



Flourishing Community Pulse Survey

National Trends

A working session for Bay Area, Chicago, Nevada, Philadelphia,
and San Diego

Introductions

- **Name**
- **Community**
- **Professional Role**
- **Why your community participated in the Pulse Survey**



Eight pillars of a flourishing Jewish community

 Engaged Involved in Jewish life and community	 Educated Knowledgeable about Jewish life, text, and culture	 Belonging Feels part of a larger community; able to show up as whole self	 Safety Secure individually and as a community
 Active Advocating for Jewish causes in the wider world	 Health Physical and mental health needs are met	 Caring Emotional needs of members are met	 Connected Tied to Israel and the global Jewish people

30 communities* ~19,700 Jewish adults · Three survey waves · Weighted and representative

* Communities listed in appendix



A strong foundation, and one shared opportunity: connection

1 The foundation is solid.

Identity, attachment, and the appetite to engage are all high.

2 The opportunity is connection, not conviction.

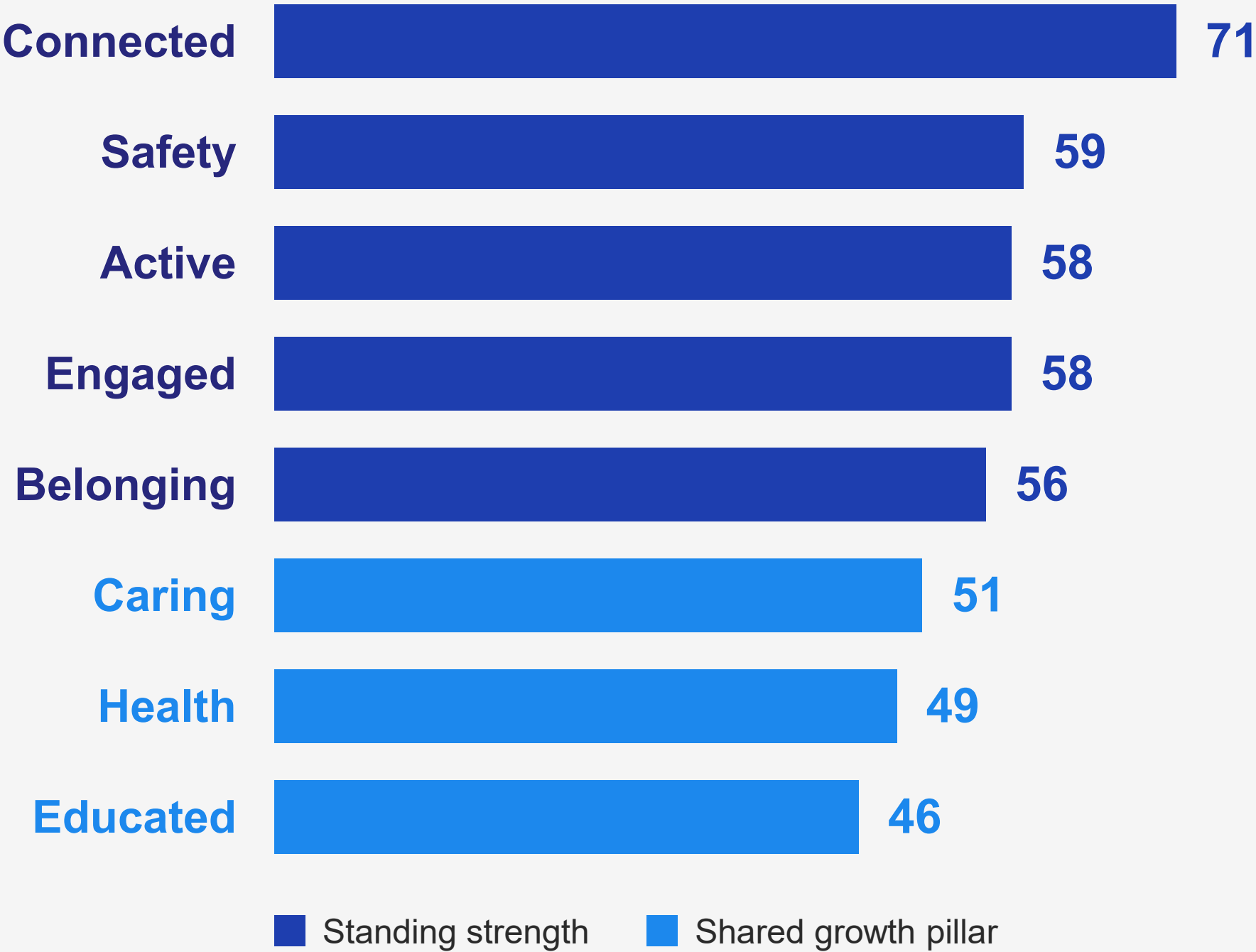
Belonging is the engine of engagement. The gaps are in finding opportunities and in care built person to person, not in desire.

3 Engagement and satisfaction are different jobs.

The Seekers, invested but less satisfied, show us where to raise quality.

