

Advocate for the Core Values and Content of Reform Judaism

- Offer educational tools and resources to deepen and expand the understanding and practice of historic Reform Judaism and its identity
- Educate about Prophetic teachings while inspiring social justice
- Curate Reform Jewish music as a cultural and spiritual expression

Serve as a Resource for Creative Approaches to Reform Jewish Life, Liturgy and Worship

- Support interfaith families and unaffiliated Jews
- Connect with those lacking access to Jewish resources
- Offer meaningful worship experiences that include prayer in the vernacular



ROOTS OF
REFORM
JUDAISM

STRATEGIC PLAN

Curate Educational and Spiritual Programming

- Expand programming: launch and maintain lecture series, book talks, educational guides, current event discussions; and enhance resources currently provided
- Leverage technology to have broader reach for the *Reform Advocate* and pair with educational materials
- Broaden reach for Shabbat and High Holy Day services through online community

Foster Collaborative Relationships

- Expand the Clergy & Scholars Collaborative for thought leadership
- Partner with Jewish organizations and professionals to build a supportive network
- Engage with clergy and organizations of other faiths