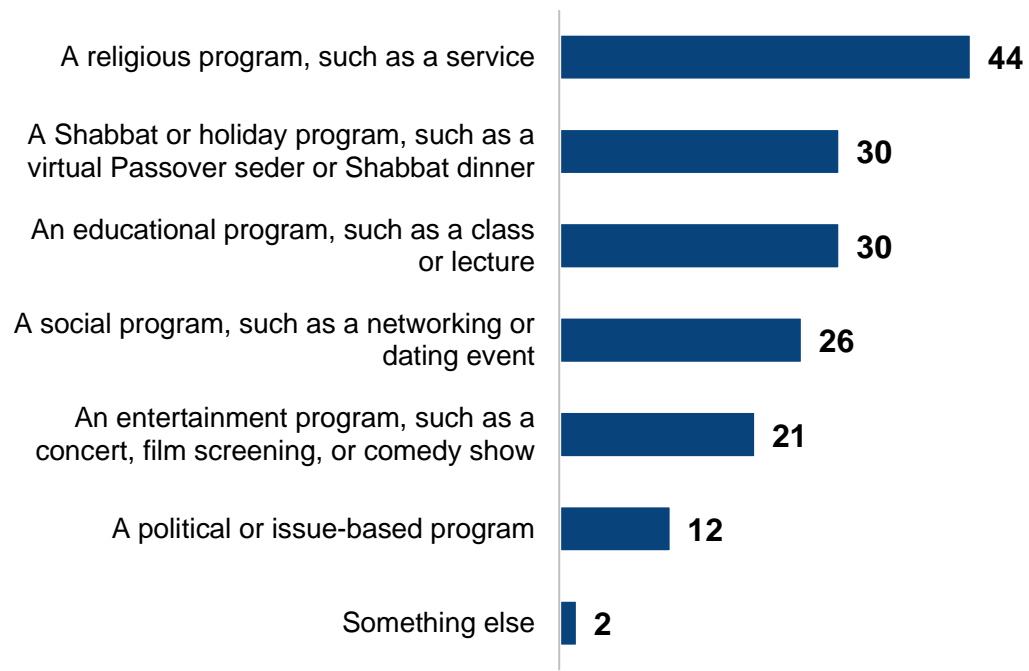


The most common virtual Jewish experiences are religious or Shabbat programs, but many are also participating more broadly

Recall: Six in ten Jews have participated in a virtual Jewish experience during the pandemic. The most common forms of Jewish virtual engagement relate to religious programming or holidays, but there is meaningful interest in other types of Jewish activities. The quotes on the righthand side include excerpts from how young Jews talk about the virtual Jewish activities they've engaged in. There is a positive sense that **going virtual increases accessibility**. The events that stood out as successful often hit at least one of the three key themes of **community, fun, and fulfilment**. **Uplifting events** during this challenging time are appealing as well.

What kind of program was it?

Asked among those who have attended a virtual Jewish event (53% of young Jews)



*"I am enjoying attending Kabbalat Shabbat services on Zoom. Normally I'm home with my kids while my husband goes to synagogue, but **virtual services means I can listen, participate, and sing along** while I am home with my kids preparing for Shabbat."*

*"The virtual program consisted of hearing the story of a Holocaust survivor and being able to ask questions at the end. What made the event memorable was her heartbreaking yet empowering story. It was **meaningful to be able to connect to Judaism in such an isolating time**."*

*"It was an online Shabbat celebration. I had the opportunity to participate by joining the Zoom call but I chose to just watch the event... I was able to sing along from my kitchen while cooking shabbat dinner and **feel like a part of the Jewish community**."*

*"It was a group of people who were all clearly worn down by the events going in the world but were still determined to **help others** and try to push positive ideas. It felt **refreshing** and helped me **feel a little better** in general."*

People are participating Jewishly for specifically Jewish reasons; although enjoyment is important, events don't have to be just light and fun

Many of the top reasons for engaging Jewishly come back to **finding community**—whether it is wanting to connect with other Jewish people specifically or just other people generally. The top “most important reasons” all link back to either community, fun, or fulfillment, including in specifically Jewish ways. Fun events often work—but **there are other ways they can succeed as well**.

