THE ONETABLE LOGIC MODEL

SHABBAT DINNERS
Empower millennials to create a Shabbat practice and end their week with intention by lowering barriers

INPUTS

STAFF
- Program
- Direct Engagement
- Professionals around the country
- Resident Rabbi
- Operations & Development
- Communications & Partnerships

CONSULTANTS
- Research & Evaluation
- Tech Developers
- Sponsorships
- White Labeling
- Bookkeeping
- Project Managers
- Curriculum

ORGANIZATIONAL PARTNERS
Jewish orgs, businesses, and nonprofits engaging millennials

FUNDING
- Operating Partners
- National Funders
- Local Funders

CORE VALUES
- Holiness/
  Separateness
- Inclusive
  Community
- Intention
- Ownership/
  Authenticity/
  Wisdom
- Enduring Practice
- Welcoming Guests
- Joy

SOCIAL DINING PLATFORM
- 8 Hubs
- 5 scale-to-fit hubs (as of 5/19)

REGIONAL HUBS
- 8 Hubs
- 5 scale-to-fit hubs (as of 5/19)

USERS
- Jewishly Identified
- Ages 22-39
- Not in College
- Without Children
- Don’t have weekly
  Shabbat practice
- Living in 12 US cities
  with most Jewish
  Millennials (63%)
  and fewer Jewish
  options (37%)
- Immersive experience alumni, i.e Birthright-
  Israel

ACTIVITIES

DINNERS BY INVITE
Strengthen existing micro-communities & improve host comfort

OPEN DINNERS
Build new community & help city newcomers feel like they belong

ONLINE JEWISH CONTENT
Guides, blogs, recipes, playlists - all on the OneTable platform

NOSH:PITALITY EVENTS
Low-risk access points to teach Shabbat skills and recruit new hosts. Great networking opportunity and experiential marketing.

CONSULTING
Support community building and ritual facilitation at dinners

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FELLOWS
Ambassadors for OneTable that allows OneTable to scale while maintaining “high-touch” experience

COMMUNICATIONS
Bring in new users and build loyalty among existing users. Educate users, fundraise, and encourage people to think differently about Shabbat

OUTCOMES

1-3 DINNERS
- Positive feelings about Shabbat
- OnTable Ambassadors
- Connection with Jewish roots
- Comfortable in a Jewish setting
- Associate Friday night with reflecting & unplugging
- Create ritual of Shabbat dinner
- More involved in Jewish community
- Welcome new people to Shabbat dinners

4-6 DINNERS
- More involved in Jewish community
- Shabbat outside of OneTable
- Guests become hosts
- Understand Shabbat dinner is portable
- Consider Shabbat dinner meaningful and relevant
- Feel increased sense of belonging
- Experiment with Shabbat ritual
- Host more, with & without OneTable

7+ DINNERS
- Become ambassadors for Shabbat
- Jewish practice is personally relevant
- Continue Shabbat practice as life stage changes
- Empowered to create Jewish ritual
- Increasingly consider Friday night Shabbat dinner as central to their Jewish practice

NOTE: In this document, Shabbat means Friday night Shabbat dinner.