The JEWISH Proclaimer

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JEWISH OPPORTUNITY--NEW YEAR'S ESSENCE

A New Year gives us all a chance to try again.

Your synagogue, your United Jewish Community, your JCC, your Jewish Family Services—all have another opportunity this New Year to help in the greatest mitzvah of all things Jewish—letting more people know they are welcome to become and be Jewish—increasing the outlook for Jewish survival, incidentally.

Being Jewish is not just a membership fee—it's betting on continuity..

Synagogues that are friendly and welcoming will win members. Synagogues with an apparently primary goal of paying staff and balancing the budget, rather than serving present and potential congregants, are going to lose out, along with Jewry, because their focus is inward and not communal, putting members—Jews—first.

Can there be a Judaism without Jews? That was a controversy in medieval times, and it's applicable today. A Judaism that is open to all who want to belong, that is hospitable to all who seek it, rather than exclusive and mercenary, is the Judaism that will survive.

National Center to Encourage Judaism can help you reach out to your general community and invite all who want to learn about Judaism to come through your doors. Look at the testimony of the grantees in this *Proclaimer*—how people enrolled in their courses because—they advertised and held them and their

rabbis and other mentors were friendly and encouraging. You can do that too, and find it rewarding in many ways—a growing congregation, with more Jews.

You can receive two National Center to Encourage Judaism grants a year from us, for advertising your outreach programs that began in two distinctly different quarters each year. Those can be as much as \$1200 each time. These are available whether the group is Orthodox, Conservative, Reform, Reconstructionist, a blend or a communal group.

All you have to do, once you've held your course, is mail a completed application form (page 7 of this *Proclaimer*) with a copy of the ad or different ads and of the specific billing for the media. If you can, include student comments on registering or taking the course—they add valuable spice to your story.

If you use an application form supplied by your national office, such as URJ Outreach, we will credit it with its own bonus for being so helpful.

There's no deadline overall, but programs begun in 2004 will become ineligible Dec. 31. Information, and earlier issues of *The Jewish Proclaimer*, are on our website, NCEJudaism.org.

Outreach activities around the country: TEMPE TEMPLE DOESN'T MARK TIME

Tempe, AZ—Temple Emanuel (R), a frequent NCEJ award recipient, doesn't rest on its laurels. The 525-member congregation keeps on holding its Taste of Judaism course—30 people this time, all but 2 not

NATIONAL CENTER TO ENCOURAGE JUDAISM, a nonprofit foundation, invites synagogues and other Jewish institutions, as a light unto the nations, to reach out to and encourage all to be Jewish. Box 651, Silver Spring, MD 20918. 301-593-2319. Fax 301-593-2249. E-mail: NCEJudaism@verizon.net. Web: www.NCEJudaism.org. This is the third of three Proclaimers in 2005. Editor: Ash Gerecht.

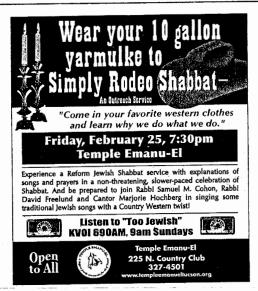
Jewish—and registering conversions—over 30 in the previous year, reports Exec Director Nanci Wilharber.

Among student comments (which we like to read and pass on):

- -"Energetic and interactive discussions. A very diverse group which aided in creating more questions that I would not have thought about."
- -"Always been interested, never had the time to investigate further. Never knew how to go about it. Saw the inviting advertisement and had the time to do it!...Enlightening! Jews view God in such a wonderful way, totally different from my restrictive, scary & repressive Catholic early education!"

-"Very impressed by the Rabbi's enthusiasm."

-One registered "to introduce my adopted children to my religion to see if they might choose to learn more, but at least for them to know me better. I was pleased to learn so much myself, and to realize how much I miss the Jewish community."



TUCSON TEMPLE RIDES WITH RODEO

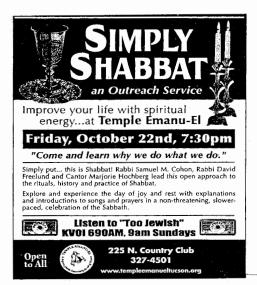
Tucson—Temple Emanu-El (R) gains its second NCEJ grant of 2005, as it continues its numerous Taste of Judaism classes throughout its area.

It reports 18 conversions in the previous year.