Reasons why respondents personally chose to engage in a Jewish event
 Asked among those who have attended a virtual Jewish event (53% of young Jews)

% Most important reason

Reason	Percentage	% Most important reason
I wanted to connect with Jewish people	54	11
The org/topic had a meaningful connection to part of my identity	50	9
I wanted to connect with other people	49	9
I felt drawn to doing something Jewish during a time like this	47	4
It seemed like fun	46	9
I knew other people participating	46	6
It was more accessible to me since it was online	44	3
The org or people hosting work on issues or topics I care about	41	5
I'm an active member of that organization	40	6
I wanted to learn something new	40	7
A friend recommended it	40	5
I wanted to try something different	39	4
To create some structure and routine	39	3
I've been wanting to do something with that org/topic for a while	38	6
To help me mark time	35	3
Online events don't cause the same social anxiety for me	33	3
I didn't have anything else to do	29	3
Another reason	15	4

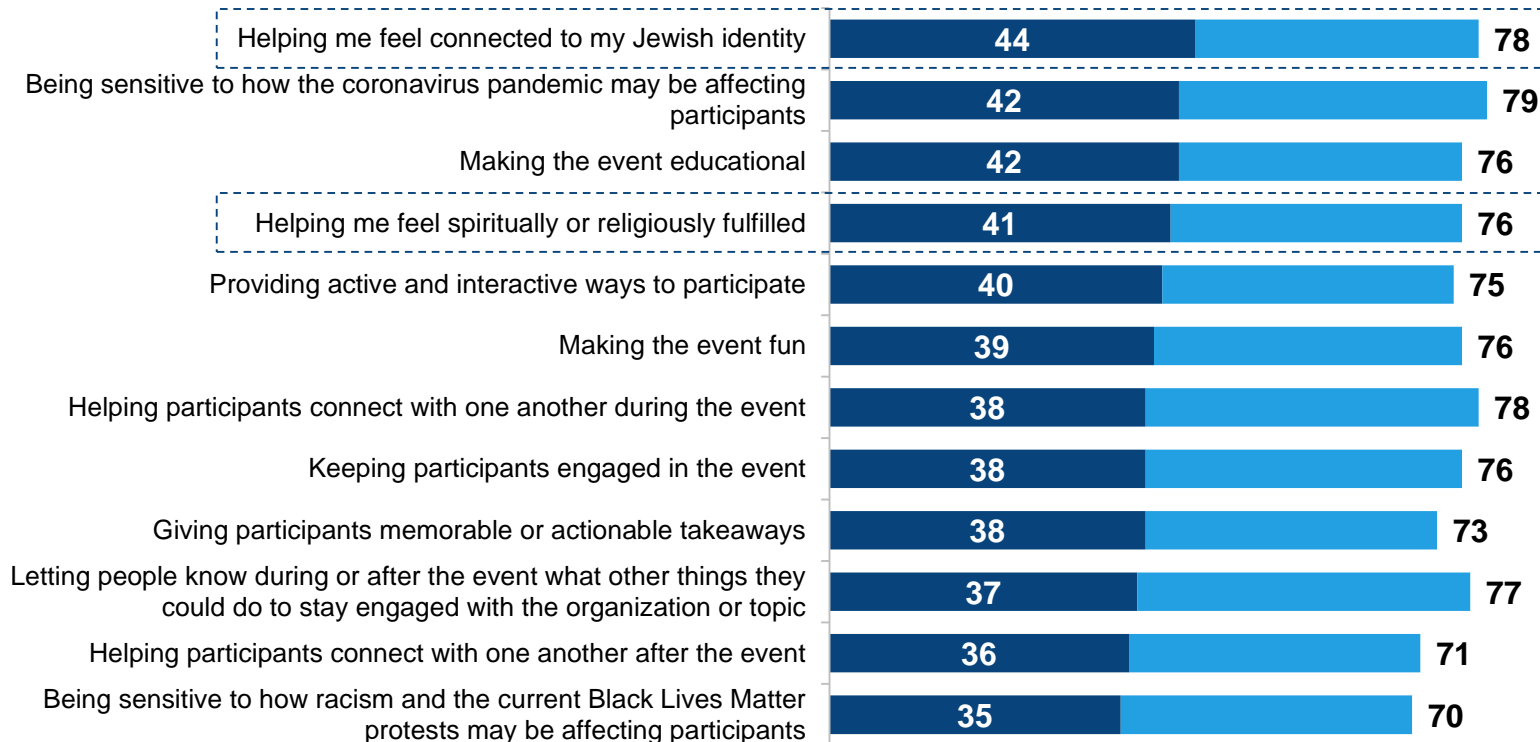
Note: Question text has been edited slightly for clarity

Jewish organizations are performing well across the board, on many aspects of their virtual engagement

When asked to rate individual aspects of the event they attended, **young Jews are generally satisfied**. Most say the event did an “excellent” or “good” job on each of the aspects tested. The gap between the highest-rated attribute and the lowest-rated is relatively small, showing that Jewish organizations aren’t consistently falling short in any particular area. But Jewish organizations have room for improvement, particularly around **keeping people engaged during and after the event** and **being sensitive** to how current events could be affecting participants (a particular concern with Jews who identify as an ethnicity other than white).

