

Module 1: The Engagement Kit

Version 1.0 | Drafted by Rabbi David Paskin

🌟 Purpose

To provide Jewish professionals, lay leaders, and innovators with field-tested tools, frameworks, and strategies to create deeper, more meaningful engagement with individuals and families across the Jewish lifecycle and communal spectrum.

🔧 What's in This Kit?

This kit includes:

- **Frameworks** for thinking about engagement beyond attendance
 - **Templates** for mapping relationships and touchpoints
 - **Playbooks** for lifecycle, micro-community, and digital engagement
 - **Toolbox** of real-world examples and links to editable docs
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🧭 Guiding Principles

These are the values that drive the work in this module:

- **Panim el Panim (Face to Face)** – Engagement starts with relationships, not programs.
 - **Masa (Journey)** – Engagement is about meeting people along their Jewish journeys, not fitting them into pre-built tracks.
 - **Kavod (Dignity)** – Every person brings sacred worth; our job is to notice and uplift it.
 - **Shutafut (Partnership)** – Communities grow when people see themselves as co-creators.
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🔍 Core Strategies

1. Lifecycle Engagement Framework

Goal: Embed deep relationships into lifecycle moments.

Lifecycle Moment	Strategy	Tool
Birth/Baby Naming	Welcome Letter + Shabbat Blessing Kit	[Download Template]
B’nai Mitzvah	Values Exploration Meeting + Family Covenant	[Download Worksheet]
Illness/Grief	Pastoral Response Plan + Support Circle Organizer	[Editable Google Sheet]

2. Micro-Community Mapping

Goal: Identify and nurture small groups built around identity, stage, or interest.

- **Framework:** Create 3–5 micro-communities within your synagogue. Examples:
 - First-Time Parents
 - Jewish Creatives
 - Solo Seniors
 - Shabbat-at-Home Hosts
 - **Tool:** [Micro-Community Map Template]
 - **Tips:** Each group should have a “host” or connector; offer light structure, not heavy programming.
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3. Digital Touchpoint Plan

Goal: Build relational, human-centered digital presence.

Platform	Strategy	Example
Instagram	Feature "Humans of Sinai" stories	[Story Prompt Template]
Email	Monthly 1:1 personal check-ins with 5 families	[CRM Tracking Sheet]
WhatsApp/Text	Interest-based chat groups (e.g., "Parents of Pre-K")	[Best Practice Guide]

4. The 3-3-3 Rule for Engagement

- **3 People You Don't Know Well** → Set up a coffee/walk with them this month.
- **3 Life Events Coming Up** → Reach out with presence and care.
- **3 Feedback Opportunities** → Ask for thoughts on a service, program, or idea.

Tool: [Monthly Engagement Tracker Template]

Prototype Activities

Shabbat Table Ambassadors

- Train 10 members to host 2–3 households for Friday night dinners quarterly.
- Give them conversation cards and a check-in guide.

Lifecycle Canva Cards

- Send families a personalized, beautifully designed PDF for key moments (Hebrew name, mitzvah reflection, mourning prayer).

How to Remix This Kit

- Replace templates with your branding.
- Translate into Spanish, Hebrew, or your local language.
- Add your local context (e.g., “Engagement through Jewish camping,” “College Care Packages”).

Contribute Back

This module is open-source. If you adapt, improve, or expand it — please share! Submit your versions or stories at OpenSourceJudaism.com/build.