

THE ONETABLE LOGIC MODEL

SHABBAT DINNERS

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

JEWISH LEARNING

Create a gateway to Jewish connection and involvement through Shabbat + reframe ancient ritual in contemporary, personally relevant terms

BUILDING COMMUNITY

Build a community of millennials who feel they belong and empowered to deepen Jewish roots

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

FUNDING

- Operating Partners
- National Funders
- Local Funders

ORGANIZATIONAL PARTNERS

Jewish orgs, businesses, and nonprofits engaging millennials

CORE VALUES

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

SOCIAL DINING PLATFORM

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

PARTNERSHIP DINNERS

Access new audiences & encourage retention and guest-to-host conversion. Associate OneTable brand with Shabbat.

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

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
- ONETABLE 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 FRIENDS THROUGH 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