The 800-member congregation runs the basic Taste program, a Taste II of 3 classes quarterly (fees \$10-25) addressing the 3 main topics of questions—place of prayer, different strands of Judaism, relation to Israel—and Simply Shabbat, an explanatory Friday night service

Taste II attracted 163 students over 3 quarters. As with Taste I, attendees were roughly half Jewish, but 90% unaffiliated; a quarter were intermarried; and 10% of the non-Jews were interested in conversion.

At Simply Shabbat, based on feedback forms and follow-up requests, the temple estimates a solid ma-



jority are Jewish but unaffiliated, a quarter are intermarried, and about half had attended the Taste classes.

Follow-up programs open to the entire community include all Adult Education Academy classes, and Babies and Bagels, a free open monthly outreach program for parents with young children.

The importance of follow-up:

"Experience has shown that the more intense and thorough the follow-up, the greater its effect on synagogue membership, attendance, participation in Adult Education...and our children's programs."

The temple is able to target follow-ups effectively because of the database of Taste attendees it has built up. It sends Taste alumni specific mailings tied to its quarterly special programs. "Because of this, Taste alumni have a very high rate of participation in our adult education programs."

Contact: Sr. Rabbi Samuel M. Cohon, 520-327-5401. Website: templeemanueltucson.org.

SAN DIEGO UJF LEADS OUTREACH WAY

San Diego—United Jewish Federation continues to set the pace for what UJFs and UJCommunities should be doing, all across the U.S.—trailblazing how to get more Jewish knowledge into the general community, and more adherents to Judaism.

It drew 99 students to 7 different classes of Taste I and Taste II, 56 of them not Jewish, and 8 interested in converting.

At the first session the community outreach coordinator—now, Shonelle Redke—hands out Shalom books, San Diego's Jewish Community Resource Guide, and Chai Times, a 12-page outreach newsletter. The Times is published especially for unaffiliated individuals and families.

BRIDGEPORT SYNAPLEX TEMPLE TASTES

Bridgeport, CT—Cong. B'nai Israel (R). with 850 members, attracts 17 to its free Taste minicourse, 10 of them not Jewish. It had 3 conversions last year.

On Shabbat, greeters with nametags greet "all who enter our doors." Oneg of wine and cheese is at 5:45 p.m., before the service at 6:15. "We encourage our greeters to sit with friends new to our congregation and introduce them to other prospective friends."

"We light candles" in the oneg room "and walk in together to encourage people to sit together."

Rabbi Fred Greene says its mentor program links prospective converts with Jews by Choice. "We are doing similar things with check-in for all new member households and interfaith couples."

One student: "My daughter wanted to learn more about Judaism and is contemplating becoming part of the Jewish community... I was raised as a Jew but was never introduced to what Judaism was really all about."

Synaplex (which is tested at a number of synagogues) is a flexible format of cultural, educational, spiritual and social events. Feb., there was an all-Shabbat event, Refuat Hanefesh, Caring for the Soul; in March, all-day Shabbat included a learner service, an art project, Torah Yoga, a scholar in residence, and 5-6 grade end-Shabbat fest. In April, one Shabbat morning, an Art & Soul Workshop, a meditation walk and both regular and healing services. (203-336-1858)

WASHINGTON'S ADAS ISRAEL OPENS DOOR

Washington—Adas Israel (C) continues its Open Dor (as in V'Dor) and Literacy programs.

Its one-session Open Dor is aimed at 20-30s with part-Jewish identity. Last September's free workshop drew 12 people; this year's, 4..

Last year, each of one couple had one Jewish grandparent, and went on to another Adas class. Two women registrants converted through Adas and joined its Adult Bat Mitzvah class; one discovered she had a great-great-grandfather who had helped found B'nai Brith. One male was of a Nigerian tribe with Jewish ancestry. Another was of Russian Jewish ancestry.

The program booklet, prepared by Adas's Rabbi Avis Miller, is being distributed by the Federation of Jewish Men's Clubs, and is available on-line at www.fjmc.org/PDFs/OPEN DOOR.pdf.

The 8-session Jewish Literacy class—free to members, \$80 to non—had 42 students, all but a handful nonmembers. About 2/3 were women, 3/5 were Jewish, most were under 50.

Among comments: "...Helped me gain a perspective on services and a sense of what my grand-mother's history means for me and my mother."

Adas reports some 250 people went through the conversion rite at its mikvah in 2004.

