

“But is [your event] good for the Jews?”

A programming ‘user filter’ for United Synagogue community programming

How to Use This Card

Before approving or planning anything...

- Everything should happen for the sake of people, not the organisation (the shul).
- Ask: “Does this fit the filters below: dignity; meaning; growth; and belonging?”
- Make your events more impactful by using all four of the filters in full, every time.

Dignity

Treat every person with respect and care

- Make programming [accessible](#): consider cost, physical access and other barriers.
- Each person attends for their own reason; they are not ‘consumers’, nor even just members.
- Use warm, respectful language and signage to make people’s experience easy.
- Honour people’s time, effort, and presence; adapt where you can.

Meaning

Give experiences a clear and grounded purpose and a gentle journey

- People ‘own’ programming which reflects their contributions, needs and aspirations.
- Clarify upfront how the programming fits your strategy: why this, why now, and for whom?
- Shape a simple emotional flow. How should the programming feel as it progresses?
- Follow up in a way that reinforces group experience and the purpose of the programming.

Growth

Support Jewish development of individuals, households and the collective

- Assume nothing; meet people [where they are](#).
- Actively make opportunities for people to share, [contribute](#) and pick up Jewish skills.
- Make enjoyable shared experiences of learning; don’t just present knowledge.
- Measure success by people’s Jewish progress, not just by headcount or money.

Belonging

Strengthen relationships and community connection

- Create shared [moments](#) of joy and [connection](#); prioritise people, not the ‘institution’.
- Welcome [newcomers](#) warmly and naturally, for themselves, not as potential members.
- Actively build [social networks](#): the bedrock of your community should not be left to chance.