

ONETABLE LOGIC MODEL: A LIVING DOCUMENT

Following OneTable's iterative nature, this document has been revised since its inception, most recently reflecting three changes:

1- Outlining the explicit purpose of the organization according to Jewish, Shabbat, and Community goals.

2- Further refining OneTable's target audience by age, and current Jewish and Shabbat practices.

3- Reframing outcomes tied to total number of dinners attended/hosted rather than being tied to the timeframe in which dinners were attended/hosted.

Finally, we see through this logic model exercise that while repeat behavior is still the ultimate goal of OneTable, we are seeing positive impact even when people participate in just one or few Shabbat dinners.

PURPOSE

Shabbat

- ▶ Lower barriers to celebrating Shabbat
- ▶ Empower millennials to Shabbat practice
- ▶ Facilitate millennials ending their week with intention

Jewish

- ▶ Build a movement of Jewish millennials practicing Shabbat
- ▶ Create a gateway to Jewish connection and involvement through Shabbat
- ▶ Reframe the ancient ritual of Shabbat in contemporary, personally relevant terms

Community

- ▶ Community of OneTablers
- ▶ Community of millennials who feel they belong
- ▶ Empower young adults to build and deepen Jewish community

INPUTS



Staff

Program and Direct Engagement Professionals Around the Country, Resident Rabbi, Operations and Development, Communications and Partnerships



Consultants

Research and Evaluation, Corporate Sponsorships and White Labeling, Online Platform and App Developers, Bookkeeping, Project Managers/Curriculum Developers, Technology



Organizational Partners

Jewish organizations engaging young adults; Businesses and other nonprofits serving millennials



Funding

Operating Partners, National Funders, Local Funders



Regional Hubs

8 Hubs (as of 8/2017)



Coaches

10-15 in each hub



Social Dining Platform



Core Values

Holiness / Separateness (*Kedusha*), Inclusive Community (*Kvod Ha'briot*), Intention (*Kavanah*), Ownership / Authenticity / Wisdom (*Chochma*), Enduring Practice (*Kevah*), Welcoming Guests (*Hachnasat Orchim*), Joy (*Oneg*)

TARGET USERS

- Jewishly Identified
- Ages 22-39
- Not in College
- Without Children
- Don't have a weekly Shabbat dinner practice
- Individuals living in the 12 American cities with the most Jewish Millennials (63%) and living in geographic areas with fewer Jewish options (37%)
- Alumni from immersive experiences, including Birthright-Israel

ACTIVITIES



Invitation Only Dinner

Host comfort
Strengthen existing micro-communities



Nosh:pitality

Low-risk access point
Teach Shabbat skills
Recruit new hosts
Networking for hosts
Experiential Marketing



Coaching

Activate hosts
Help hosts invite new people
Increase host repeat rate
Increase open dinners
1:1 Jewish education, responsive to needs of hosts



Communications

Bring in new users
Build loyalty among existing users
Educate users on ambassadorship
Fundraise
Encourage people to think differently about Shabbat



Open Dinner

Build new community
Help city newcomers create community



Consulting

Provide thought leadership and expertise on Shabbat dinner ritual
Support partnership dinners



Coaches

Ambassadors for OneTable
Allow OneTable to scale while maintaining "high-touch" experience



Partnership Dinner

Access new audiences
Encourage retention
Encourage guest-to-host conversion
Associate OneTable brand with Shabbat



Online Jewish Content

Support community building and ritual facilitation at dinners

OUTCOMES



1-3 DINNERS



4-6 DINNERS



7+ DINNERS

For All Users

- ♥ **1 Dinner: Associate positive feelings with Shabbat dinner**
- 👤 Become ambassadors for OneTable
- 👤 Know that Shabbat dinner is a way of marking the Sabbath connected to the Jewish wisdom-tradition
- 👤 Know that there are different ways of connecting Jewishly of which Shabbat dinner is one
- 👤 Know that Shabbat dinner has unique components inspired by the Jewish wisdom-tradition
- ♥ Increased interest in connecting with Jewish roots
- ♥ Feel more comfortable in a Jewish setting
- ♥ Associate Friday night dinner with reflecting on the week and unplugging

For Those Who Host

- 👤 **1 Dinner: Know about resources provided by OneTable**
- 👤 Welcome new people to their Shabbat dinners more frequently
- 👤 Create ritual of Shabbat dinner
- 👤 Become more involved in Jewish community
- 👤 Able to plan and host a welcoming Shabbat dinner for peers
- 👤 Know that Shabbat dinner is a setting that allows one to connect to the Jewish wisdom-tradition
- ♥ Gain increased confidence in Shabbat dinner ritual and hospitality

- 👤 Become more involved in Jewish community
- 👤 Participate in Shabbat outside of OneTable with increasing frequency
- 👤 Incorporate Shabbat components into their Friday nights outside of OneTable
- 👤 Become hosts
- 👤 Know that Shabbat dinner is portable and can be made wherever one is
- ♥ Increasingly consider Shabbat dinner meaningful and relevant
- ♥ Feel an increased sense of belonging

- 👤 Experiment with Shabbat dinner ritual
- 👤 Host more, both with and without OneTable
- 👤 Build relationships with new people met through OneTable
- 👤 Participate in Shabbat dinner outside of OneTable
- 👤 Know that Shabbat dinner is connected to time, not location, and can be made wherever one is
- 👤 Increase competence in hospitality skills
- ♥ Increasingly consider Shabbat dinner a meaningful and relevant part of their lives

- 👤 Continue their Shabbat practice as life stage changes
- 👤 Become ambassadors for Shabbat
- ♥ Feel like Jewish practice is personally relevant
- ♥ Feel empowered to create Jewish ritual
- 👤 Continue their Shabbat dinner practice as life stage changes
- ♥ Increasingly consider Friday night Shabbat dinner as central to their Jewish practice

