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.
The image contains a logic model for OneTable, a program that aims to empower Jewish millennials to build and deepen their Jewish community through Shabbat dinners.

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

### 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
- Open Dinner
- Partnership Dinner

### OUTCOMES
- For All Users
- Study participant expands their Shabbat practice
- Know that Shabbat dinner is portable and can be made wherever one is
- Become more involved in Jewish community
- Participate in Shabbat outside of OneTable

### KNOWLEDGE
- Participation in Shabbat dinner ritual
- Host more, both with and without OneTable
- Build relationships with new people met through OneTable

### ATTITUDES
- Feel more comfortable in a Jewish setting
- Know that Shabbat dinner is connected to time, not location, and can be made wherever one is

### BEHAVIORS
- Experiment with Shabbat dinner ritual
- Able to plan and host a welcoming Shabbat dinner for peers

### Inputs
- Staff
  - Program and Direct Engagement Professionals
  - Rabbi, Operations and Development, Communications and Partnerships
- Consultants
  - Research and Evaluation, Corporate Sponsorships and White Labeling

### Organizational Partners
- Jewish organizations engaging young adults; Businesses and other nonprofits serving millennials

### Funding
- Operating Partners, National Funders, Local Funders

### Core Values
- Holiness / Separateness (Kedusha), Inclusive Community (Kvod Ha’Brit), Intention (Kavanah), Ownership / Authenticity / Wisdom (Chochmah), Enduring Practice (Kevah), Welcoming Guests (Hachnasat Orchim), Joy (Oneg)

### Social Dining Platform
- Experiment with Shabbat dinner ritual
- 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

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**STAFF**
Founding Executive Director (1 FTE)
Resident Rabbi, Lead Shabbat Coach (1 FTE)
Community / Network Director (1 FTE)
Host Support Manager (1 FTE)
Event Partnerships Manager (1 FTE)
Business and Data Manager (1 FTE)
Chicago Launch Manager (1.5 FTE)

**OPERATING PARTNERS**
CONSULTANTS
Financial Management
Market Research
Communications
New City Exploration
Grantwriting

**TARGET MARKET**
Seekers (early 20’s) & Nesters (late 20’s early 30’s) who have not yet built a Shabbat practice

**HOSTS**
Individuals

**RECRUITERS**
Individuals
Organizations

**SOCIAL DINING PLATFORM**

**DESIGN THINKING PROCESS**

**EVALUATION PARTNER**
Rosov Consulting

**FUNDERS**
National
Local

**INPUTS**

**ACTIVITIES**
IDENTIFY/RECRUIT/VET HOSTS
IDENTIFY/CULTIVATING PARTNER ORGANIZATIONS
CREATE SEATS AT THE TABLE
Staying In
- Offer Nourishment Credit ($10-15/pp)
- Prepare Hosts
  - Help Desk/Shabbat Hotline for logistical support
  - 1:1 individualized coaching for substantive support
- Noshpitality Gatherings: learn cooking, challah baking, cocktail making, and ritual facilitation
- Train Shabbat Coaches
- Follow up phone calls with Hosts
Going Out
- RFP to artists, foodies and event planners
- Grants up to $55/pp
Hybrid
- Identify venues and partners able to recruit table hosts
- Grants up to $25/pp

**PLATFORM DEVELOPMENT**
Social Dining Platform and App Development

**OUTPUTS**
# of hosts
# of partner organizations
# of hosts trained
# of dinners
# of seats at the table
# of unique guests/hosts
% of repeaters
# of guest to host conversions
# of Connector Hosts who expand seats at the table
# of Shabbat coaches trained
% of cost covered by Guests

**SHORT-TERM OUTCOMES**
GUESTS …
Become familiar with the elemental components of a Shabbat dinner
See Shabbat dinner attendance as a worthwhile end-of-week activity
Enjoy themselves
Increase attendance at Shabbat dinners
Bring along friends as new guests
Consider being hosts
Feel comfortable at a Shabbat dinner

HOSTS …
Gain confidence in their Shabbat hosting skills (e.g. host peers, cook food, manage an event and welcome friends)
Develop comfort with incorporating and personalizing Jewish elements of the dinner
Welcome friends-of-friends into their home

**MID-TERM OUTCOMES**
ONETABLE PARTICIPANTS…
Associate Friday night with Shabbat (e.g. consider Shabbat dinner plans, wish friends Shabbat Shalom)
Regard Shabbat dinner attendance to be a personally relevant activity
Develop a Shabbat dinner community
Actively seek out Shabbat dinner opportunities
Occasionally introduce Shabbat dinner elements into their Friday night routine
Are motivated to have regular Shabbat dinner plans
Meet new people through OneTable Shabbat dinners

**LONG-TERM OUTCOMES**
ONETABLE PARTICIPANTS…
Make Shabbat dinner a regular and ongoing part of their lives
Pursue new opportunities for Jewish growth
Create personalized Jewish community
View Shabbat as central to the rhythm of their lives
Have an appreciation for and feel a part of the larger Jewish community

**ASSUMPTIONS**
Creating a Shabbat dinner habit requires understanding and applying findings on habit formation. OT relies on the research of B.J Fogg, Nir Eyal and Charles Duhigg to design its platform and program for OT engagement.
Shabbat dinner provides a unique opportunity to informally create and deepen relationships, Jewish identity and knowledge.

**EXTERNAL FACTORS**
Jewish millennials have fluid identities, use social media as a primary communication and socialization vehicle, identify as part of mainstream culture and are most comfortable in inclusive environments. Jewish millennials are also connecting less to organized Jewish life.
Shabbat dinner is an experience common to all Birthright Israel participants but does not necessarily translate into an ongoing Shabbat dinner practice.

Modern technology, including social dining platforms, has made it easier to find out about, register for or organize friends for a Shabbat dinner.
Many aspects of the the Shabbat dinner experience can trigger anxiety: Inviting people, preparing food, finding time, cost, facilitating Jewish ritual, feeling welcome.