



THE  
MELIOR  
GROUP

Information. Intelligence. Insights.



## Jewish Community Assessment in Northern New Jersey

### Case Study



Jewish Federation  
OF NORTHERN NEW JERSEY

#### The Challenge

The Jewish Federation of Northern New Jersey (JFNNJ) was the result of a merger of two federations that was now unified under new leadership. The leaders decided an essential first step needed to improve the planning process was to gather current information about the community. In particular, Federation and community leaders wished to understand: What were the characteristics, needs, attitudes, perception and philanthropic mindset of people living in Jewish households within the catchment area?

#### The Process

With this goal in mind, The Melior Group was engaged to conduct a market study of the community. The study began with qualitative research, including in-person stakeholder interviews and telephone interviews with all levels of JFNNJ donors and an online bulletin board focus group with Jewish members of the community who give money to organizations, but not necessarily to JFNNJ. This qualitative information was used as the basis for developing a comprehensive survey. The goal of the survey was to hear from as many Jewish people in the area as possible, so Melior used a combination of telephone and web surveys, coupled with a strong marketing campaign to raise awareness of the importance of the survey in the community. Ultimately, over 2,500 Jewish individuals participated in the study effort.

#### The Outcome

As a result of the research, JFNNJ strengthened its marketing and outreach, which ultimately raised brand awareness and built brand image. The research also contributed valuable direction around program planning, and, by including community input, strengthened donor engagement and financial investment in the community.

1528 Walnut Street, Suite 1414  
Philadelphia, PA 19102  
Phone: 215-545-0054 x108  
E-mail: [sdranoff@meliorgroup.com](mailto:sdranoff@meliorgroup.com)

Information. Intelligence. Insights.