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OneTable BEYOND SCALE

A REPORT ON IMPACT



A LETTER FROM
EXECUTIVE DIRECTOR,
ALIZA KLINE

What does Jewish ritual and community look like for young adults today? Millennials "have fewer attachments to traditional religious institutions, but they connect to personalized networks of friends, colleagues and affinity groups through social and digital media." (Pew Research Center) In other words, while millennials are weakly connected to institutions, they are hyper-connected to one another.

Yet, Forbes reports that even with these personalized networks, "We're getting lonelier. ... the number of Americans with no close friends has tripled since 1985... Mysteriously, loneliness appears most prevalent among millennials."

How might we, the Jewish community, enable this generation to reverse the trend, and form lasting and significant community now and throughout their lives?

At OneTable, we've looked to Shabbat dinner as a solution to engage young adults in Jewish life and practice, as well as a tool for creating deep connections to one another and a reprieve from the stress that is coming of age in the digital world. The key is the kavanah, the intention. Shabbat dinner provides a reason for gathering, an ancient, deeply held value of sanctifying time by sharing food, wine, and community.

From "How We Gather," "Millennials are decidedly looking for spirituality and community in combination, and feel they can't lead a meaningful life without it."

So, why weren't more Jewish millennials already hosting Shabbat dinners? We researched the barriers and found they needed help finding each other, so we created our online dining platform and iOS app; they needed a bit of guidance, so we've employed Hub Managers and Shabbat Coaches; and as one of the least economically stable generations (The Guardian) they needed financial assistance, so we offer nourishment credits to offset the cost of hosting.

*OneTable is expanding nationally in partnership with local and national organizations. **We've now celebrated 100,000 seats for more than 55,000 young adults at the table.***

Now, in our third year of operation, we're digging in to discover how our work is affecting millennials, how it helps them change their lives, and what we can do to grow and adapt to serve them even better. You'll hear from survey respondents and focus group participants throughout this report in their own words.

*Thanks for joining us in this Shabbat dinner movement,
Aliza*

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ABOUT ONETABLE

Shabbat dinner rituals fulfill the millennial desire for real life connection by creating a space to slow down, end the week with intention, and connect face-to-face by welcoming guests, and savoring a meal. OneTable provides hosts and guests with easily accessible tools and resources, making these rituals not only attainable, but sustainable. Posting dinners on our social dining platform (online or through our iOS app) empowers hosts to curate the dinner experience, and lets guests get an idea of what dinners are right for them. Through authentic Shabbat dinner experiences, guests and hosts begin forming Jewish traditions and practices of their own, putting Jewish experiential education into direct practice.

OneTable was founded in 2014 with financial and strategic support from The Steinhardt Foundation for Jewish Life and The Paul E. Singer Foundation. Both were inspired by the potential for Jewish millennials to engage with each other through Shabbat dinner. Since then OneTable has expanded quickly in partnership with more than 80 local and national foundations, federations and individual funders, who also believe in the power of Shabbat dinner.



HOW IT WORKS

According to Nir Eyal, Stanford University professor and expert in habit formation, "influencing behavior by reducing the effort required to perform an action is more effective than increasing someone's desire to do it." If we can knock down these barriers and make hosting Shabbat dinners through OneTable so simple that it feels intuitive to participants, then we will be more successful at helping them create their own Shabbat dinner practice.

OneTable offers hosts a variety of support to break down the barriers of hosting:

Online platform and iOS app for finding and posting dinners

"Nourishment Credit" of \$15 per person (max \$150 per dinner)

Help Desk / Shabbat Hotline

Gastro-centric Jewish learning events (Nosh:pitalities)

One-on-One personalized Shabbat Coaching

Strategic, localized communication from Hub Managers

OneTable developed two dinner strategies on our custom social dining platform (dinners.onetable.org):

Intimate Dinners for 5 to 15 people, most often held in homes (or rooftops, parks, summer houses, or other intimate settings)

&

Event Partnerships, hosted by entrepreneurs, artists, and partner organizations, who create special dinner experiences for groups of 25 to 150.

