



THE
MELIOR
GROUP

Information. Intelligence. Insights.



Strategic Planning for the Jewish Federation of Delaware

Case Study



This logo was used in marketing the survey campaign.

The Challenge

The Jewish community of Delaware has weathered a great deal of change over the past several decades, much of it stemming from changes to the regional employer market and the associated challenge of attracting young families to the region. As well, Delaware occupies a unique geographic space; it is sandwiched between two larger, well-resourced Jewish communities in Greater Philadelphia and Baltimore. To provide input for a strategic plan to meet the needs of this evolving Jewish community, Jewish Federation of Delaware (JFD) invested in community research to support its Best Jewish Delaware (BJD) initiative. The overarching objectives of the research were twofold: 1) what are community perspectives on the role of Federation within the Jewish community? and 2) what are the community's funding priorities?

The Process

The Melior Group developed a three-phase research approach designed to hear from as many people living in Jewish households as possible. We began with in-person interviews with key stakeholders in Wilmington including clergy and lay leadership. We then held focus groups with community members from different cohorts throughout the state. In both of these first two phases our goal was to learn the range of opinions about issues affecting the Jewish community in Delaware. We used the insights derived from this qualitative work to create a largely closed-ended, online survey, in which over 600 people from this relatively small community participated.

The Outcome

The research findings provided evidence and support for JFD's strategic planning and funding allocations, and pointed to a number of new messaging and communications opportunities. As well, the research process itself galvanized the community toward working for a bright future for Jewish Delaware.

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

Information. Intelligence. Insights.