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# PRESENTATION OVERVIEW

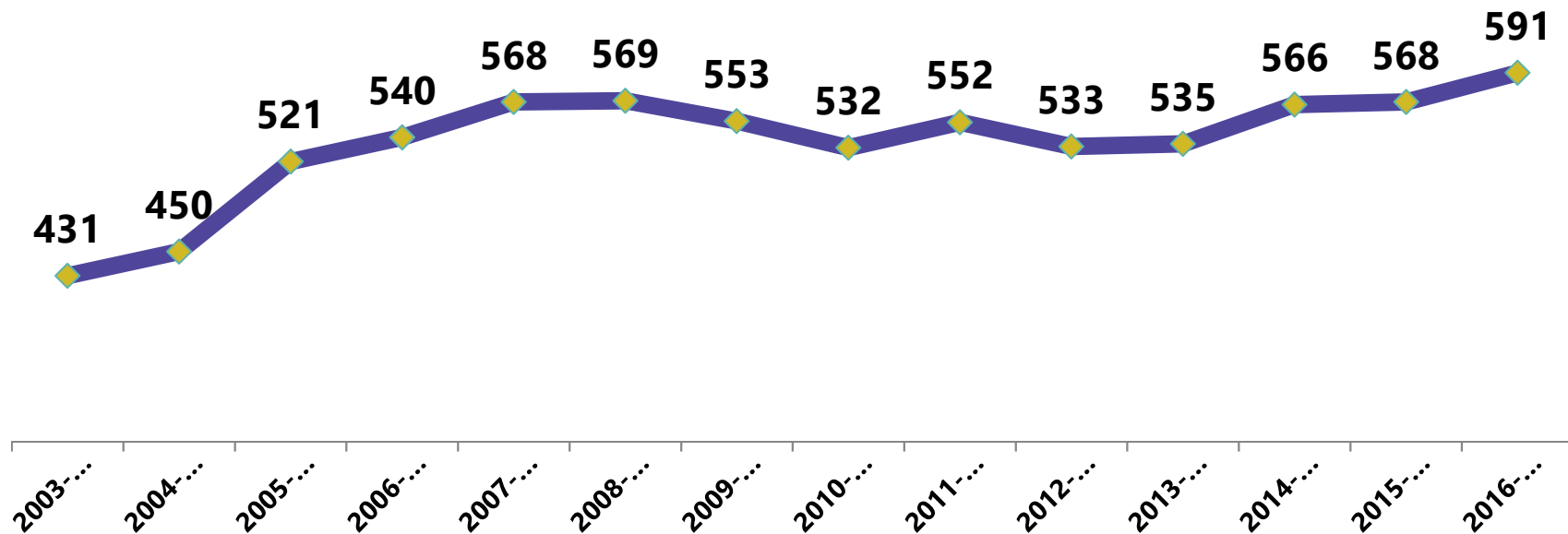
- Membership Information
- Areas to Celebrate
- Opportunities for Improvement
- Members - Leaders
- Q & A

# MEMBERSHIP INFORMATION

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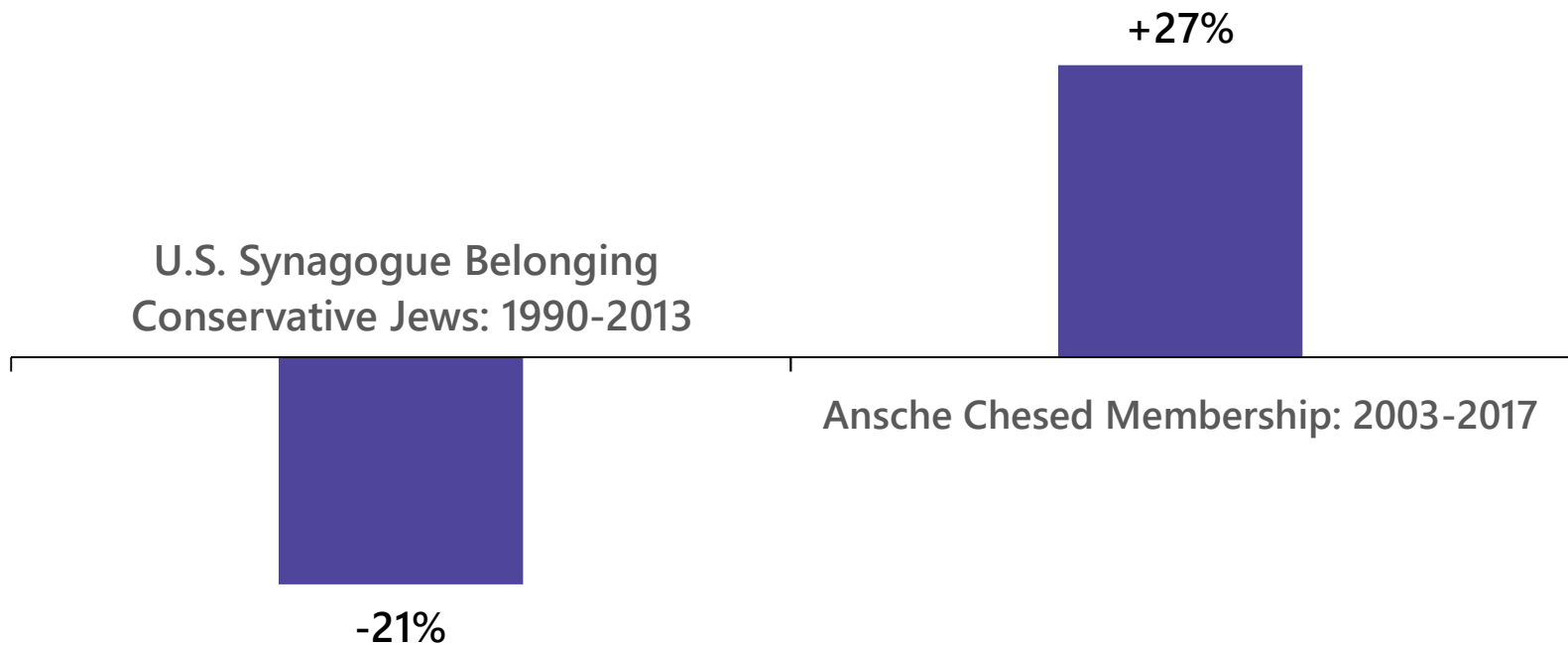
**ANSCHE CHESED IS A HEALTHY AND GROWING CONSERVATIVE SYNAGOGUE.**