MIAMI TASTE PULLS TWO-THIRDS JEWS

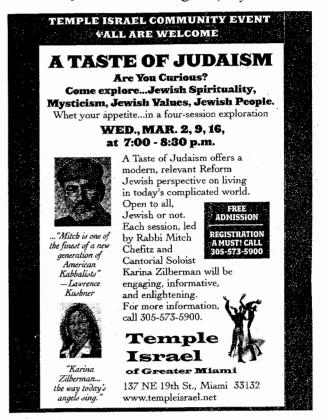
Miami—Demographics of the Taste course run by Temple Israel (R), with 490 members, are strikingly different from most other places. Of 67 attending the 4-week class, over 2/3 were Jewish.

Only 14 of the group were temple members, indicating the influence perhaps of the population makeup in the area, and the number of nonaffiliated Jews.

Of the 21 not Jewish, 7 were interested in attending the city-wide conversion program.

The temple had 9 conversions the previous year. Almost half the people registering found out about the course from print and radio ads. About 2/5 came through word of mouth recommendations.

When a person calls to register, says outreach co-



THE MITZVAH OF WELCOMING ALL PEOPLE IS COMMANDMENT 614 FOR SYNAGOGUES

ordinator Linda Levin, "we assure them that we will not use their address/phone information to contact them for anything other than the Taste class, unless they fill out an information card."

She adds that the class has been well received the 3 times it's been held in the past 2 years, so the temple is exploring other courses—the interest expressed indicates "that if we offer it, they will come."

"There is a definite benefit to offering the Taste program in our community."

TAMPA TEMPLE GETS UMPTEENTH AWARD

Tampa—Would there were more synagogues with as active and veteran an outreach program as Cong. Schaarai Zedek, with 950 members. It runs some of the best ads in the country—we've reproduced a number over the years—and it continues getting a goodly attendance.

For the 9-week course it ran last fall on Introduction to Judaism & Jewish Spirituality it drew 75 people, 34 of them Jewish. While the hurricanes then influenced everything, "we still feel it was successful," says program director Sherry Stein.

Nine were interested in converting, the same number as those who converted in the previous year. One of the conversion candidates was the spouse of a candidate from the previous year. Of the group, 5 joined the synagogue, one moved away, and the 3 others attend services regularly, Ms Stein reports.

MD TEMPLE SCORES LUCKY THIRTEEN

Kensington, MD—Temple Emanuel (R) in this DC suburb runs its first Taste course, attracting 13, half not Jewish. Its ads appeared in the Washington Post and the Blade, a homosexual-interest weekly. The 550-member Temple had 3 conversions in the past year.

Among student comments:

"I was born Jewish but have never really been exposed to religion," says a 24-year-old.

A 39-year-old: "I loved entering the Synagogue and seeing the Torah script...I feel myself able to openly discuss my long-term desire to convert and I was met with such openness and willingness."

COLUMBIA'S THE GEM OF MID-MISSOURI

Columbia, MO—Cong. Beth Sholom (R) returns for its first NCEJ grant since 1999. The 160-member synagoguc holds a Taste course attended by 32, all but 4 not Jewish, with 3 interested in converting. Five converted in the previous year.

Among student comments:

-One had "a long-time interest in Judaism. My son is going to marry a Jewish girl."

-One has an "increasing interest in Jewish faith, desire for more disciplined, daily religious practice, admiration for Jewish religious practices, and people."

-Another "got insight into why Jewish people stick so closely together."

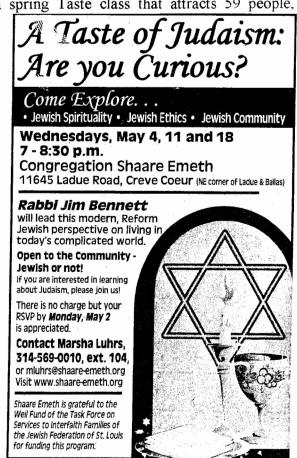
-"I am very interested in learning more about Reform Judaism, and attending CBS. I am formerly a nominal Christian, but found Christian theology difficult to accept."

-Another "took Rabbi's Introduction to Judaism course at the University." (U of Mo.)

The Columbia Tribune carried a story about the synagogue holding ite first communal seder in 30 years, led by Rabbi Yossi Feintuch, who taught the Taste class being held in the spring. The congregation moved from the school's Hillel building 2 years ago to a farmhouse location.

