

Thriving Synagogue Learning Tool

Guidelines for Selecting Survey Leadership Team Members

Survey leadership team responsibilities

The survey leadership team has primary responsibility for building congregational support for the Thriving Synagogue Learning Tool (TSLT), preparing materials needed to launch the congregation survey, and encouraging participation in the survey. The leadership team also interfaces with SYNERGY professionals at UJA-Federation of New York. Careful thought should be given to which individuals from the congregational community can best manage these responsibilities.

The survey leadership team is generally a small group (2-4 members) who are able to mobilize others to share in the work. Team members may be drawn from professional staff, synagogue members, or current or former lay leaders. A mix of professional and lay leaders is recommended.

Desired skills and knowledge for leadership team members

- At least one member of the team should be familiar with how your congregation keeps records or uses its database. This team member might be the executive director, administrator, or a current or former lay leader who has worked closely on the membership or dues committee.
- One team member should be skilled in creating and implementing attention-grabbing approaches to promoting TSLT in the congregation.
- Together, members of the team should have relationships with lots of different people and groups in the congregation. Such diversity will help the team think about how best to target messages about TSLT to different constituencies. For this purpose, it is often valuable to include a veteran staff member or a long-time congregant.

Characteristics of leadership team members

- Seen as trustworthy to the general population of your congregation
- Have the bandwidth, time and capacity to lead this project
- Able to respond in a timely manner to communications from SYNERGY
- Available and willing to answer congregants' questions
- Excited about and committed to sharing the *Profile of Thriving* results with the congregation