



# 2025 STRATEGIC PLAN

## PURPOSE, PRIORITIES AND GOALS

*Personalized Judaism in a community context.*

### OUR PURPOSE:

We are an innovative Jewish cooperative that empowers each community member to create a meaningful Jewish life, develop positive identity, and receive support on their journey.

### STRATEGIC GOALS AND PRIORITIES:

#### ENGAGE:

Foster meaningful, personalized experiences within a vibrant Jewish community

##### Priorities:

- Create diverse and compelling programming to support the spiritual, educational and justice-oriented aspirations of the community
- Embrace a cooperative model of shared leadership, meaningful volunteer opportunities, and diverse entry points for participation
- Nurture varied expressions of Judaism

#### CONNECT:

Deepen bonds to weave a strong social fabric in support of one another

##### Priorities:

- Build strong relationships within the Kavana community
- Cultivate a sense of closeness among and between partners and partner groups
- Support partners in connecting to one another through Judaism

#### STRENGTHEN:

Design operations to provide for organizational stability and innovation

##### Priorities:

- Cultivate community members for leadership roles on the board and throughout the cooperative
- Ensure sustained financial stability
- Model new paradigms for Jewish community at local and national levels