LARGE ST. LOUIS TEMPLE'S FIRST AWARD

St. Louis—Cong. Shaare Emeth (R) with 1900 household members receives its first NCEJ grant, for a spring Taste class that attracts 59 people, 2/3 of



REACH OUT TO OTHERS—WHEN YOU CARE ENOUGH TO SHARE THE VERY BEST

WE CAN BE A LIGHT UNTO THE NATIONS IF WE FIRST PUT A CANDLE IN OUR WINDOW

them not Jewish. Ten were interested in converting.

"This was the first time we advertised in the secular press and it really proved to be worthwhile," says coordinator Marcia Luhrs.

It displays outreach brochures in 3 places—its new lobby, the foyer at the sanctuary, and a display case in the education wing.

LAS VEGAS RAKES IN A FULL HOUSE

Las Vegas—Cong. Ner Tamid (R) gains another NCEJ grant with a Taste of Judaism class of 65, 55 of them not Jewish, and 9 interested in converting. This was the 8th year Ner Tamid has had a Taste session.

The 575-family synagogue has a follow-up program, Summer School Is More Fun Than It Used To Be, 6 free sessions it hopes will induce attendees to come back on Friday nights and to become members. Both a follow-up Introduction and Hebrew program run 7 weeks.

Conversion classes started in Sept. By the end of spring, 20 people were already signed up. There were 4 conversions the previous year.

HUC-JIR EXTENDS OUTREACH TRAINING

New York City—Hebrew Union College-Jewish Institute of Religion is extending its outreach training of student rabbis and cantors.

During the 2004-2005, sessions were held at all 3 campuses for third-year students—at New York, 26 rabbis and 7 cantorial; at Los Angeles, 21 rabbinical; and at Cincinnati, 14 rabbinical students.

Topics included the elements of Jewish identity in Abraham and Ruth, the various journeys to Judaism that people take as they consider conversion, the process of faith development and transition to an active Jewish life, personal stories of Jews-by-Choice, textual background to conversion rituals, and the role of creating a welcoming congregational culture.

This school year, in addition to the retreats, there'll be a review of expanding the outreach training to potential work with alumni.

Sponsor is HUC's Gerecht Family Institute for Outreach.

CHARLOTTE SCORES IN TASTE TURNOUT

Charlotte, NC—Temple Beth El (R) returned earlier this year for another NCEJ grant, with a Taste program that drew 20 people, ³/₄ of them not Jewish.

Stephanie DiPaolo, outreach administrator, says, "Everyone stated how it was just what they were looking for. Several have joined the 'Intro to Judaism' class now."

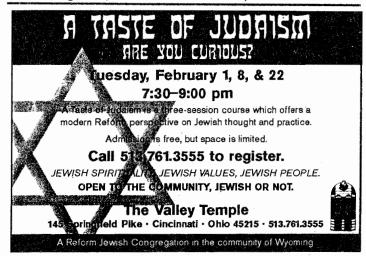
That is a 9-week course immediately following. "My job is to contact people who have expressed interest in conversion and help them begin the process." The temple had 11 conversions in the previous year.

REACHING OUT TO REIGNITE THE SPARK

Comments worth quoting, from Pres. Lynn Shusterman of the Shusterman Family Foundation:

"There are more than 1 million non-Jews living in the 4 million total Jewish households in the U.S. Obviously, we cannot expect them to have had Jewish upbringings. Yet they may be very receptive to Jewish life, considering they have chosen to share their hearts and homes with Jews and may be raising Jewish children. How many doors into Jewish life are we opening for adult novices? How many entrances are there for the young adult children of intermarriage, who may or may not have benefited from an immersive Jewish background?

"We must recognize the new dynamics of the changing Jewish household. Our community must celebrate its growing diversity by embracing all who may look to Judaism as their path to personal meaning and fulfillment. Our congregations, schools and institutions must become more welcoming to those Jews we have yet to engage, to those non-traditional families seeking their place in Jewish life, to the rapidly increasing numbers of Jews of color and to all of those willing to raise their children in Jewish homes. We will benefit from these new sources of Jewish vitality and strength." (The Forward 10/7/05)



A Taste of Judaism . . . XX ... Are you curious? Explore

Jewish Spirituality · Jewish Values · Jewish Community

Three Thursday evening sessions at Temple Beth Or in Everett beginning in March.

Learn about the modern Reform Jewish perspective on living in today's world. Open to the community, Jewish or not!

Admission is FREE. Seating is limited. Register now.