From 2003 to 2017 Anshe Chesed membership increased 27%.



# MEMBERSHIP INFORMATION

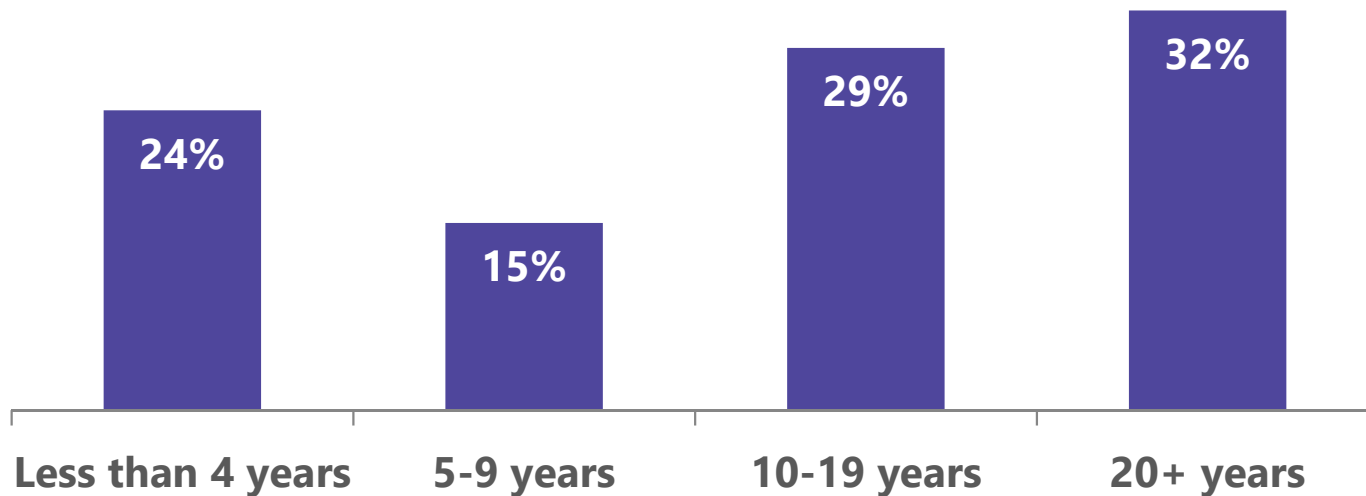
**ANSCHE CHESED'S MEMBERSHIP HAS INCREASED DESPITE AN OVERALL DECREASE IN SYNAGOGUE MEMBERSHIP AMONG U.S. CONSERVATIVE JEWS**



