



Minneapolis
Jewish Federation

Empower. Engage. Inspire.

2024 REVISED STRATEGIC PLAN UPDATE

November 15, 2024

STRATEGIC PLANNING PROCESS ROADMAP



Empower. Engage. Inspire.

To fulfill the mission of the Minneapolis Jewish Federation **[to promote a culture of philanthropy, leverage financial and professional resources to meet local and global Jewish needs, and facilitate community planning to ensure a thriving and secure future at home, in Israel, and around the world]** we know we must harness the passion of our donors, leverage the expertise of our professionals, and continue to invest in maintaining a professional, high-functioning organization. It is both about what we aim to do *and* how we go about doing this most important work.

The roll-out of our previous 2020 Strategic Plan was interrupted by the need to navigate/respond to a series of unprecedented events that unfolded across the world (the Covid-19 pandemic, our Kadima Campaign to respond to that crisis, the Ukraine war, October 7, our Tikvatenu campaign to respond to the ongoing war in Israel and its impacts on local organizations in Minneapolis).

Rather than embarking on a full reboot, careful analysis of what had been completed and what was left to accomplish from that plan was presented to the 2024 Strategic Planning committee who took that into account along with the impact of the aforementioned global crises on our local and global Jewish community.

The resulting revised strategic plan laid out in this document includes key areas from the 2020 plan which have been reaffirmed and refocused. It has also been expanded to include initiatives deemed critical to the work of the MJF going forward based on the new status quo. As such, the 2024 plan focuses on the following three goals, each of which have corresponding strategies and potential tactics from the MJF professional Leadership Team.

GOAL 01: PHILANTHROPY

Enhance the Minneapolis Jewish Federation's role as the center for Jewish philanthropy to strengthen and sustain the community today and in the future.

GOAL 02: COMMUNITY PLANNING

Continue to grow our community planning function while augmenting our capacity for and agility in responding to urgent needs and emerging threats.

GOAL 03: JEWISH LIFE AND LEARNING

Promote, educate, partner and strengthen the Jewish community and culture in Minneapolis and beyond while steadfastly supporting Israel.

GOAL 01:

PHILANTHROPY

Enhance the Minneapolis Jewish Federation's role as the center for Jewish philanthropy to strengthen and sustain the community today and in the future.

STRATEGIES

- Educate, inspire, and recognize Jewish philanthropy across the community through a variety of vehicles
- Promote and grow our high-performing, comprehensive giving program
- Align and evaluate core and grant-based funding to advance community-wide goals and priorities
- Support community organizations' philanthropic efforts to grow and sustain themselves

GOAL 02: COMMUNITY PLANNING

Continue to grow our community planning and convening functions while augmenting our capacity for, and agility in, responding to urgent needs and emerging threats.

STRATEGIES

- Leverage and strengthen the capacity, agility, and infrastructure to crisis manage, address opportunities and respond to threats to our community
- Promote a culture of research- and data- driven community planning that enhances cooperation across the community
- Partner with and support Jewish organizations to vigilantly monitor and respond to anti-Israel and antisemitic activity and trends
- Build operational capacity, infrastructure, efficiency, and sustainability at MJF and within the broader community.

**Urgent need is defined by the Federation*

GOAL 03:

JEWISH LIFE AND LEARNING

Promote, educate, partner and strengthen the Jewish community and culture in Minneapolis and beyond while steadfastly supporting Israel.

STRATEGIES

- Enrich Jewish identity and strengthen Jewish- and Israel- education for all ages
- Cultivate and deepen connections with Israel and Jews around the world.
- Strengthen lay- and professional- leadership development across the community.
- Create opportunities that respond to evolving needs and current events in uniquely Jewish ways and settings

