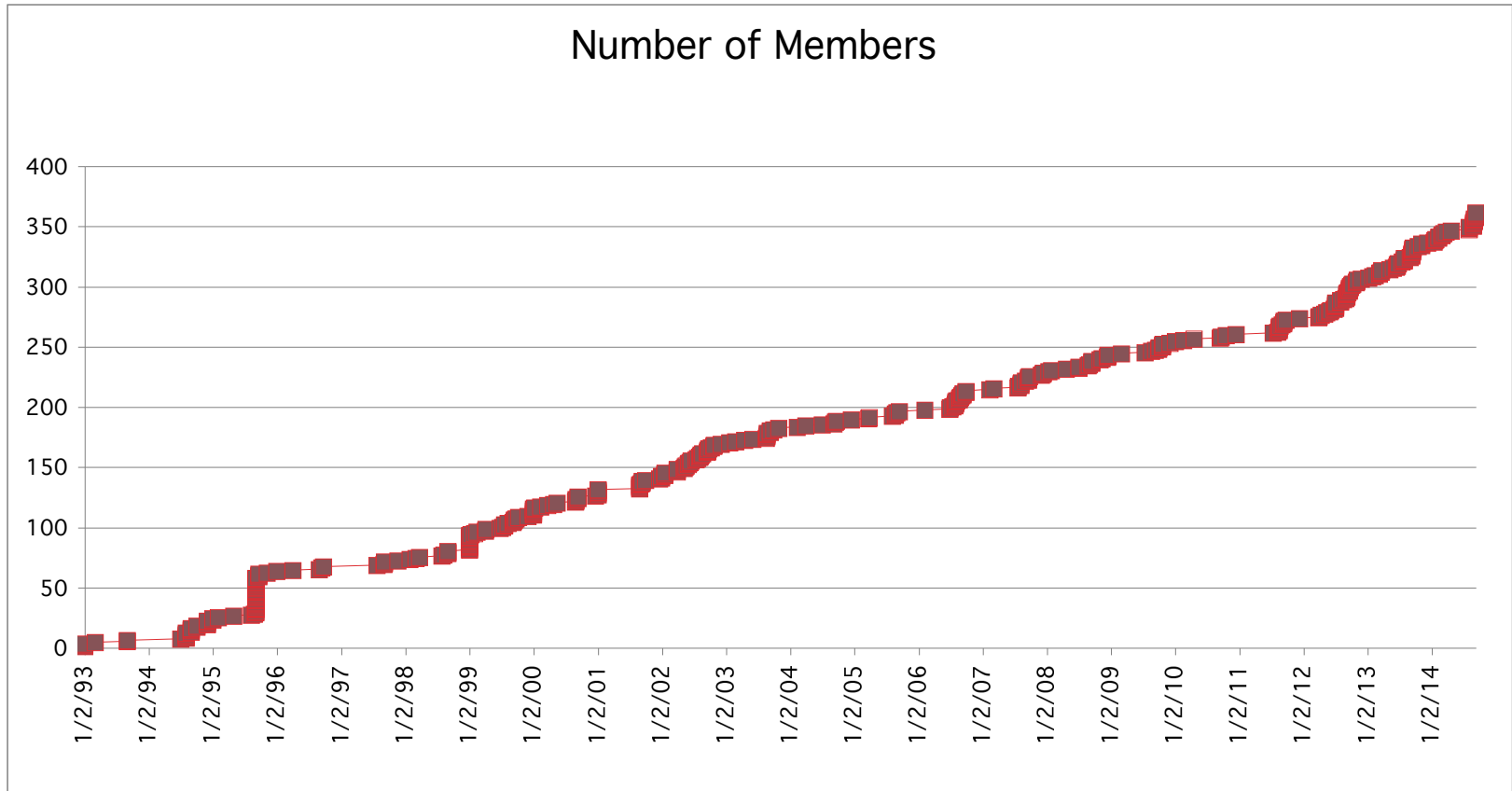


Membership Growth



Based on join date of current members



Membership Milestones

- Congregation Founded 12/1988
- Two Year Anniversary 6/1990 (22 members)
- Five Year Anniversary 6/1993 (72 members)
- Ten Year Anniversary 6/1999 (173 members)
- First Capital Campaign 6/2001 (192 members)
- New Building Dedication 6/2005 (239 members)
- Rabbi Transition 6/2007 (260 members)
- Preschool Opens 9/2008 (279 members)
- Current Membership 11/2010 (387 members)

Last 3 years, annual growth rate of 14%, 8%, 12%



Membership Impact

Social

- Harder to get to know each other
- Wide Geographic distribution
- No longer as participatory except for services
- Need to focus on membership retention not just recruitment

Financial

- Wonderful that we have this growth but increased membership is not helping us retire our capital debt
- More services need to be provided by the staff
- Sustainability of our building - increased use, security and long-term maintenance



Challenges & Solutions

Social

- Coordinated chavurot gatherings across demographics
- Increasing volunteering opportunities for congregant interaction
- Focusing on membership retention not just recruitment

Financial

- Outside fundraising
- Reinvigorate the capital campaign



Capital Campaign Update

- Capital Campaign Committee to restart in January 2011
- An outside development manager will be hired
- To be launched at Annual Meeting in May 2011