Job ratings on all Jewish events (regardless of whether it was worthwhile)

% excellent or good job, asked among those who have attended a virtual Jewish event (53% of young Jews)



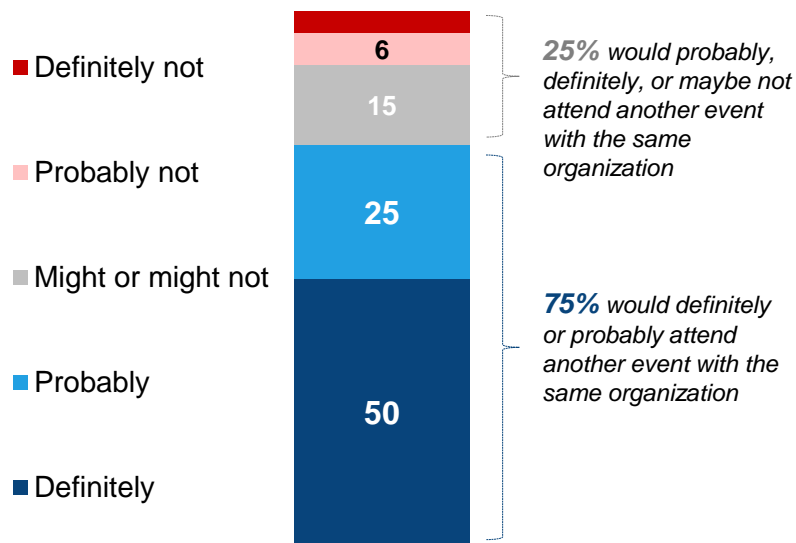
Overall satisfaction with Jewish events is high—**55%** are very satisfied, and **89%** are satisfied in total. But there is still progress to be made: LGBTQ Jews, Jews 18-29, and Jews who identify as a race or ethnicity other than white report lower rates of satisfaction.

Virtual Jewish events receive strong ratings on likely repeat attendance, which is connected to good feelings from meeting participants' 3 key needs

Half of young Jews who have attended a Jewish virtual event say that **they would “definitely” attend another** by the same organization again—a **very high and encouraging share**, even accounting for the fact that not everyone will follow through on their stated intentions. The key difference for repeat engagement (those who would definitely or probably attend another event by the same organization) is how the event performs on participants' needs for **fun, community, and fulfillment**. Those likely to attend in the future are much more likely to say they felt **happy, connected, relaxed, informed, and empowered** after the event, compared to those who are less certain about attending again.

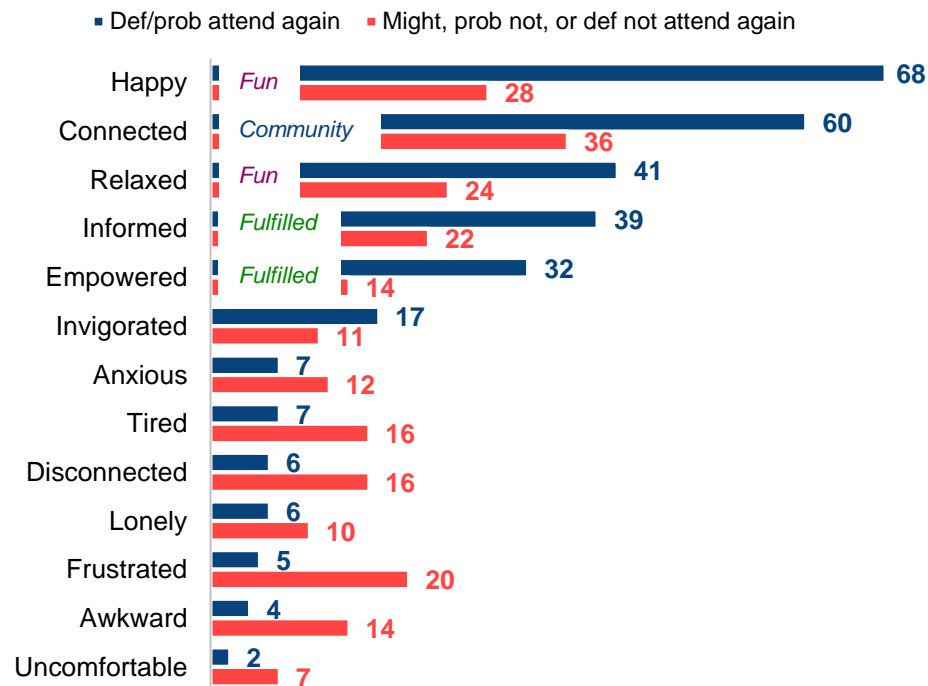
Would you attend or participate in an event hosted by that same organization again?

