone to become a donor. Using storytelling, tell donors about a problem that is easy for them to understand and take action to solve (donate!).

Writing that letter is almost a thankless task. You'll spend hours poring over each word to make sure you've got the messaging right for the target audience.

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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.

### Braver Leadership

Lead wiser, Lead braver



In his recent [eJP article](#), *Kenissa* Network member, Dr. Bradley Caro Cook, shares hacks to make Clubhouse (CH) more inclusive and accessible for the Jewish nonprofit community. He highlights the potential for engaging thousands of unaffiliated and non-normative Jews through this new platform, sharing his success in leading a weekly Jewish mysticism room through which he reaches hundreds of people in the course of a couple of hours.



Nobody in the Jewish community was a Clubhouse expert 6 months ago. Today, Bradley speaks from a place of learned expertise because he engaged this new technology as an early adopter and invested hundreds of hours moderating "dozens of Jewish learning and culture rooms." Those with large followings on Jewish Clubhouse have earned followers through their contributions in countless CH interactions, building trust along with social capital.

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[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](#).

### 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.*

#### **Kehilla: Back to the Future**

Melanie Weiss

The Center for Small Town Jewish Life has, at its core, an idea of *kehilla* that is at once progressive and forward-looking and retrograde in the best of ways. We firmly adhere to the proposition that the Jewish community must provide a sense of community that is deep, organic, purposeful, and infused with *kedusha*.



Our constituency represents a group cited by Rabbi Sid in his essay: the "small segment of the community that is truly unable to bear the high cost of Jewish living." We offer such Jews a community that could be a place for *kedusha*. But in making that case to Jews living in a small town we know that we are in competition with non-Jewish spiritual retreats or a yoga center. We know that we are asking for the time, energy, and interest from people who don't have many resources to spare.

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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.*

David Bronstein  
**Taproot**



Taproot started in the winter of 2017 as an immersive week of intergenerational study and wisdom exchange where the land drops into the sea in Bolinas, CA. This was a place for organizers, artists, and ritualists to tap into their Jewish background as a source of sustenance, and belonging. One year ago, at the start of the pandemic, the stewardship team, made up of Rabbi Diane Elliot, Rabbi Irwin Keller, Rachel Milford, Rachel Plattus, Adam Horowitz, and I, started asking how our particular approach to Jewish healing might be of use in this historic moment. Our answer was to transition from a retreat model into a year-long training program for community ritualists. We believe that intentionally empowering Jewish spiritual leadership and care beyond traditional clergy strengthens our communities, our justice movements, and our lives.



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