



THE
MELIOR
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Finding Drivers for Men's Engagement in the Philadelphia Jewish Community

Case Study



Jewish Federation
of Greater Philadelphia

The Challenge

While once the premier non-profit organization involving Jewish men in terms of leadership roles and financial support, male involvement in the Jewish Federation of Greater Philadelphia (JFGP) had been dwindling for many years. Once this fundamental shift was recognized, JFGP's leadership team wanted to know: What contributed to this "change of heart and pocketbook"? What factors would lead to re-engagement among this very important segment of the community?

The Process

JFGP engaged The Melior Group to conduct focus groups with Jewish men who represented a cross-section of male involvement in, and attitudes towards, JFGP. In doing so, Melior was able to hear directly from the target audience what caused the slide in participation, and what would revitalize interest in the organization.

The Outcome

The research uncovered a variety of issues that contributed to the downturn in engagement, and offered actionable recommendations in a number of key areas including, volunteerism, inclusion, and branding.

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