# MEMBERSHIP INFORMATION

**THERE HAS BEEN AN INFUSION OF NEW MEMBERS TO ANSCHE CHESED DURING THE PAST DECADE.**

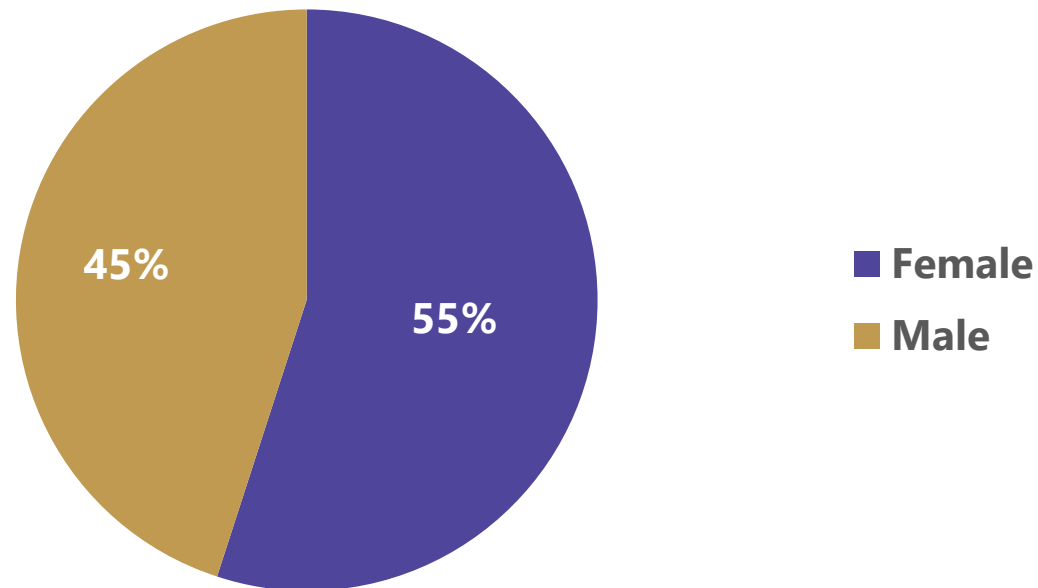
Nearly 40% of the synagogue's membership units have joined during the past 9 years.



# MEMBERSHIP INFORMATION

**THE MEMBERSHIP IS CHARACTERIZED BY OVERALL GENDER BALANCE.**

However, as in many non-Orthodox institutions, there are somewhat more females (55%) than males (45%).



