

Young Jews seek out virtual events to have fun, connect with their community, and explore personal interests

Among those who have had worthwhile event experiences, the dominant reasons for wanting to attend fell into three broad categories: wanting to **have fun**; to **connect with a community/other people**; and to **spend time on topics or issues of interest**. The specific motivations in these categories were cited by **at least 50%** of those who have had worthwhile virtual experiences and made up the bulk of what they cited as their most important reasons for participating.

Which of the following are reasons why you personally chose to attend or participate in that event?
Asked among those who attended a worthwhile event (62% of young Jews)

% Most important reason

Reason	Percentage	% Most important reason
It seemed like fun	57	10
I wanted to connect with other people	56	10
The org or people hosting work on issues or topics I care about	52	11
I wanted to learn something new	51	11
It was more accessible to me since it was online	51	4
I knew other people participating	51	5
The org/topic had a meaningful connection to part of my identity	50	10
I've been wanting to do something with that org/topic for a while	46	7
I wanted to try something different	46	5
A friend recommended it	44	4
I'm an active member of that organization	44	7
To create some structure and routine	43	4
Online events don't cause the same social anxiety for me	40	6
To help me mark time	40	3
I didn't have anything else to do	40	3
Another reason	19	4

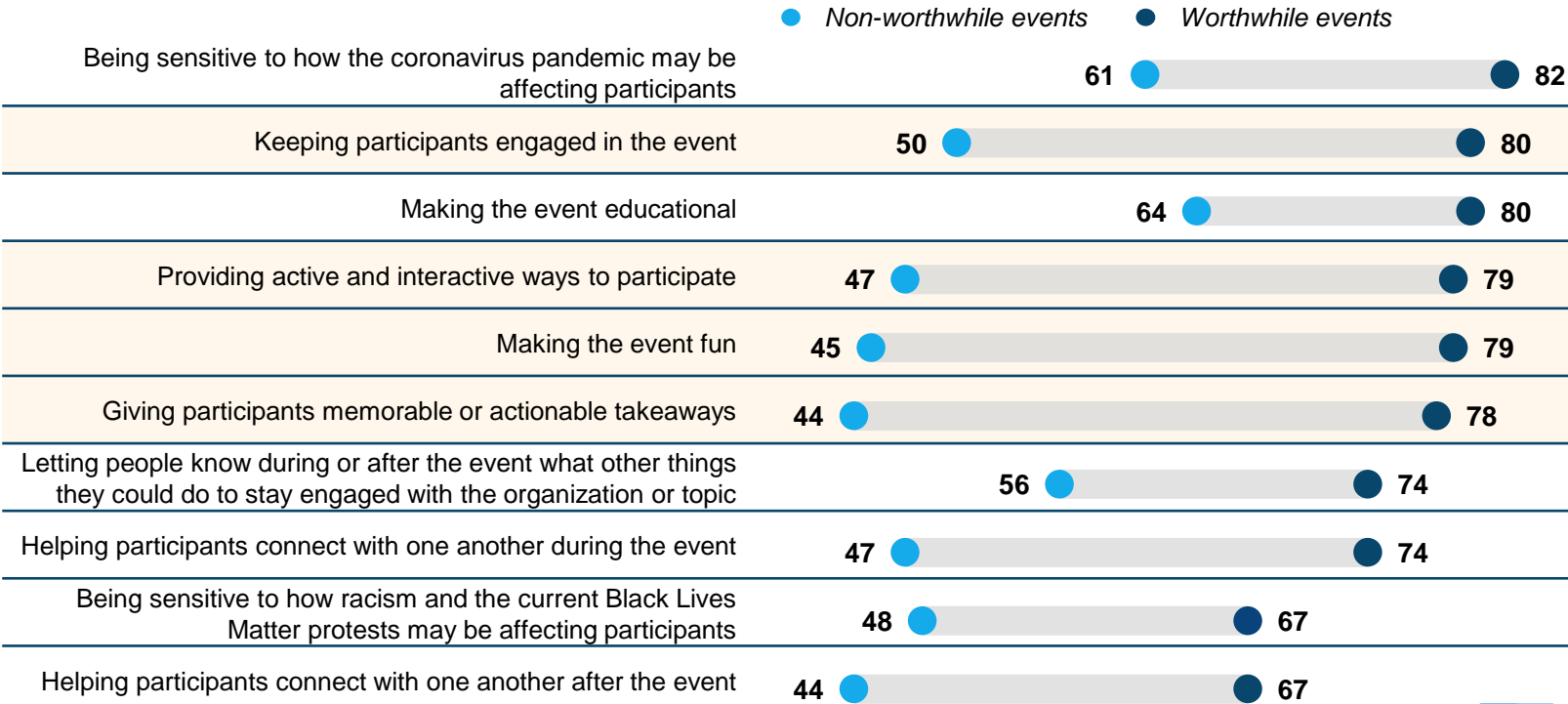
Note: Question text has been edited slightly for clarity

Events not seen as worthwhile fall short on these needs—they're less engaging, interactive, fun, and don't leave participants with meaningful takeaways

Comparing worthwhile and non-worthwhile events, the key disparities are on those three key needs: **community, fun, and fulfillment**. On a range of metrics, worthwhile events outperform non-worthwhile events by an average of 25 points. But these gaps are highest on metrics reflecting how well events **facilitated participation**, gave participants **a fun time**, and left them with **actionable takeaways**. Event organizers looking to improve their events, or troubleshoot unsuccessful ones, should focus on these metrics as key drivers of participants' satisfaction.

