



Inspiring the Next Generation Strategy

Why?

The World Union for Progressive Judaism believes in the power of young people to ensure the propensity of the progressive Jewish movement while continuing to shape it in a way that meets evolving communal and individual needs. WUPJ believes that empowering and engaging young people is **essential for the long-term future of the movement and its institutions**; it is the responsibility of our movement and its leaders to constantly seek to create an entrepreneurial culture of engagement, empowerment, education, identity-building, and leadership that transcends and strengthens individual communities, geographic regions, and the movement as a whole.

WUPJ seeks to infuse all touch-points with youth and young adults with the values of progressive Judaism and celebration of shared heritage overlaid on a modern and finely tuned programmatic menu that supports local communities while instilling a sense of *klal Yisrael*, global Jewish citizenship.

How?

WUPJ enables and establishes multiple entry points to engaging in the global progressive Jewish world via interconnected networks of young people, rooted in the values of progressive Judaism and Reform Zionism. WUPJ seeks to engage young people in all current and future progressive Jewish communities and at all transitional stages of Jewish life by providing a menu of opportunities that allow for each young person to establish a meaningful and personally fulfilling connection with progressive Judaism. This engagement includes but is not limited to our well-established traditional Zionist youth movement structure, known as Netzer Olami and TaMaR Olami.

WUPJ invests in creating and delivering high quality experiences, educational material and content, and leadership development resources and opportunities that support young people on their Jewish journey. WUPJ employs an innovative approach and staffing structure to best meet the needs of young people in a continuously evolving Jewish landscape while identifying strategic partnerships and opportunities to magnify impact. WUPJ both provides support for local communities while offering global opportunities that “no community could do on their own.” WUPJ will fully integrate all pieces of the youth/young adult portfolio into the organization’s core operations, finances, communications, and management, while maintaining individual program/movement brands where and when best suited.

What?

WUPJ is laser focusing the next five years on:

- Strengthening and refining the existing global youth movement structure under the **Netzer/TaMar** brand whilst exploring and developing new opportunities outside of this structure – recognizing that “one size does not fit all”.
- Identifying strategic opportunities for short-term **leadership development** programs that bring young people together from geographically disparate communities on a regular basis.
- Building a **global camping system** that leverages best practices, economies of scale, human resources, and industry-leading standards.
- Offering cutting-edge progressive Jewish **gap year experiences** that meet the needs of multiple teen and young adult populations.
- Providing high quality **educational resources** that support the needs of local communities and their youth activities and provide a continuous link back to the global movement.
- Better partnering and collaborating with **local communities and regions** to best serve young people globally while ensuring an integrated approach to international development.
- Creating a focused and expanded **social media & communications** reach that is consistent with WUPJ branding and styles while creating an image that is youth and young-adult friendly and oriented to maximize global social media footprint.
- Re-imagining the **human resources** dedicated to youth and young adults, including but not limited to full and part time staff, interns, volunteers, and shlichim, to best position all touch points with youth/young adults under the purview of one entrepreneurial and nimble department, fully integrated into the WUPJ operation. This will include a Netzer Mazkir/a chosen by the global movement to serve as the global face of the movement, reporting to the WUPJ Director of Youth & Young Adult Engagement. The Netzer Mazkir/a will be a key person in ensuring WUPJ’s responsiveness to evolving youth needs and desires.
- **Fundraising** globally and locally to expand offerings (including pilot new programs), invest in quality, and respond to critical individual and communal financial constraints.