

empower
ENGAGE
inspire



**MINNEAPOLIS JEWISH FEDERATION
STRATEGIC PLAN**

Where we've been...



VISION STATEMENT

Minneapolis Jewish Federation envisions a community that is empowered, engaged, and inspired to realize its full potential.

MISSION STATEMENT

Minneapolis Jewish Federation

- promotes a culture of Jewish philanthropy,
- leverages financial and professional resources to meet local and global Jewish needs, and
- facilitates community planning to ensure a thriving and secure future at home, in Israel, and around the world.

STRATEGIC PLAN MODEL



CREATE A CENTER FOR JEWISH PHILANTHROPY THAT STRENGTHENS AND SUSTAINS THE COMMUNITY

PROMOTE AND STRENGTHEN THE JEWISH COMMUNITY AND CULTURE IN MINNEAPOLIS AND BEYOND



STRATEGIC PLAN PILLARS

**CREATE A CENTER FOR JEWISH PHILANTHROPY THAT
STRENGTHENS AND SUSTAINS THE COMMUNITY**

**PROMOTE AND STRENGTHEN THE JEWISH COMMUNITY
AND CULTURE IN MINNEAPOLIS AND BEYOND**

STRATEGIC PLAN PILLARS & GOALS

PILLARS

Create a center for Jewish philanthropy that strengthens & sustains the entire community.

Promote and strengthen the Jewish community and culture in Minneapolis and beyond.

GOALS

1. Launch an Endowment & Capital Campaign to secure the future of our local and overseas Jewish community.
 2. Build a high performing comprehensive giving program.
 3. Promote and inspire Jewish philanthropy across the community.
 4. Provide a suite of philanthropic services for the community.
 5. Using volunteer-driven road maps as guiding documents, transition to grant making that leverages capital and engagement for community impact.
1. Promote a culture of research-driven community planning.
 2. Strengthen lay-leadership development.
 3. Enrich Jewish identity and education.
 4. Cultivate and deepen connections with Israel.
 5. Build operational capacity, efficiency, and sustainability throughout the Jewish nonprofit community.

PILLAR I



Create a center for Jewish philanthropy that strengthens and sustains the entire community.

GOAL I

Launch an Endowment & Capital Campaign to secure the future of our local & overseas Jewish community.

Strategies

1. **Raise appropriate funds to meet the needs of the security campaign.**
2. **Attract necessary philanthropic support to meet the capital needs for the Barry Family Campus.**
3. **Increase the overall size of the endowment for MJF programs and programs in support of the local and global Jewish community.**

GOAL 2

Build a high performing comprehensive giving program.

Strategies

1. Pursue best practices to ensure effective, optimal outcomes in philanthropy.
2. Expand the ability and capacity to raise more endowed funds.
3. Manage the intersection between the Foundation and the annual campaign.

GOAL 3

Promote and inspire Jewish philanthropy across the community.

Strategies

1. Create a marketing plan that encourages Jewish philanthropy to support local and global needs.
2. Increase the awareness of philanthropic opportunities to give through Minneapolis Jewish Federation.
3. Continue the emphasis on legacy giving at post-Grinspoon Foundation program.
4. Explore developing an intergenerational philanthropy program.

GOAL 4

Provide a suite of philanthropic services for the community.

Strategies

1. Meet the philanthropic planning needs of individual donors, enabling them to support local and global organizations of their choosing.
2. Enable Jewish non-profits to increase their philanthropic support by providing fundraising services.
3. Develop a philanthropic service model to fund resources and encourage growth.

GOAL 5

Transition to grant making that leverages capital and engagement for community impact.

Strategies

1. **Develop a transition plan to enable the sustainable shift to grant making, including financial modeling and communications planning.**
2. **Use the roadmap process and documents as guides in the creation of the grant making criteria and processes to maximize the impact community investments.**

PILLAR 2



**Promote and strengthen the
Jewish community and culture in
Minneapolis and beyond.**

GOAL I

Promote a culture of research driven community planning.

Strategies

1. Conduct and leverage the Twin Cities' Jewish population study.
2. Create an ongoing research function and serve as a data resource for the community.

GOAL 2

Strengthen lay-leadership development.

Strategies

1. Integrate and leverage existing programs (MJF and community based) to create a fluid, cohesive, lifelong continuum with community lay leadership.
 2. Identify potential gaps and explore innovative options for meeting leadership development needs.
 3. Recruit and maintain a diverse pipeline of potential leaders for MJF.
 4. Educate community leaders on scope of local and global needs.
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GOAL 3

Enrich Jewish identity and education.

Strategies

1. **Promote the value of Jewish education to families in the community.**
2. **Invest in educators' talent development and retention.**
3. **Increase access to and encourage participation in Jewish summer camp experiences.**
4. **Invest in and support purposeful Jewish travel and volunteer experiences.**

GOAL 4

Cultivate and deepen connections with Israel.

Strategies

1. Invest in and support people to people connections to Israel.
2. Promote balanced and constructive dialogue about Israel.

GOAL 5

Build operational capacity, efficiency, and sustainability in the Jewish non-profit community.

Strategies

1. Identify and evaluate a suite of services to meet the market needs of the community and create a business plan.
2. Nurture and promote the entrepreneurship of Jewish non-profit organizations and initiatives (ideas into action).
3. Encourage best practices in business sustainability and operations.

Next Steps



Notes

- Metrics for each 2020 goal will be approved by the board, monitored by Board President and MJF CEO, and reported to the board periodically.
- Decisions on specific commitments will continue to work through the committee process and come to the Board as appropriate.

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