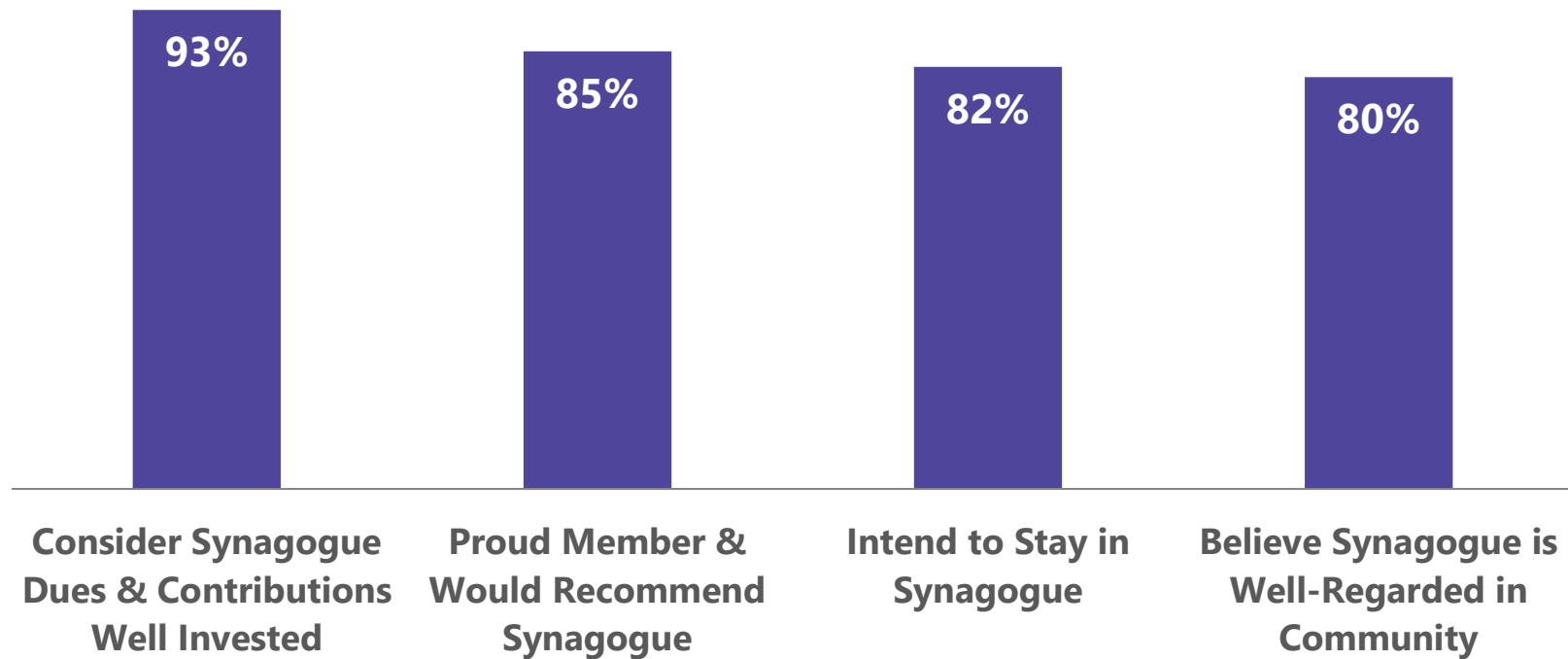
# AREAS TO CELEBRATE



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## STRONGLY COMMITTED AND PROUD TO BE SYNAGOGUE MEMBERS

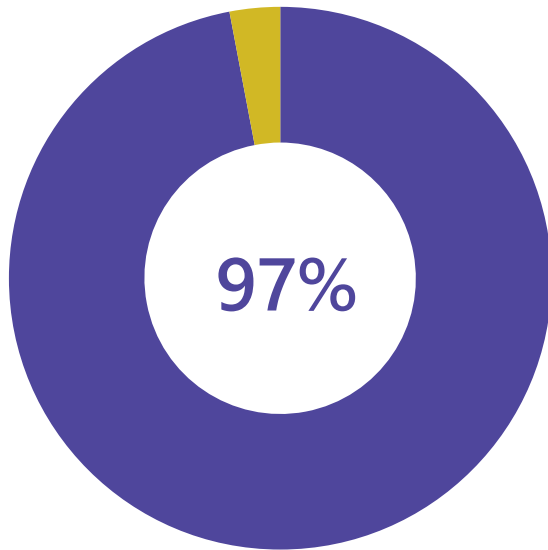
Survey respondents feel a strong sense of belonging to Anshe Chesed.



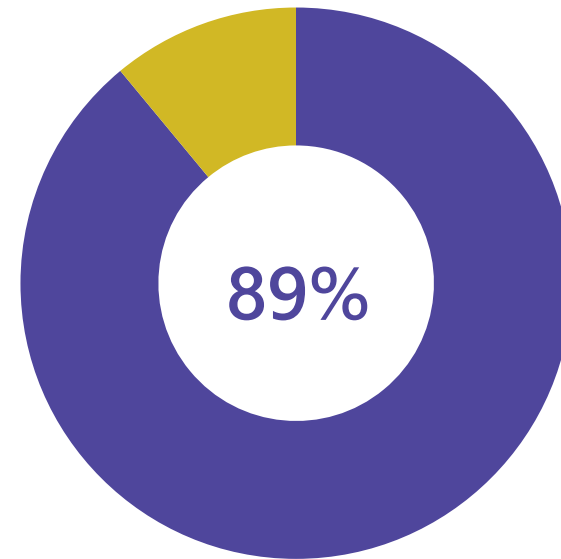
# AREAS TO CELEBRATE

## HIGHLY POSITIVE ATTITUDES ABOUT CLERGY AND STAFF

97% of respondents report that the clergy knows them by name.



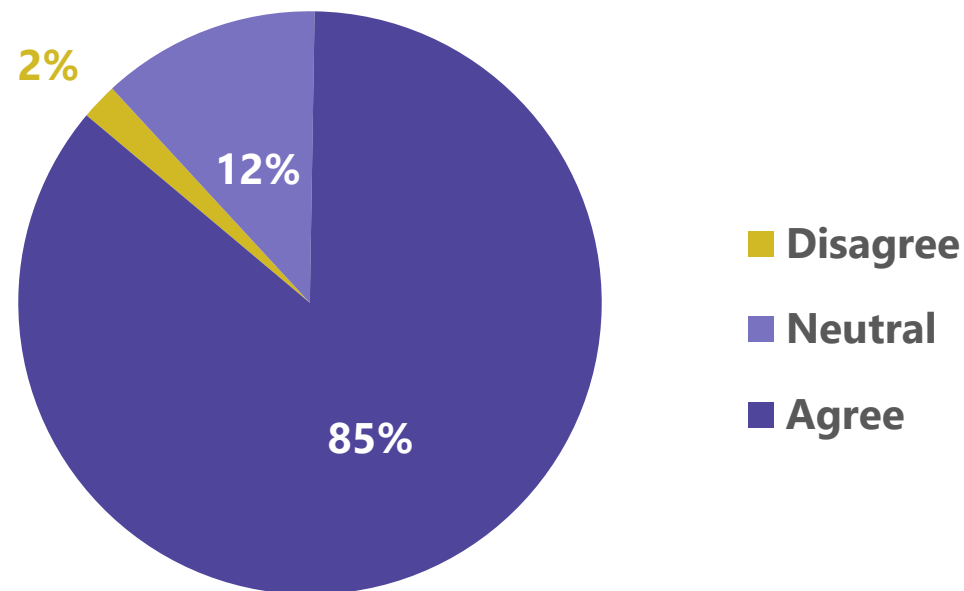
89% of respondents report that the staff are friendly.



# AREAS TO CELEBRATE

## JEWISH VALUES DRIVEN INSTITUTION

85% believe that Ansche Chesed's management and operations are grounded in Jewish values.



# PROGRAMMING

**APPROXIMATELY 4,800 PEOPLE ATTENDED 157 ANSCHE CHESED EVENTS THIS PAST YEAR.**

However, only 39% of members report that “synagogue activities are very well attended.”