Asked among those who attended a virtual Jewish event (53% of young Jews)



How did you feel after the event?

Asked among those who attended a virtual Jewish event (53% of young Jews)



When we asked young Jews to give Jewish organizations advice for virtual programming, their responses closely tracked to meeting their key needs

*In your opinion, what makes a virtual or online experience meaningful or successful for you personally?
What advice would you give to Jewish organizations trying to design this kind of programming?*

Community

"If a feeling of a personal connection can be achieved with all participants, I feel that makes the experience that much more significant and meaningful for everyone."

"I think the main thing is to feel connected and a part of something while we are all in isolation... I do miss the feel of a community."

Fun

"Virtual experiences can be successful when they engage everyone and keep it fun and interesting. Jewish programs should keep in mind to keep it entertaining and allow everyone to be involved."

"The main speaker/host needs to be enthusiastic, friendly, and interesting. It doesn't matter how great of a program you have if the host's robotic introduction causes everyone to immediately sign off."

Fulfillment

"[It's successful] if I have some type of takeaway that made it worthwhile. Did I learn something I can use in my daily life?"

"No one is going to enjoy it when it's boring and meaningless to them. To be able to walk away with learning something new and leave feeling satisfied is the key detail."

*If you could change anything about the event, what would you change, and why?
Asked among those who have attended a non-memorable virtual event (27% of young Jews)*

Smaller groups

"I would have found a way to break into smaller discussions so people could talk with one another and feel connected."

More interactive/participation

"There need to be more ways for participants to engage and interact with the event."

Went on too long

"The event lasted entirely too long (10 AM to 5 PM) which made it very difficult to stay focused."

Tech issues/connectivity

"It makes me lose interest when event leaders [can't] manage the technology."

Better organization

"I would make it more organized. It needs to have clean instructions and clear goals."

I'd rather do this in person

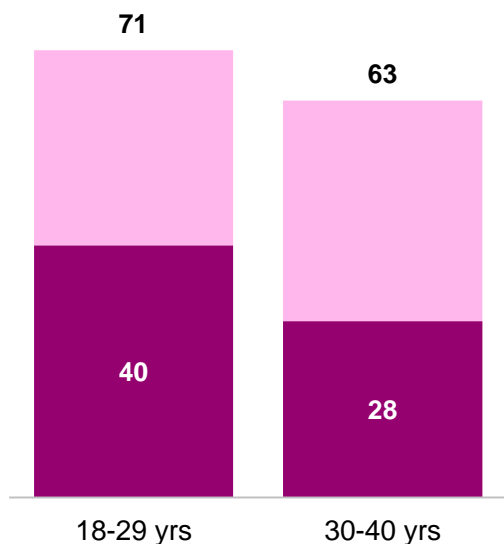
"I would've just liked to be able to join in-person without worrying about a pandemic."

18-29 year-olds are more skeptical of organized virtual events: overcome anxiety by setting expectations, making it interactive, and including small groups

Jews under 30 had many anecdotes about online events being **awkward, overwhelming, or anxiety-inducing**. To help young people feel more comfortable, organizations can set clear expectations for participants, make events more interactive, and include small group breakout sessions so people get a chance to talk and interact.

18-29-year-old Jews feel greater exhaustion with typical virtual programming

"I'm really sick of Zoom and other online video platforms"
% agree (strongly/total agree)



What advice would you give to Jewish organizations trying to design virtual programming?

Quotes from Jews 18-29 years old

Set expectations

*"[Virtual events should have] organization and create frameworks. Clearly lay out the event, participant expectations, and what is required or not required. Sending out a list in advance and the guidelines is really helpful... Just leaving things open-ended is **awkward and anxiety inducing**."*

Make it interactive

*"I would try and keep it as interactive as possible. Giant group video calls can be **overwhelming**, and it feels like there's no real chance to connect. I think things like cooking or baking, that people can follow along with at home, would be more fun and garner interest."*

Include small groups

*"To Jewish organizations, I would say you should have breakout rooms where you can converse and discuss topics with other people. Things can get **awkward** very fast in a huge Zoom call."*