How Communities Are Flourishing Across the Eight Pillars

Strong where it matters most, with a clear, shared place to grow



52%

Overall satisfaction across all 30 communities

Standing strengths

Connected, Safety, and Active carry the community everywhere.

Shared growth

Caring, Health, and Educated are the same three almost everywhere.



Wherever your community starts, the story is the same

1 The same strengths

Connected, Safety, and Active are the standing strengths in every community.

2 The same growth pillars

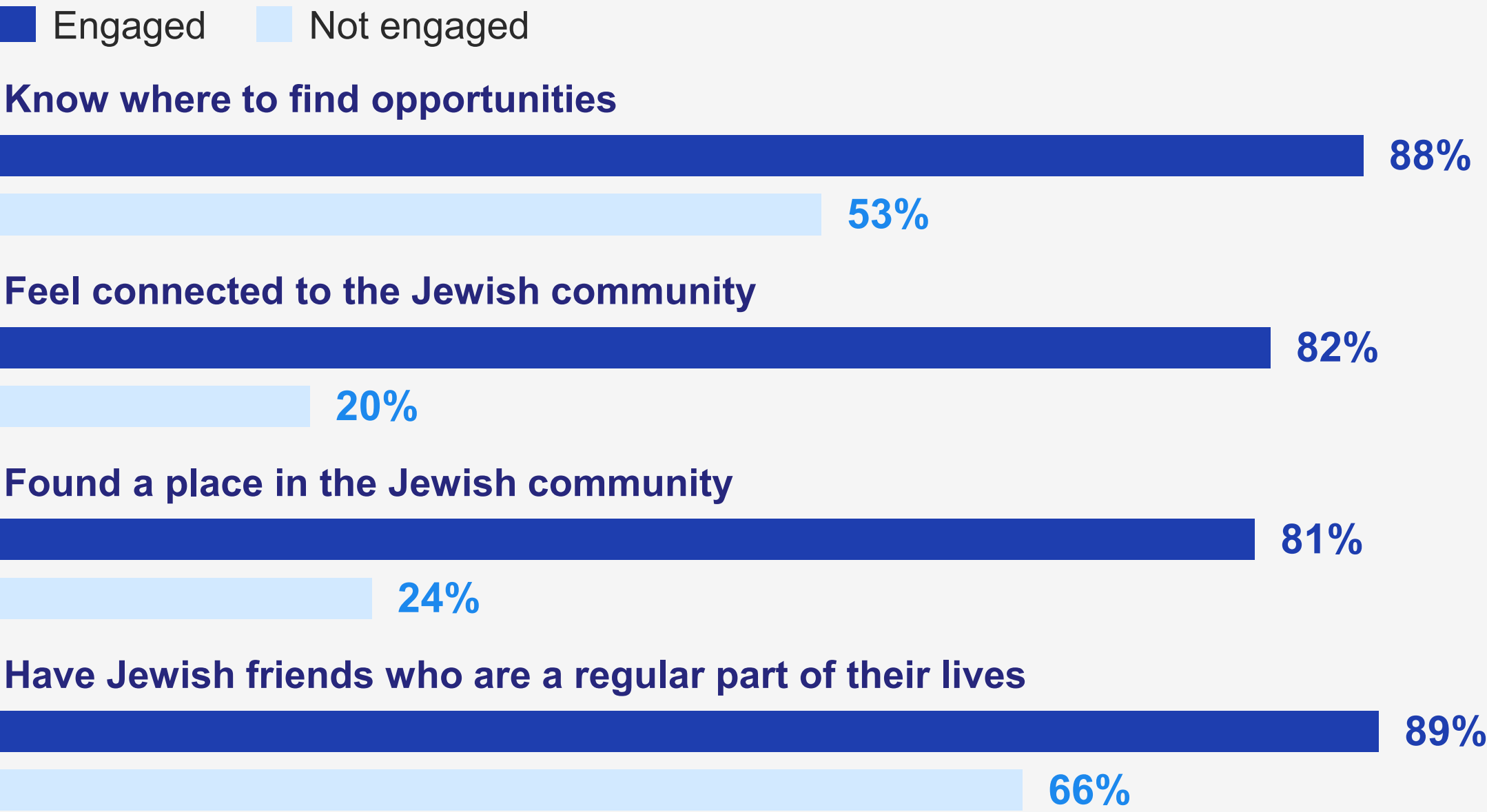
Caring, Health, and Educated are the shared opportunity, at every level of engagement.

3 The same lever

Belonging and knowing where to turn when I need are what move the needle everywhere.



Connection is the on ramp: belonging drives engagement



Cost is not the divide

1 in 5

In both groups (20%) say they cannot afford to engage as much as they would like. **Affordability is a real burden for some, and an issue communities must address.** But it is not what separates who shows up. Belonging is.

Takeaway

The lever is connection and knowing where to find opportunities, not persuasion and not affordability.



Life stage and tenure move engagement. Age barely does.

