

UJA-FEDERATION OF NEW YORK THRIVING SYNAGOGUE LEARNING TOOL

Guidelines for Selecting Your Learning Tool Leadership Team Members

Together, a working team of lay leaders and professionals at your synagogue will share primary responsibility for building congregational support for the Thriving Synagogue Learning Tool. They prepare the materials needed to launch the survey in your congregation and they encourage participation in the survey. The team will also interface with UJA-Federation and the researchers, with one member designated as the point person.

Careful thought should be given to which individuals from the congregational community can best accomplish these responsibilities. The team should include two to four members. They can be either professional staff members from your congregation or current or former lay leaders, such as members of your board. A mix of professionals and lay leaders is probably best. Although it is important to keep congregation clergy informed and on board with the Learning Tool project, they do not need to be members of the leadership team.

Your team should include people with the following skills and knowledge:

- Someone with access to and knowledge of how to share messages electronically with congregation members. This might be through email, newsletter, or on the synagogue website.
- Someone who understands marketing, PR, or publicity who can focus on promoting the Learning Tool creatively and widely across the congregation.
- Someone familiar with how your congregation keeps records or uses its database. For example, this team member could be the executive director or a current or former lay leader who has worked closely on the membership or dues committees.
- Someone who has relationships with many different people and groups in the congregation. This person could be an executive board member, a veteran staff member, or a longtime congregation member who knows people across the spectrum of your congregation.

All team members should have the following characteristics:

- Seen as trustworthy to the general population of your congregation
- Have the bandwidth, time, and capacity to lead this project
- Be able to respond in a timely manner to communications from UJA-Federation and the researchers
- Be available and willing to answer congregants' questions
- Excited about and committed to sharing the Profile of Thriving results with the congregation