Proportion of Members who Agree that “Synagogue Activities are Very Well Attended”

39%

4,800 Attendees



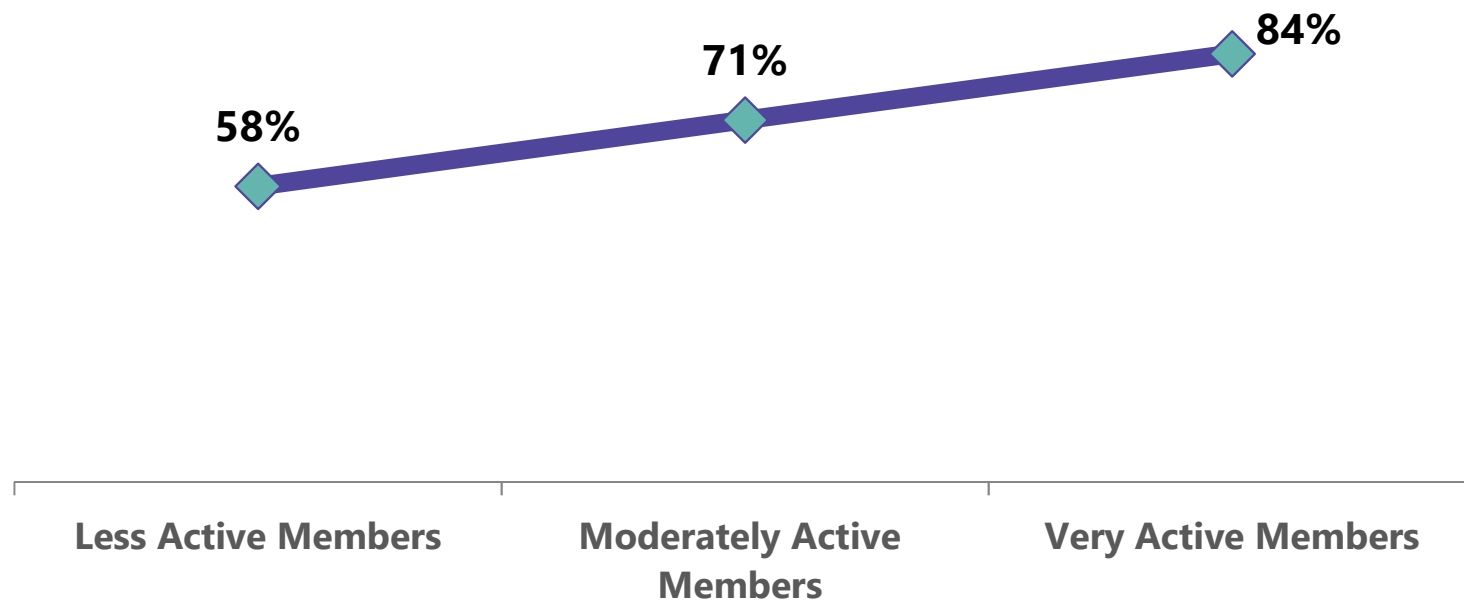
157 Events



# PROGRAMMING

**70% BELIEVE THAT ANSCHE CHESED PROGRAMS ARE "THE HIGHEST QUALITY."**

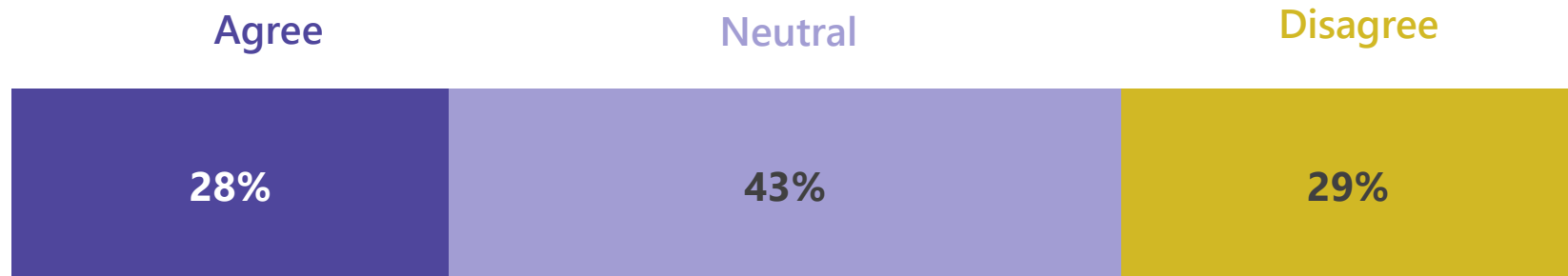
Very active members are more likely than less active members to say that synagogue programs are "high quality."



# OPPORTUNITIES FOR IMPROVEMENT

# INSUFFICIENT SENSE OF WELCOMING

Only 28% believe that the synagogue is “welcoming.”



