



Congregation Torat El

Dialogue on Dues

Sustainability Model





OPTIONS CONSIDERED:

CURRENT MODEL

INCOME-BASED


“A LA CARTE”

SUSTAINABILITY






POLICY ISSUES:

- IMPACT ON ENGAGEMENT
 - TIES TO REASONS FOR GIVING
 - INCREASED CHOICE/FLEXIBILITY
 - OUTREACH TO PROSPECTIVE MEMBERS
 - REVENUE IMPACTS
- 



SUSTAINABILITY MODEL


KEY DEFINITIONS

- **GIVING LEVEL** – THE AMOUNT SELECTED BY THE MEMBER AS THEIR ANNUAL MEMBERSHIP PAYMENT.
 - **SUSTAINABILITY LEVEL** – THE CALCULATED ESTIMATE OF THE AMOUNT NEEDED FROM EACH MEMBER
 - **GIVING CATEGORY** – NAMES GIVEN TO CERTAIN RANGES OF GIVING LEVELS
- 



Q. WHY ARE WE CONSIDERING THIS CHANGE?


OUR GOAL IS TO SWITCH TO A GIVING PROGRAM THAT:

- ENCOURAGES ENGAGEMENT AND THOUGHTFUL GIVING
 - FOCUSES ON OUR COMMUNITY WORKING TO SUSTAIN OUR CONGREGATION
 - MAXIMIZES INDIVIDUAL CHOICE
 - ATTRACTS NEW MEMBERS, PARTICULARLY YOUNGER MEMBERS, AND RETURNING MEMBERS
- 



Q. HAVE OTHER CONGREGATIONS
SUCCESSFULLY MOVED TO THIS FORMAT?

OTHER CONGREGATIONS HAVE SUCCESSFULLY
MOVED TO THE DUES STRUCTURE WITH
INCREASED PARTICIPATION AND REVENUES.





Q. ARE DUES BEING INCREASED?


No





Q. IS TUITION FOR RELIGIOUS SCHOOL INCLUDED IN THE GIVING LEVEL WE SELECT?

NO, TUITION FOR RELIGIOUS SCHOOL WILL CONTINUE TO BE CHARGED WITH THE CONGREGATION CONTINUING TO COVER OVER HALF OF THE COSTS TO OPERATE THE SCHOOL PROGRAMS.





Q. WILL THERE STILL BE A KOL NIDRE
APPEAL?

YES.

WE ARE CONSIDERING HAVING A CHECK-OFF
BOX ALLOWING CONGREGANTS TO INCLUDE
THEIR KOL NIDRE APPEAL WITH IN THEIR
GIVING LEVEL.


WE WILL CONTINUE TO RUN OTHER
FUNDRAISERS.





Q. WILL THERE BE DIFFERENT PRIVILEGES OF MEMBERSHIP FOR DIFFERENT GIVING LEVELS?


NO, OTHER THAN ASSOCIATE MEMBERS WILL BE FULL MEMBERS OF CONGREGATION TORAT EL, WITH VOTING RIGHTS, HIGH HOLY DAY TICKETS, LIFE CYCLE EVENT SERVICES AND MEMBERSHIP DISCOUNTS.





Q. WILL THERE BE ANY INCENTIVES FOR GIVING LEVELS?

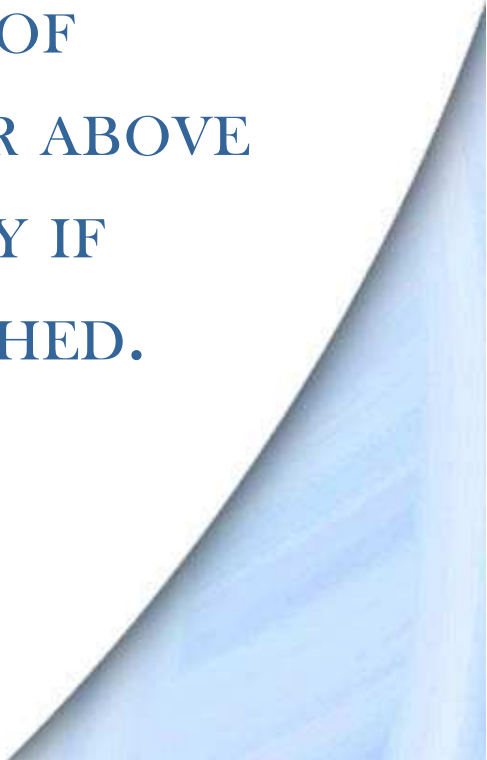
YES, WE ARE PLANNING ON GIVING INCENTIVES AS SPECIAL THANK YOU'S FOR THOSE WHO CHOOSE A GIVING LEVEL AT OR ABOVE THE SUSTAINING LEVEL.





