Our plan for a bright future.
Looking Inward to Move Onward

At this moment in our storied history, we recognize an opportunity to reshape the congregation in ways that position us for a vibrant future, in stride with the complex and relatively new ways people connect and communicate. In fact, such changes are in keeping with the ancient teachings of Judaism, which instruct us that by connecting with each other, the future of our lives and our communities are enriched.

Between July 2015 and November 2016, professional and volunteer leaders of the Temple, along with a cross-section of Temple members, identified issues and recommended new initiatives critical to creating a thriving future for Anshe Chesed Fairmount Temple.

We would like to share with you the five objectives of the Strategic Plan, knowing that you are someone committed to helping our Temple bring more love, kindness, education and spirituality into our congregation, into our community, into the world.

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**Engagement**

Increase engagement across all Temple activities, as measured by multiple indicators, such as attendance, social media sharing, social justice activities, by 25% over the next 2-3 years. ACFT defines engagement as “the ongoing process of connecting individuals to the mission of an organization so that they personally experience and contribute greater purpose and meaning to the world, and become a part of something that transcends themselves.”

**Educational Vision**

Develop and begin implementation of a new vision for Jewish education by January 1, 2018. Educational initiatives focus on four values: social justice, family engagement, being part of and participating in the congregation, and living the values of Torah and Jewish tradition. These values are the central components of our educational vision and will be embedded in the initiatives.

**Financial Health**

Increase our Temple’s financial health and stability, measured by a 1 to 1.5% increase in revenue, in each of the next three years. To maintain our good financial health, we must continue to take steps to mitigate potential serious financial liabilities, a decline of significant annual donations from aging donors, and changing patterns of affiliation; we must also maximize proactive financial planning and strategies like planned giving, special membership campaigns, bequests, endowments and sponsorships.

**Leadership**

Develop and begin implementation of an ongoing, regularly scheduled leadership development program for clergy, board and staff by September 1, 2017. A defining approach for our congregation is our desire to actualize Jewish values articulated in sacred texts. Our clergy and lay leaders are inspired by the teachings of Jewish mindfulness practice and Jewish values such as patience and humility, and seek to cultivate these traits in volunteer leadership and interactions in community.

**Branding**

Develop a strong brand presence for the Temple by July 1, 2018. A branding consultant will assist us in shaping a consistent message that distinguishes an individual’s or family’s Jewish experiences at ACFT. Through rebranding, our members will derive more value from all forms of participation in the Temple. This is a key part of the Strategic Plan, as it will be a catalyst for all Strategic Objectives, as well as for developing a new Mission Statement.

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**STRATEGIC OBJECTIVES**

Engagement is both a Strategic Objective and the driver for accomplishing all five Objectives. These Objectives will remain constant through the multi-year implementation process.
“I found grown carob trees when I was born into the world. As my ancestors planted these for me so I, too, plant these for my children.”

—Babylonian Talmud 23a

The Path Forward

To achieve our objectives over the next five years, organized groups will work closely with clergy, staff, lay leaders and volunteers, investing resources, time and energy into implementation.

While ACFT is aware of congregational challenges, leaders and members can be excited about the opportunity to reshape our congregation in ways that respect our accomplishments and position us for a vibrant future.

If you wish to participate in implementing any aspect of the strategic plan, please contact Hedy Silber at (216) 464-1330, or hsilber@fairmounttemple.org.

www.fairmounttemple.org