For information, call 425-259-7125 or email VP@TempleBethOr.org

0 Sponsored by the Union for Reform Judaism, and the William and Lottie Daniel Commission on Reform Jewish Outreach

PHILADELPHIA CONSERVATIVE ACADEMY

Philadelphia—The Rabbi Morris Goodblatt Academy (C) also earlier this year reported 28 people in its Introduction to Judaism 30-week conversion course. 18 were not Jewish. Fee is \$650, including textbooks and materials. Mikveh fee is \$54. ports 13 conversions last year.

Rabbis must agree to be sponsors for prospective converts, meeting at least monthly, helping to choose a Jewish name, encouraging celebration of Shabbatot and holidays, regular attendance at services, participation in programs and a mitzvah project, helping to discuss the candidate's essays, and attending the beit din, mikveh and conversion ceremony.

PHILADELPHIA CENTER DRAWS HUGELY

Philadelphia—The unaffiliated Center City Kehillah gets 134 to a Taste course, all but 5 nonmembers. Total inquiries were 180. Advertising bill is over \$7200, none of it for main city papers.

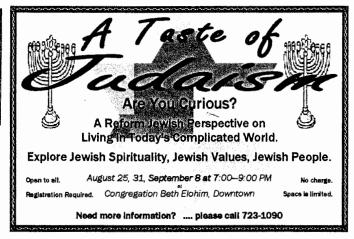
Categories included 57 young adults, 34 empty nesters, 106 women, about half were Jewish. 21 were interested in conversion. Most registrants sought a connection to community, says coordinator Catherine Fischer (215-627-0463).

All students received a 16-page outline of further Jewish education, and an invitation to a Passover potpourri at Kesher Israel. The kehillah is a project of the Jewish Federation and Jewish Outreach Partnership

FROM TASTE TO INTRO IN CHARLESTON

Charleston, SC—Temple Beth Elohim (R), founded in 1749, the birthplace of Reform Judaism in America in 1824, attracts 30 to its Taste of Judaism class last fall, all but a handful not Jewish. 5 were interested in converting. In the previous year, to June 30, it had 18 conversions.

Its Introduction class meets for 25 sessions. It's open to all, says Exec Director Kenneth Davidson, and is followed by a discussion group with the rabbi



each week which is open only to conversion candidates and intermarried couples, to allow for a private Q&A "without the pressure of the public class that includes lifelong Jews."

The temple, with 450 members, always has available 4 brochures from URJ on conversion topics, a history of the synagogue and information about the Jewish community. "Since our docents greet hundreds of tourists each month, we use many of these," says Davidson.

SAN ANTONIO OUTREACH IMPRESSIVE

San Antonio-Temple Beth-El (R), one of NCEJ's most consistent award-winners, continues to rack up impressive numbers.

The 1200-member temple had 55 people attend its Taste of Judaism mini-class this spring, all but one not Jewish. And it had 16 conversuions in the past year.

FREDERICKSBURG LAYS OUT A TASTE

Fredericksburg, VA—Beth Sholom Temple (R) holds another Taste course for 16, all nonmembers, 13 of them not Jewish. One is interested in converting. 3 converted last year

Because of the few Jews in the area (Washington exurb), says course administrator Ruth C. Golmant, Rabbi Linda Steigman "and I knew that the class would consist primarily of non-Jews interested in learning more about Judaism. This is good, since many people seem to consider Judaism exotic and interesting, if not downright odd."

What surprised Ms Golmant most "was the broad diversity of the students' backgrounds; their keen in-(continue on page 8)

GET YOUR JCCs, YOUR UJFs, YOUR JFSs TO DO **OUTREACH—THEY'LL HELP THE COMMUNITY**

NATIONAL CENTER TO ENCOURAGE JUDAISM -- APPLICATION, 2005-2004 Box 651, Silver Spring, MD 20918 - 301-593 - 2319 - Fax 301-593-2249 - E-mail: NCEJudaism@verizon.net

NCEJ grants, for year 2004-2005 programs, are for a maximum of \$1000 up to one-half the cost of the secular (non-Jewish) press or periodical advertising. Programs must be open to all; those limited to interfaith are eligible for one-half the regular awards. Individual synagogue grantees may win a 20% bonus atop the basic grant, if you received an NCEJ ad grant the previous year, for a \$1200 maximum. We help you let your broad community know people are welcome to obtain information about Judaism.