Rating the event on various categories

% excellent or good job, asked among those who attended a virtual event (89% of young Jews)



A worthwhile event outperforms a non-worthwhile event by an average of **25 points** on each of metric. The starkest gaps are highlighted with a 30-point gap or more

To recap: successful virtual events satisfy 3 primary needs for young people

Community



- Connect with other people
- Join others who have something in common
- Feel part of something

Fun



- An opportunity to have fun in the absence of being able to do the things they used to look forward to

Fulfillment



- Learn something new
- Do something related to an issue, cause or topic they care about

Events don't necessarily have to touch on all 3 needs simultaneously, but those that can have a greater chance for success

How young Jews talk about worthwhile events they've participated in:

"It was a virtual painting class in **my neighborhood**. They provided an easy-to-get list of supplies that we could easily obtain for the Zoom session. They had somebody instruct us over Zoom **how to paint a flower**. It was **relaxing and quite interesting**."

"The range of **fun and competitive games** we played to **get to know each other better**. There was also time to exchange coronavirus updates and activities that we do as stress relievers. Plus, we talked about **how to improve our resumes**."

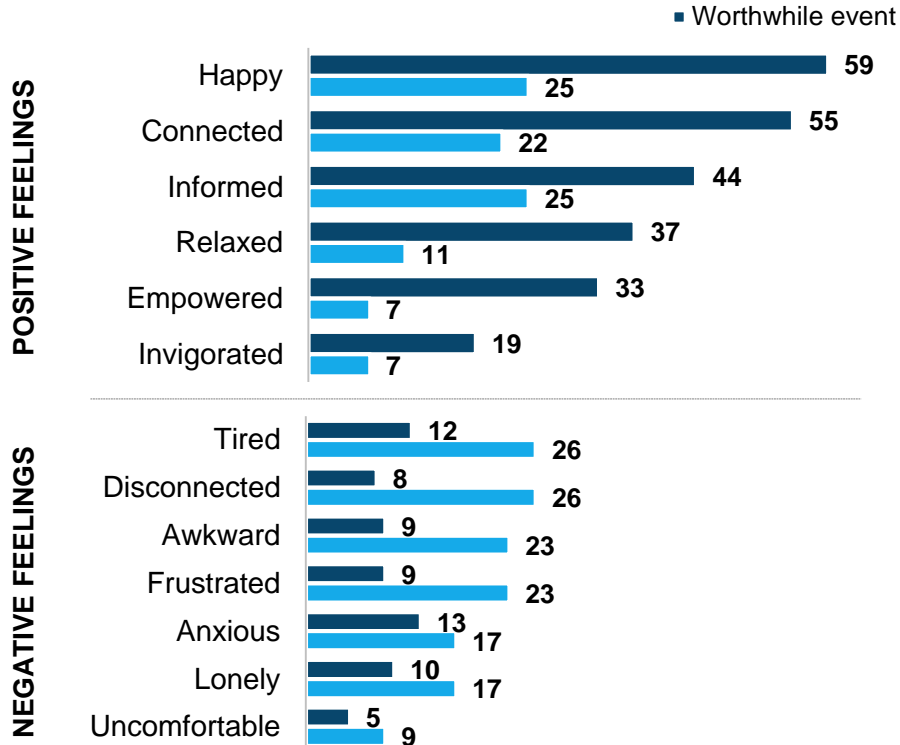
"Joining the virtual Seder hosted by [this organization] for Passover was **so fun**, because it was a glimpse into how **families all over the world** celebrate this special holiday, and a time to come together to **remember how strong the Jewish people are**."

Great events can overcome Zoom fatigue and attract repeat participation, while poorly executed events leave many feeling disconnected and tired

Worthwhile events are twice as likely as non-worthwhile events to leave participants with positive feelings like "happy," "connected," "informed" or "empowered." Critically, the likelihood of future behavior is much higher with those who leave with positive feelings. Those with worthwhile experiences are very likely to attend again, or even become a promoter to their friends, family, and acquaintances. Young Jews who had a worthwhile experience are **twice as likely to "definitely" attend another event** hosted by the same organization—54% vs. 20%.

How did you feel after the event?

Asked among those who attended a virtual event (89% of young Jews)



After you participated in the event, did you...

Asked among those who attended a virtual event (89% of young Jews)

	Worthwhile event	Non-Worthwhile event
Tell anyone in your life about it	54	37
Participate in another virtual event with same org.	32	15
Post on social media about it	32	9
Think about engaging in a new ritual or practice	27	11
Do something different or new offline	26	14
Participate in another virtual event with another organization	22	10
None of the above	11	37

54% of young Jews who attended a worthwhile event would **definitely participate again** (compared to 20% of those who attended a non-worthwhile event)