Q. WILL WE BE PUBLISHING WHO CHOOSES WHICH GIVING LEVEL?

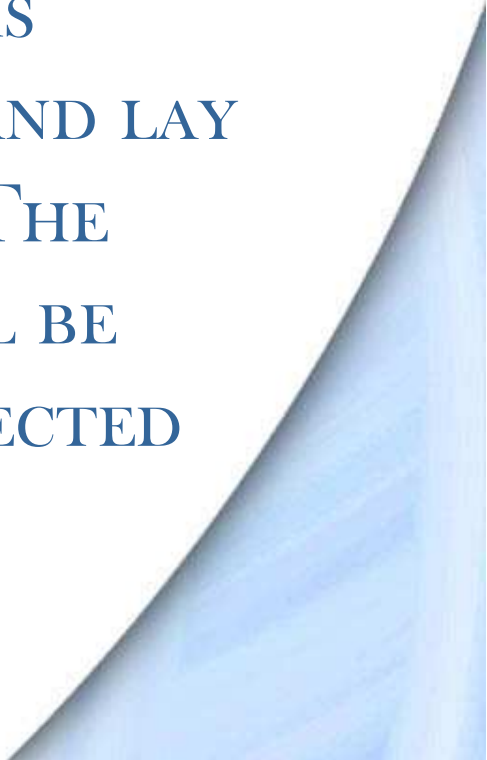
WE WOULD ONLY PUBLISH THE NAMES OF THOSE WHO CHOOSE GIVING LEVELS OR ABOVE THE SUSTAINING LEVEL AND THEN ONLY IF THEY WANT THEIR NAMES TO BE PUBLISHED.





Q. WHO GETS TO KNOW WHO IS IN EACH CATEGORY?

OUR PLAN IS TO MAINTAIN THE LEVEL AS CONFIDENTIAL, LIMITED TO KEY STAFF AND LAY LEADERS INVOLVED IN OUR FINANCES. THE BOARD AND GENERAL MEMBERSHIP WILL BE INFORMED OF HOW MANY MEMBERS SELECTED EACH GIVING LEVEL.





Q. WILL THERE STILL BE ASSESSMENTS?


No





Q. WILL THERE BE A MINIMUM GIVING
LEVEL?

YES, EXCEPT FOR MEMBERS WHO NEED DUES
RELIEF AND LEGACY MEMBERS. ASSOCIATE
MEMBERS WILL HAVE A DIFFERENT MINIMUM
GIVING LEVEL






Q. WHAT IS THE SUSTAINING LEVEL AND HOW IS IT CALCULATED?

THE SUSTAINING LEVEL REPRESENTS WHAT WE NEED FROM EACH MEMBER TO SUSTAIN US FINANCIALLY.

THE CALCULATION IS BASED ON OUR BUDGET (NOT INCLUDING FUNDRAISING AND RENTAL REVENUE) DIVIDED BY THE NUMBER OF MEMBERS (ADJUSTING FOR MEMBERS WHO NEED DUES RELIEF AND LEGACY MEMBERS.)



Giving Levels

(Families and Singles)

Category Name	Family	Single
Contributing*	\$850 to \$1,799	\$425 to \$899
Supporting	\$1,800 to \$2,599	\$900 to \$1,299
Sustaining	\$2,600 to \$3,599	\$1,300 to \$1,799
Cornerstone	\$3,600 to \$5,399	\$1,800 to \$2,699
Pillar	\$5,400 to \$7,199	\$2,700 to \$3,599
Benefactor	\$7,200 to \$9,999	\$3,600 to \$4,999
Guardian	\$10,000 and up	\$5,000 and up



- QUESTIONS?

- FEEDBACK?