

NATIONAL CENTER TO ENCOURAGE JUDAISM -- APPLICATION, 2011-2012

Box 651, Silver Spring, MD 20918 - 301-593 - 2319 - Fax 301-593-2249 - E-mail: NCEJudaism@verizon.net

We help you inform your broad community all are welcome to learn about Judaism and become Jewish. NCEJ grants, to synagogues, consortia, agencies, regional offices, etc., for 2011-2012 programs, are for a maximum of \$1200 up to one-half the cost of the secular (non-Jewish) media advertising. Individual synagogues may win a 20% bonus atop a yearly basic grant, if you received an NCEJ grant the year before, for a \$1440 maximum. 2010-2011 URJ Taste recipients, since NCEJ was a co-sponsor, may receive half a regular grant. You may apply for each of two grants yearly for separate programs in distinctly different quarters. Grants are at NCEJ's sole discretion.

Eligible courses are two types: 1) Introduction to- Taste of- Basic Judaism, or similar classes. 2) Adult Education classes of interest to prospective converts--these ads must state, "Open to All" or "Open to Jews and non-Jews." **Ineligible** are such ads as: Institutional, High Holy Day, Shabbat or Shabbaton, membership, Hebrew, Chanukah, Passover, cooking, dancing, interfaith, or lectures not of help to prospective converts. Aborted programs are ineligible.

Send in your completed applications after your program starts. **Must include** a) demographic information, b) student reactions, c) a copy of the ads (radio/tv, of text) and d) of the specific billing. Incomplete submissions incur delays.

[For course grants, complete Sections (1) & (2); Shabbat Ask the Rabbi--Anything, Secs. (1) & (3).]

(1) Organization _____ Cong. membership numbers _____ Date _____
(___ Reform ___ Conservative ___ Reconstruction ___ Orthodox ___ Mix of: _____ No affiliation _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail: _____

Web? _____ Contact (Rab-Ctr-ExD-Adm-Coord-Pres-Chr) & Title _____

Ads ran in these venues _____

Dates run _____ Size of ads _____ Total print/air cost of ads _____

How many conversions at your synagogue/consortium/institution (specify) last secular\ religious year? _____

PROGRAM BONUSES FOR SYNAGOGUES: Award winners are eligible for a one-time bonus for each new initiative of ongoing out-of-the-ordinary welcoming/convert-encouraging activities, at NCEJ's discretion. Supply details; cursory response doesn't qualify. Examples:

-You welcome attendees at oneg shabbat/kiddush with more than such routines as bima announcements or colored cups; staff & board take part. - Programs integrate interfaith & converts. More than Dec. dilemma-type sessions or monthly interfaith--what others can learn from and copy. -You supply free pamphlets/booklets on becoming Jewish, a rack or table in an open area, pamphlets free to take any time; send us the list, and copies of any you yourself prepared.

(2) **COURSE TITLE** _____ Date held _____ Fee (Members/non) _____

Course length: _____ # Students: _____ (Numbers or %:) Members _____ Nonmembers _____ Jews _____ Non-Jews _____

In interfaith relationship _____ Interested in converting _____ Your comments on class makeup?

Student comments on class (report the most interesting on separate sheet; pro forma reply causes delay.)

What follow-up programs & contacts do you have?

You have any thoughts/suggestions about classes, alternatives, follow-ups, approaches to increase conversion (separate sheet):

(3) **ASK THE RABBI-ANYTHING! SHABBAT** (prospective-member events ineligible.)

Add details on a separate sheet. Grants are for flat 60% of the advertising cost up to \$1200.

Event need have Explanatory Service, Kiddush/Oneg, Q&A session afterward.

Title of your event? _____ When held? _____

Attendance : Your estimate of number of members _____ Of nonmembers _____ Usual attendance: _____

Did you include: Explanations _____ Information on classes, or conversion? _____ Have pamphlets available? _____

Describe how you handled Q&A session—Interesting Qs _____

Would you hold this Q&A again? _____ When? _____ How would you change it? _____

Any advice to other synagogues planning to do this? _____ (Rvsd 11/1)