57% vs 38%

Parents are engaged far more than non-parents

+10 to 13

Points by which married adults lead the unmarried on every engagement and belonging measure

58%

Of newcomers, those here 0 to 9 years, want more engagement — more than anyone

Newcomers: high desire, low access

Residents of 0 to 9 years trail on feeling connected (**36% vs 48%**) and on wayfinding, knowing where to find opportunities (**58% vs 70%**). The same profile unites newcomers, younger adults, and unmarried adults without children.

Takeaway

The biggest opportunity is the people with the most desire and the least access.



Engagement runs on connection. Satisfaction runs on delivery.

Engagement runs on

- Knowing where to find opportunities
- Jewish friends and social ties
- Feeling connected and having found a place

Satisfaction runs on

- Representation and pluralism
- Education quality and breadth
- Care that reaches you in a crisis

A telling reversal

The unsatisfied want more engagement (**62%**) than the satisfied (**56%**). Dissatisfaction is unmet appetite, not disengagement.

Takeaway

You can lift engagement and still have a quality problem. Treat them as separate goals.



The Seekers show us where to raise quality

Satisfaction by engagement segment

■ Satisfied ■ Unsatisfied

Communal Core



Regulars



Seekers



Who the Seekers are

Seekers are engaged but less satisfied. They are already in the door, so their frustration is institutional: representation, education quality, alignment, and care that reaches them.

They also skew younger, less traditionally partnered, more LGBTQ+, more financially stretched, newer to their community, and less denominationally anchored.

Takeaway

Keeping the Seekers is a representation and quality challenge, distinct from the challenge of who walks in.



Question #1

1 Where do you see these engagement patterns in your community?

Which national finding matches your community, and where does yours diverge?



The Growth Pillars

Three opportunities, one root: Make the community findable

Caring, Health, and Educated share the same lever. Not more desire or more services, but visibility: helping people find the support, help, and learning that already exist.



Caring



Care grows person to person: multiply the entry points to mutual support

75%

Already have a group of people they can count on

50% / 52%

See volunteering or donating as ways they care for others

57%

See opportunities for acts of kindness

The thin spot is the everyday layer

Only **32%** feel someone would notice if they stopped showing up, and the number is lowest for newcomers and the unmarried. That everyday sense of being known is not a soft outcome: people who have ways to give and who feel noticed are far more likely to be engaged, and engaging deepens those ties in turn. Building the network and building engagement are the same work.

Takeaway

Help more people build the peer networks where being noticed, and feeling cared for, actually happen.



Meet the wellbeing moment, starting with what people can find

31% / 33%

Know how Jewish organizations could help with a physical or mental health need

26%

Report a mental health challenge in the household

35% vs 19%

Adults 18 to 44 reporting a mental health challenge, compared with those 65 and older

The gaps here are navigational, not attitudinal

Health is the pillar with the most room to grow. Roughly two in three do not know how the Jewish community could help with a health need. This wayfinding challenge is similar across ages, yet younger adults are much more likely to be experiencing a mental health challenge.

Takeaway

The opportunity is visibility: make the front door findable so people know help is there before they need it.



Educated



Interest is broad, but priority is the blocker. Focus on the movable group.

58%

Of those not learning say it is interesting but a low priority

29%

Say they do not have the time

10% to 14%

Cite the offerings themselves: timing, location, or teachers

Broad interest is not the same as real appetite

73% find Jewish learning interesting, yet interest alone does not move behavior. When people do not participate, the reason is overwhelmingly that learning sits low on the list, not that the community failed to offer it. The movable group is smaller and more specific: those who want more from the offerings. Only 42% are satisfied with the diversity of what is available and 43% rate the quality highly.

Takeaway

Compete for priority, and change the offer for the group already asking for something better.



Question #2

2 **Building peer networks, improve findability, and respond to those asking for change:**

Which of these feels like the highest priority and what one move can you make toward positive change in the next 90 days?



The same people surface in every opportunity: high desire, low access

Newcomers · Younger adults · Unmarried adults without children

They want more engagement than anyone, yet they consistently trail on finding opportunities, feeling connected, feeling noticed, and knowing where to turn.



Engaged

Want more, but know less about where to start



Belonging

Less likely to feel connected or to have found a place



Caring

Less likely to feel that anyone would notice



Health

Less sure how the community could help



Educated

Less aware of the learning on offer

Takeaway Design for the newcomer with high desire and low access, and you lift nearly every pillar at once.



Make the community findable, connective, and personal



Findable

Help people find opportunities and services. Make what already exists easy to discover, especially in the first years.



Connective

Build social ties and peer support. Belonging and mutual care power both engagement and wellbeing.



Personal

Raise quality where the invested feel it. Representation, breadth, and care that reaches the individual turn Seekers into stayers.

The foundation is strong. The opportunity is belonging, and it is shared by every community in this room.



JFNA Support

- Strategic advising
 - Goal setting
 - Strategic planning
 - Activating board / committees
- Data presentation
 - Virtual
 - In-Person
 - Training your staff to present

- Community of Practice
 - Learning opportunities
 - Sharing of best practices

Reach out with any questions!