ABOUT THE STUDY

In order to understand our impact on OneTable participants, we engage in ongoing rigorous internal monitoring and evaluation, in addition to contracting external evaluation services from Rosov Consulting and market research consultant Jamie Betesh.

To date, we have commissioned Rosov Consulting to produce two studies involving quantitative (surveys) as well as qualitative (focus groups and interviews) methods. Both reports can be found at onetable.org/reports.

This "Beyond Scale" document reflects the top line findings of the April 2017 national survey, completed by 2,732 participants (a 12% response rate) as well as findings from eight virtual focus groups conducted with various segments of our audience, from one time guests to super hosts. The survey questions were designed to measure impact against outcomes articulated in the OneTable logic model. Rosov Consulting reviewed other surveys designed for Jewish millennials, tested the survey within our community, and shared unique participation links with OneTable users through email. When available, participant data from the OneTable CRM is also incorporated.

STRIVING FOR IMPACT

Scale is great, but impact is essential. We strive for long-term outcomes for our participants rooted in shifts in attitudes, behaviors, and knowledge. Our goal is that after attending or hosting a single OneTable event, each person associates positive feelings with Shabbat dinner. After four dinners, participants will become more involved with Jewish community and incorporate Shabbat dinner elements in Friday nights outside of OneTable. Taking part in seven or more dinners leads them to continuing their Shabbat dinner practice through different life stages and considering Jewish practice as personally relevant.



WHO ARE ONETABLE PARTICIPANTS?

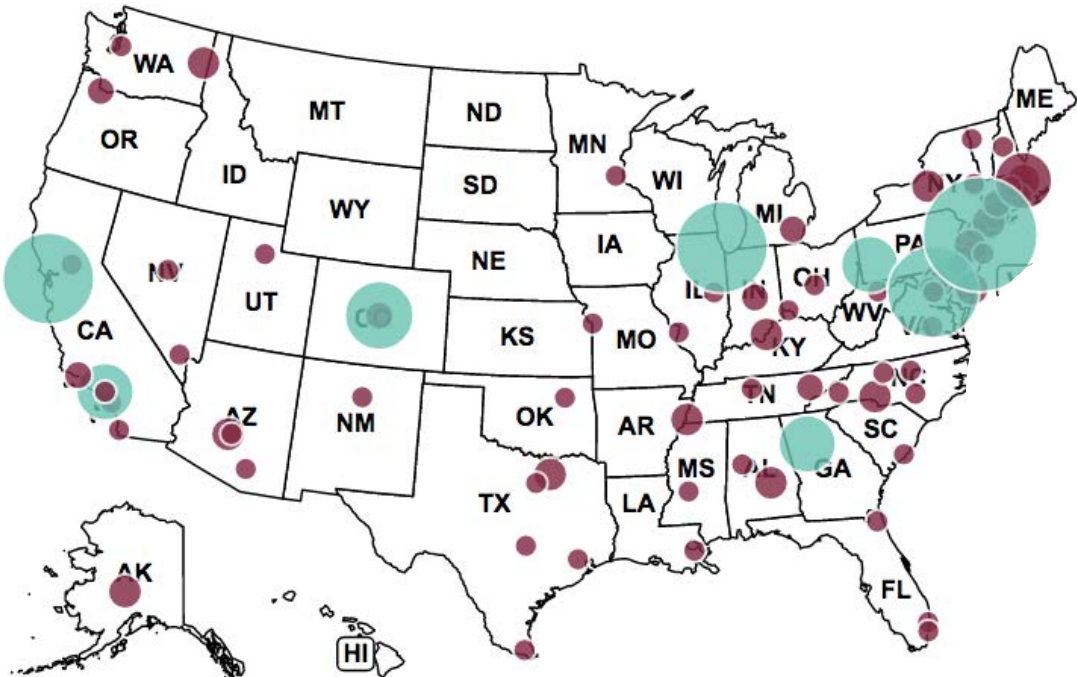
Guests and hosts come to OneTable from many backgrounds and traditions.

Based on survey responses, participants are MOSTLY:



HALF ARE SINGLE AND HALF ARE IN RELATIONSHIPS

OneTable participants are supported by hubs in Atlanta, the Bay Area, Chicago, Colorado, D.C., L.A., New York, Pittsburgh, as well as nationally.