Eligible courses are of two types: 1) Introduction to Judaism, Taste of Judaism, Basic Judaism, or similar classes. 2) Adult Education classes of interest to prospective converts—these ads must state, "Open to All" or "Open to Jews and non-Jews." Ineligible are such ads as: Institutional, High Holy Day, Shabbat or Shabbaton, membership, Hebrew, Chanukah, Passover, cooking, dancing, or lectures not of interest or help to prospective converts. Aborted programs are ineligible.

Send in your completed applications <u>after</u> your program starts. **Include** <u>demographic information and class reaction</u> as requested; a <u>copy of the ads</u> (for radio/tv, of the text) and of the <u>specific billing</u>. We welcome your expanded comments. You are eligible for two grants yearly for separate programs in different quarters. Grants are at NCEJ's sole discretion.

(For Outreach Shabbat grants, fill in Sections 1 & 3; for course grants, fill in Sections 1 & 2.)

(1)Organization		Cong. membership numbers Date						
(ReformC	onservative	Reconstruction	Orthodox	Mix of:	No affiliation			
Address		City/State/Zip						
Phone	Fax		E-mail:					
Phone Web?		Contact person_			Role			
Ads ran in these venues_								
Dates run		Size of ads	Total print/air cost of ads					
How many conversions								
out-of-the-ordinary actively 1) You actively cups; both rabbi & boar than Dec. dilemma-type 2) You supply fi	ities, at NCEJ's of welcome attended take continuing sessions. What of the pamphlets/box	discretion. Supply es at oneg shabbat initiative thers can learn frowhlets on becoming	detailed documenta /kiddush with more You operate program om and copy. Deta g Jewish. Send us the	tion; cursory resp than such routine as to further integ ils, please. he list, and copies	\$100 each for these ongoing conse doesn't qualify. as bima announcements or blue grate interfaith & converts. More of any you yourself have time. Details necessary.			
	1,				ers/non)			
Course length: In intertaith relationsh					JewsNon-Jews keup?			
Student comments on cla	ss (especially we	lcomed; use separ	ate sheet):					
What follow-up progran	ns & contacts do y	ou have in place?						
Your thoughts/suggestion	ns in general abo	ut classes, alternat	tives, follow-ups to i	ncrease conversion	on (separate sheet):			
(3) OUTREACH SH Title of your event?					details on a separate sheet.			
Attendance: Your esti	mate of number o	f members	Of nonmembers_	Usual atte	endance:			
Did you include: Expla	nations In	formation on class	es, or conversion?	Have pan	mphlets available?			
Describe how you mad	le this different fr	om your usual serv	rice					
Would you hold this ser	vice again?	When?	How would you ch	ange it?				
What advice would you o	ive other synagon	uec planning cuch	an event?					

WHAT DOTH THE LORD REQUIRE OF THEE? EDUCATION....DEDICATION....FRIENDLINESS

interest in knowing theological and philosophical differences between Judaism and Christianity and the underpinnings of Jewish ethical codes; their absolutely overwhelming appreciation and curiosity for all we had to give them each session."

Beth Sholom plans an Intro course in the fall.

A TASTE OF JUDAISM Are you curious?

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BLOG: AMERICANJEWISH

Musings and Bemusings on American Judaism

God may be not only an answer but a question.

Faith may not be an arrival but a journey.

Traveling may be not only the journey but knowing when to pause.

Traditions are the shorthand of life.

An abstract God lets Judaism continue. But that same abstraction limits the number of Jews.

The Torah is teaching. Teaching is guidance. The

quantum effect: Each guidance is illumination, and changes the subject.

Jewish security is not a policecar out front, but Jews wanting to come to synagogue.

Jews have a contract with destiny.

Judaism is not just a religion but a history of religion. It is not just a faith but a test of faith.

Saying one is an ethical monotheist does not make one a Jew or keep one a Jew.

God-fearing = awe today. We can be God-loving, and act on the belief God can't act, except through us.

Jewish services should not be interfaith meetings. If Jews can't say Judaism is preferable, and in synagogue, who can, and where?

Having an outreach program might sensitize a congregation and perhaps some officials to the primary mission of teaching Judaism, seeing its appreciation and value in new eyes.

PROCLAIMER SENT TO SYNAGOGUES in the U.S. and grantees in Canada. If your synagogue is not receiving the *Proclaimer*, let us know. Copies are sent to individuals making donations to cover costs. If recipient's name is not correct, please advise.

NATIONAL CENTER TO ENCOURAGE JUDAISM Box 651 Silver Spring, MD 20918 Autumn 2005 – 5766

No. 05 - 03

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And NCEJ Will Be Pleased to Help YOU.