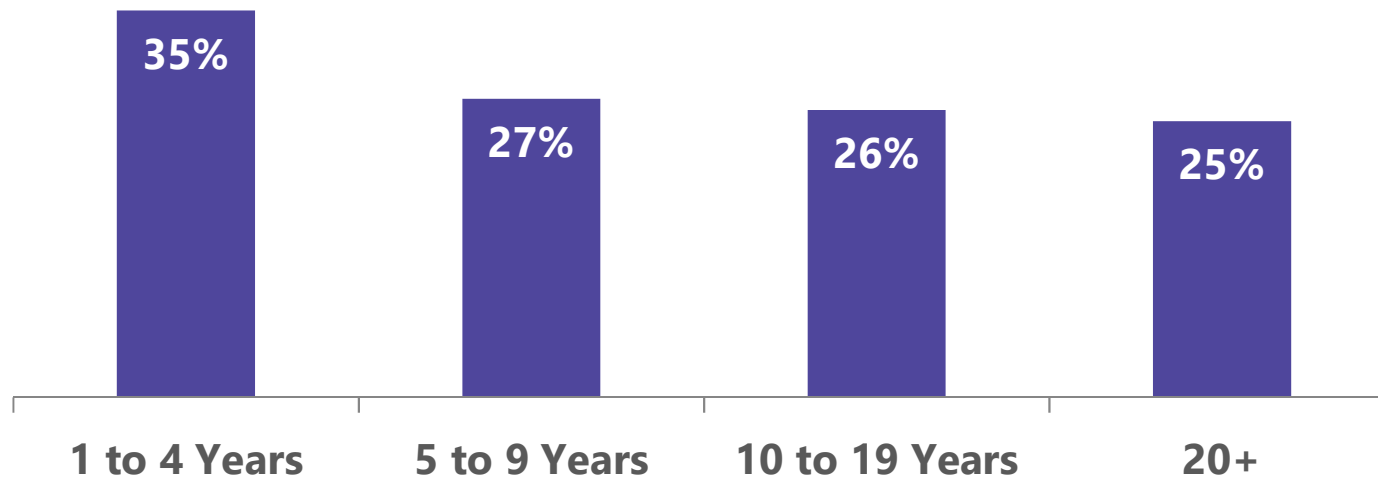
The “welcoming” category is based on the following survey items.

- *It's easy to become part of the synagogue community.*
- *The synagogue community is cliquish.*
- *At synagogue activities, people socialize only with people they know.*

# MORE ON WELCOMING

**A MINORITY OF SYNAGOGUE MEMBERS - REGARDLESS OF THE NUMBER OF YEARS THEY HAVE BEEN MEMBERS - BELIEVE ANSCHE CHESED IS 'WELCOMING,'**

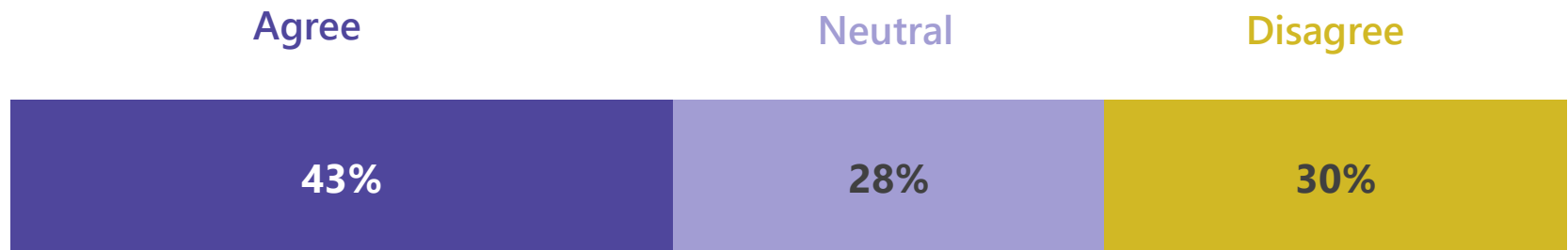
However, members who joined within past 4 years are somewhat more likely to say that the synagogue is “welcoming.”





# INSUFFICIENT SENSE OF COMMUNITY

Only 43% report that they feel part of synagogue community.



The “community” category is based on the following survey items.

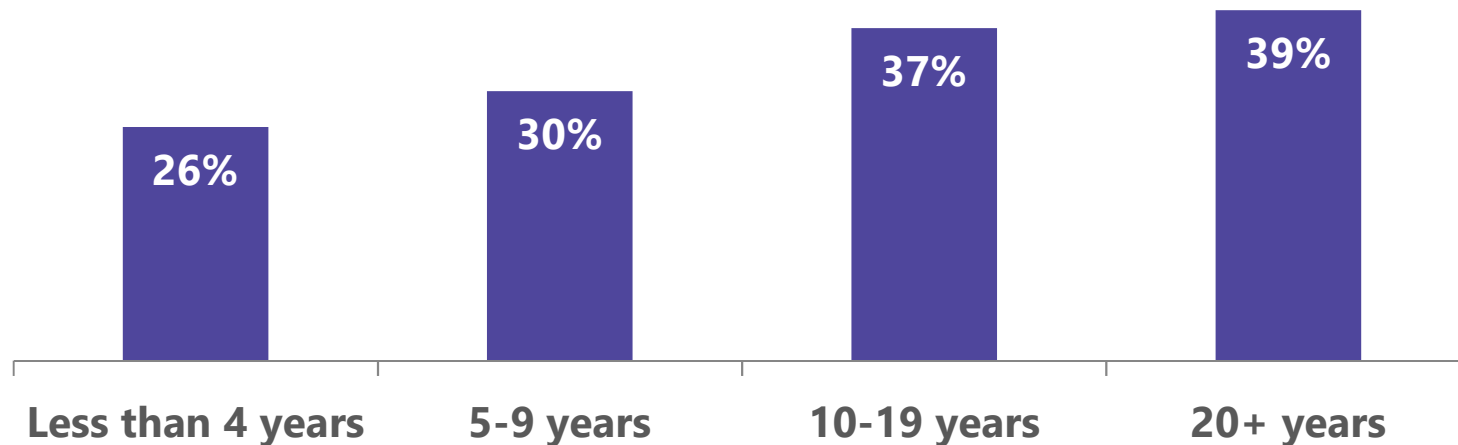
- *I have many close friends at the synagogue.*
- *I have found a group at the synagogue that feels like my community.*
- *I have little contact with members of the synagogue outside of synagogue services, activities, and events.*