WE'VE NOW CELEBRATED 100,000 SEATS FOR MORE THAN 55,000 YOUNG ADULTS AT THE TABLE.

WHAT BRINGS THEM TO THE TABLE?

“OneTable enables me to open my home for Shabbat... for our friends and friends-of-friends who enjoy Shabbat but rarely seek it out themselves. Our guests get to meet new people and often form long-term friendships.”

– Host



Celebrating Shabbat is guests' **top** motivator



72% say Shabbat adds a spiritual dimension to their Friday night



87% say they find meaning in spending time with community on Shabbat

“I didn’t want to go out and have a night out on the town, but I also wanted to meet new people. So, it was kind of that perfect in-between.”

– Guest

HOW THEY FEEL ABOUT ONETABLE

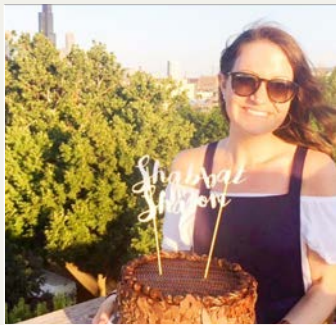
92%

OF HOSTS WOULD RECOMMEND ONETABLE TO A FRIEND

OneTable hosts and guests love their experiences, and share them weekly on social media using the hashtag: **#MYONETABLE**



@aaron657
NYC, June 2017



@audreyhirschl
Chicago, July 2017



@queerfatfemme
L.A., August 2017



@eligregory
Portland, February 2017

"It's nice to see that there's an organization that just cares about your experience being meaningful to you. So it could be for people who aren't connected to their Judaism at all but this would bring them some kind of meaning."
– Host

"I felt like there were other Jews that were similar to me. And it seemed like a possibility that I would find a Jewish community and maybe do a Shabbat on my own at some point."
– Guest

"What's great is it's not just a religious thing. It's also a community thing. It's not just about teaching, but it's about togetherness. Especially in the culture we're all living in these days, I find it so fulfilling to have that in your life."
– Host

HOW DOES ONETABLE CHANGE LIVES?



GETTING INVOLVED AND FINDING A PLACE IN THE JEWISH COMMUNITY

After hosting and attending Shabbat dinners, OneTable participants feel more comfortable at Shabbat dinners, and some have even started seeking out Shabbat dinner opportunities outside of OneTable. It changes the way they spend their weekend, with Jewish practice, ritual and time.

Because of OneTable, participants change the way they relate to Shabbat...

THEY ATTEND SHABBAT DINNERS OUTSIDE OF ONETABLE
25%

THEY ATTEND OTHER ONETABLE DINNERS
38%

THEY FEEL MORE COMFORTABLE AT ALL SHABBAT DINNERS
48%

THEY FEEL FRIDAY NIGHT IS DIFFERENT FROM THE REST OF THE WEEK
53%

THEY MEET NEW PEOPLE AT ONETABLE DINNERS
59%

THEY TRY TO PAUSE AND RELAX AT THE END OF THE WEEK
65%

INSPIRING GUESTS TO HOST

Many guests consider becoming hosts themselves after being a guest at a OneTable dinner.

51% OF HOSTS STARTED OUT AS GUESTS AT A ONETABLE DINNER.

70% OF GUESTS HAVE SAID THEY'RE INTERESTED IN HOSTING A ONETABLE DINNER.

MAKING JEWISH RITUALS THEIR OWN

OneTable is empowering participants, giving them the tools to create their own Jewish identity and Shabbat practice.

83% of hosts incorporate Jewish ritual into their Shabbat dinner.

"JEWISH RITUALS AREN'T SOMETHING THAT ARE A BIG PART OF MY DAILY LIFE, SO IT WAS REALLY NICE TO HAVE THAT EXPERIENCE AND RECONNECT TO SOMETHING THAT I FOUND REALLY MEANINGFUL." - GUEST

"(ONETABLE'S) GIVEN ME A SENSE OF MY OWN JEWISH IDENTITY, OF IT REALLY BEING MY OWN. IT'S BEEN POWERFUL FOR ME TO FORM MY OWN CONNECTION." - HOST

The more they host, the more confident they feel incorporating Jewish ritual into their Shabbat dinners.

