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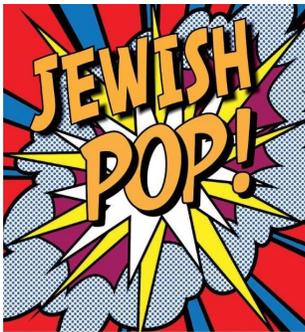


Jewish Federation of Southern New Jersey Assesses Changing Community Needs

Case Study



Jewish Federation®
OF SOUTHERN NEW JERSEY
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This logo was used in marketing the survey campaign.

The Challenge

To continue to carry out its mission of “caring for those in need, enhancing Jewish life and ensuring the continuity of a vibrant Jewish community locally, in Israel and around the world,” the leadership of the Jewish Federation of Southern New Jersey (JFSNJ) wanted to better understand the Jewish community it serves.

There was a sense that the community had changed – socially, geographically, religiously and economically – and JFSNJ leadership knew that new and accurate data on which to base decisions was needed to meet the changing community needs effectively.

JFSNJ wanted to obtain:

- Detailed descriptions of the community on key characteristics (demographic, behavioral, and experiential)
- Assessment of specific needs within the community (by segment)
- Perceptions of various institutions and their ability to meet community needs

The Process

The Melior Group’s proven, market research-based approach to Jewish community studies combined online and telephone survey methodologies with a creative marketing awareness campaign to ensure broad spectrum participation. The large number of participants (over 3,000) that resulted from this approach allowed for detailed and thorough analysis of the many segments within the community.

JFSNJ leadership obtained the data it sought in its three focus areas. Melior consultants who are deeply experienced in the nuances of Jewish communal research distilled this information into actionable recommendations designed to guide future JFSNJ efforts.

The Outcome

Melior gave JFSNJ leadership the information it needed to anticipate changing community needs, develop and deliver programs and services responsive to those needs, and set strategy to ensure its continued success. Initiatives undertaken to date as a direct result include:

- Increased support for Jewish Day Schools after learning of strong community-wide support even though only a small percentage attend.
- Creation of Special Needs Coalition to promote inclusion of children and young adults with intellectual disabilities.

1528 Walnut Street, Suite 1414
Philadelphia, PA 19102

Phone: 215-545-0054 x108
E-mail: sdranoff@meliorgroup.com