# ENGAGING MEMBERS

## A MINORITY OF SYNAGOGUE MEMBERS BELIEVE THEIR SKILLS ARE “WELL USED.”

Fewer than 40% of both newer members and longer-time members believe their skills are “well used.”

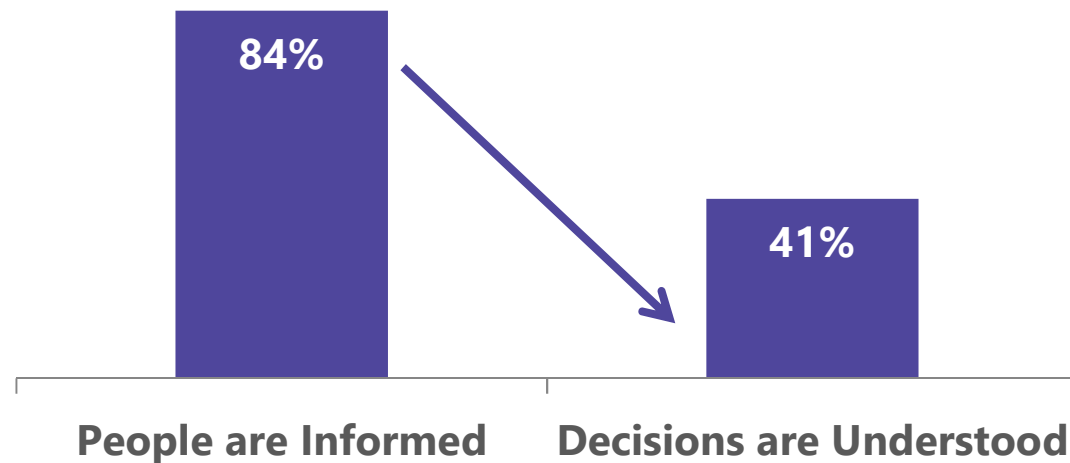
Newer members are somewhat less likely to say their skills are “well used” than longer-time members.



# COMMUNICATION CHALLENGES

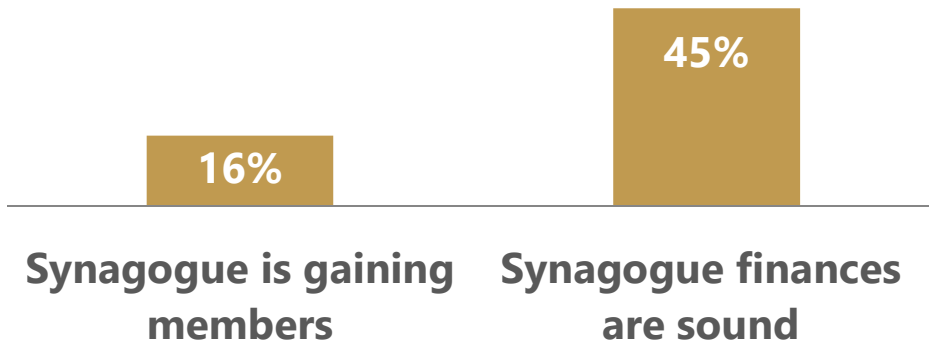
**MOST MEMBERS REPORT BEING WELL INFORMED ABOUT SYNAGOGUE-RELATED DECISIONS.**

However, fewer than one-half report understanding the reasons behind the decisions.



# COMMUNICATION CHALLENGES

ONLY 16% believe that the synagogue is gaining members and ONLY 45% believe that the synagogue's financial situation is good.

