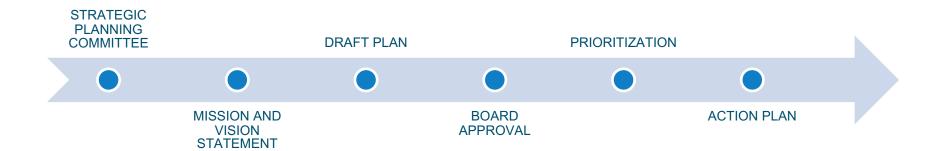


MINNEAPOLIS JEWISH FEDERATION STRATEGIC PLAN

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

JEWISH EDUCATION

SUPPORTING **JEWISH EDUCATION** IN MPLS & ABROAD

JEWISH IDENTITY & ENGAGEMENT

CULTURAL. LEADERSHIP, & **ENGAGEMENT INITIATIVES IN** MPLS & ABROAD

CARING COMMUNITY

SUPPORTING SOCIAL SERVICES FOR MARGINALIZED **POPULATIONS IN** MPLS & ABROAD

LARGER **NONPROFITS**

SMALLER **NONPROFITS** **MINNEAPOLIS JEWISH FEDERATION PROGRAMS**



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

- Launch an Endowment & Capital Campaign to secure the future of our local and overseas Jewish community.
- Build a high performing comprehensive giving program.
- Promote and inspire Jewish philanthropy across the community.
- Provide a suite of philanthropic services for the community.
- Using volunteer-driven road maps as guiding documents, transition to grant making that leverages capital and engagement for community impact.

- Promote a culture of researchdriven community planning.
- 2. Strengthen lay-leadership development.
- 3. Enrich Jewish identity and education.
- Cultivate and deepen connections with Israel.
- 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.

- 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.



Build a high performing comprehensive giving program.

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



Promote and inspire Jewish philanthropy across the community.

- 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.



Provide a suite of philanthropic services for the community.

- 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.



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

- 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.

- 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.



Strengthen lay-leadership development.

- 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.



Enrich Jewish identity and education.

- 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.



Cultivate and deepen connections with Israel.

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



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

- 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.