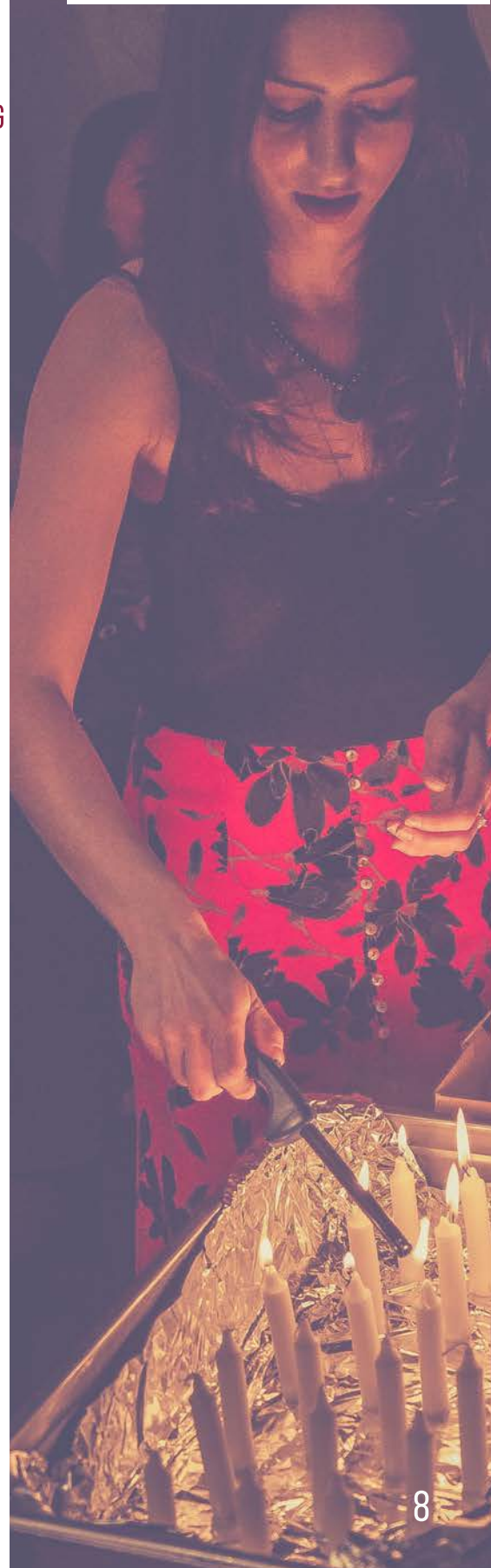
38% of first-time hosts feel confident incorporating something Jewish. **➤ 57%** of repeat hosts feel extremely confident.

THE NEW YORK TIMES SAYS:

"When a group of people connects, with just enough wine, there's a release. It's the feeling that you could sit at the table for hours and not want to check your iPhone. It sounds simple, but it felt like nothing short of a miracle."

"How to Have a Dinner Party: Friends Not Required,"
Hannah Seligson,
OneTable Host

HOW DOES ONETABLE CHANGE LIVES?



WHAT'S NEXT

With such high satisfaction rates from all participants, our driving question is how might we inspire and support participants to build an ongoing Shabbat dinner practice, one that will evolve as they do? More simply, how do we increase our repeat rate?



We're improving our process and making Shabbat dinner even more accessible and personally relevant to young adults through:

Developing new campaigns to encourage repeat participation



Tools for hosts to encourage their guests to become hosts themselves

Deepening training for Shabbat coaches, to better equip them to support hosts

Testing new strategies for matching hosts with Shabbat coaches

Partnering with Birthright Israel to elevate the Shabbat dinner experience while in Israel and inspire participants to bring Shabbat home

Forming long term and meaningful partnerships that will help our guests and hosts create life-long Shabbat dinner practices

For the full Rosov Outcomes Report and OneTable's logic model please see:

onetable.org/reports



**"SHABBAT IS FOR
EVERYONE. IT IS AN
ANCIENT ANTIDOTE
TO OUR MODERN
AILMENTS." – VOGUE**



onetable.org/reports