Birthright Israel NEXT: Jewish Community for the NEXT Generation
Logic Model

JIM JOSEPH FOUNDATION

Strategies/Activities
Reflect each community's local resources and leadership

Outputs

Outcomes
For Young Jewish Adults (YJA)

Primary Target
Young Jewish adults ages 21–30 who are:
- BI trip alumni and friends
- Post college, not in school
- Not engaged in mainstream

Supports/ Inputs
- Provide financial resources
- Recruit directors and fellows
- Train directors and fellows
- Supervise and support directors and fellows
- Provide data on potential participants
- Build national awareness of BI NEXT and trip
- Scale up to 15 cities

Partnering with Young Jewish Adults in
- Recruiting
- Planning
- Organizing

Leadership Cadre
(Directors, fellows, alumni, mentors)
- Identify and empower new leaders
- Plan and support new opportunities
- Disseminate info about opportunities
- Recruit and retain YJA to participate
- Gather data and evaluate
- Have directors model passionate Jewish living
- Build awareness of BI NEXT and trip locally

New Opportunities
- Offer peer-driven, interest-based activities and communities that reflect BI NEXT values
- Coordinate with national BI NEXT programs
- Support connecting YJA with other national organizations
- Coordinate with mainstream local institutions on new and meaningful opportunities
- Offer Taglit-Birthright Israel community-based and BI NEXT-staffed bus trips

Values of BI NEXT Opportunities
- Are peer driven
- Are seen as a safe space to be a Jew even after negative experiences
- Have no prerequisites or assumed knowledge
- Are warm, friendly, and welcoming
- Incorporate Jewish values and experiences
- Are sometimes Israel related
- Are sometimes focused on informal or formal learning
- Are diverse in terms of interest areas, formats, size, and duration

Involvement
- Engage 1,000 YJA per city per year
- Retain YJA participation in opportunities
- Achieve high levels of satisfaction with opportunities from YJA

Short-term Outcomes
More YJA have:
- New attitudes about being Jewish
- New Jewish behaviors
- New Jewish social connections
- New leadership attitudes and behaviors

Long-term Outcomes
- More YJA choose to live vibrant Jewish lives
- More YJA engage in ongoing Jewish learning

New Leaders
People emerge as leaders and join leadership cadre

Leadership Cycle