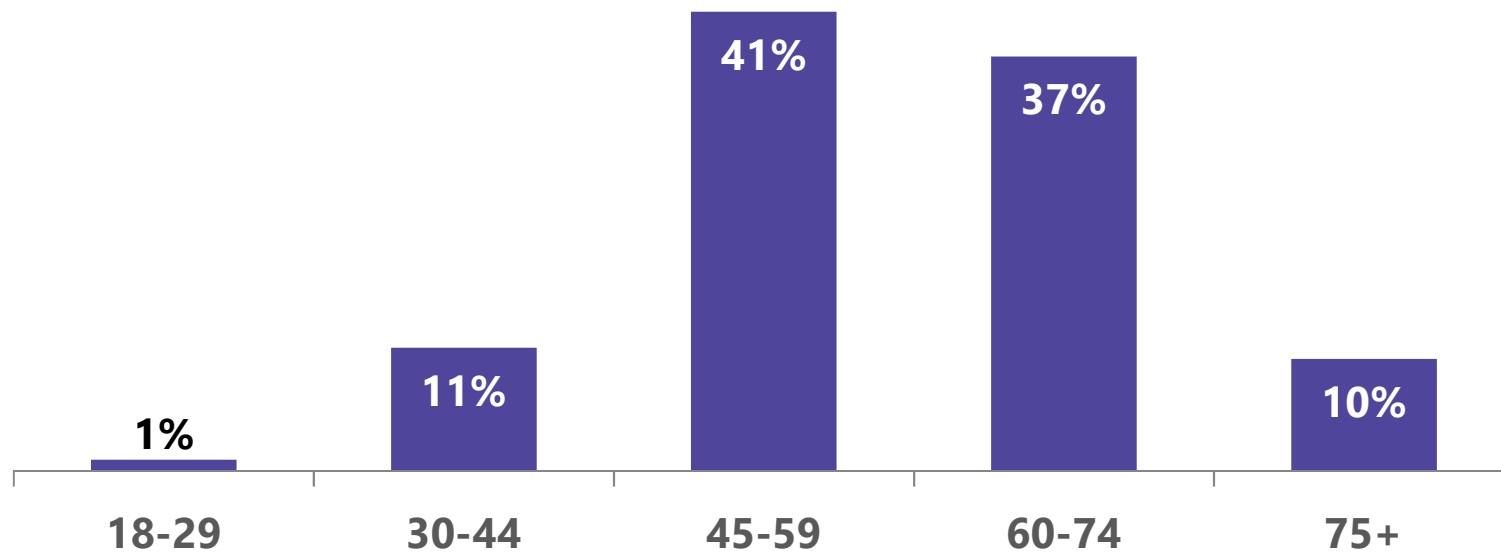


In reality, Anshe Chesed is **GROWING** in membership and is in **SOUND** financial condition.

# THINKING ABOUT THE FUTURE

## ANSCHE CHESED IS AN AGING CONGREGATION.

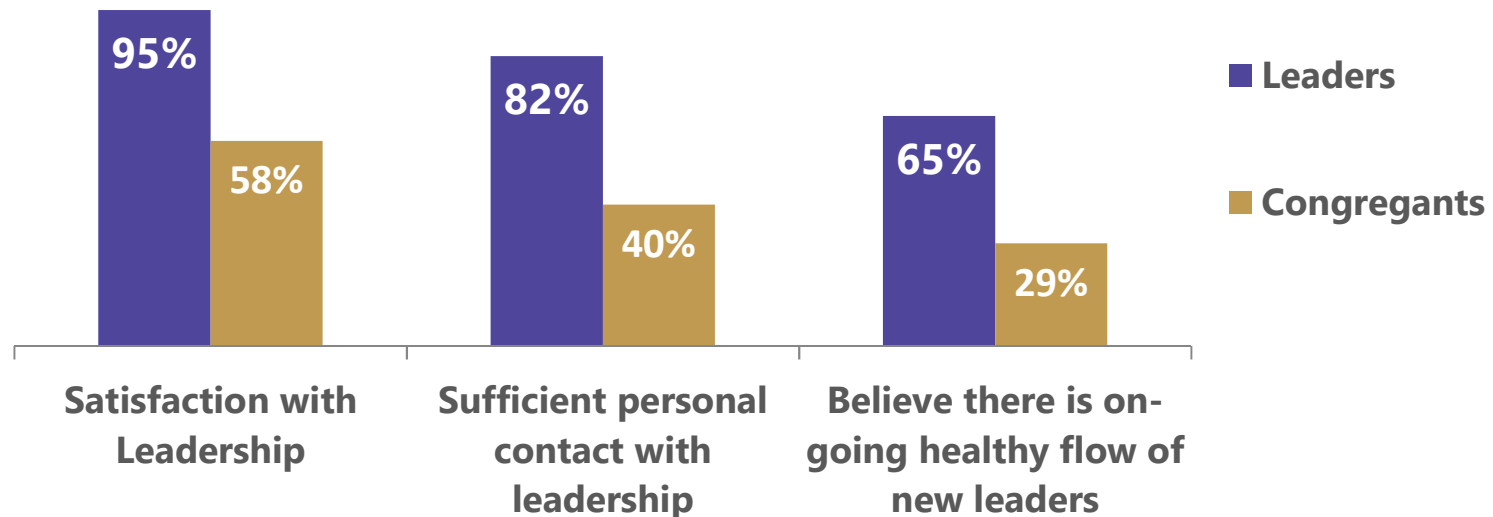
Nearly 50% of the synagogue's members are 60+ years old and only 12% are under age 45.



# LEADERS – MEMBERS

## MEMBERS' AND LEADERS' DIFFER SUBSTANTIALLY IN THEIR SYNAGOGUE-RELATED ATTITUDES AND EXPERIENCES

Synagogue leaders are much more likely than congregants to believe that lay leaders are performing well, have sufficient contact with the congregants, and that there is a healthy flow of new members on a yearly basis.



# Q & A

# ROUNDABLES

- **Becoming** a more welcoming community
- **Attracting** new and retaining current members
- **Strengthening** programming and program participation
- **Accessing & Utilizing** members' skills
- **Improving** communications with members