One
hybrid identity

American

Jewish American

Israeli

Pro-Israel
living bridge

- Jewish American Community
- American Community
- Pro-Israel American Community
- Israelis in Israel
10% of Jewish America
Vision - חזון
Desired reality within a decade - bigger than the sum of all our activities
Strong, resilient and interconnected Jewish People and State of Israel
Mission - שליחות
Our role in support of the vision
The mission of the Israeli-American Council (IAC) is to build an engaged and united Israeli-American community that strengthens

the Israeli and Jewish identity of our next generations,

the American Jewish community,

and the bond between the peoples of the United States and the State of Israel
Purpose - ייעוד
What are we supposed to become?
A movement (nationwide community with a purpose) that cultivates the **hybrid identity** as a **living bridge** within the Jewish People
Strategy - אסטרטגיה
The fundamentals that will allow us to fill the gap between the current reality, and the vision, mission and purpose
1. Developing and shaping the *hybrid identity*
2. Building **platforms** that help us to fulfill the mission (rather than one time events/activities)
3. Develop **change agents** (leaders), that are connected to our vision and serve our purpose
4. Community **empowerment** and **engagement** (rather than service to the community)
5. Connecting community members through nationwide networks
Unique Value Proposition - ערך מוסך ייחודי

The elements that together and separately make our venture impossible to copy
• Hybrid identity as a living bridge within the Jewish People
• Nationwide community with a purpose
• Community empowerment platforms
• Strong nationwide network of lay leadership who (potentially) are the ultimate change agents
Values - ערכים
Guiding the perspective of the organization as well as its actions
Love of United States and Israel • אהבת ישראל ואורח

Jewish and Israeli heritage and tradition • מורשת ומיתוג

Commitment to the community • מחויבות קהילתית

Mutual responsibility • ערבוב הדידות

Culture of giving • תרבות של נתינה

Role model • אחריות

Humility • ענווה
Organizational focus - פוקוס ארגוני
Where we target 90% of our resources
1. **Young generation (up to 35)**
   Israeli and Jewish identity

2. **Public activism**
   Training existing and new networks of change agents, to tell Israel’s story

3. **Community building**
   Developing change agents, and creating platforms for community leadership and volunteerism

4. **Jewish Community**
   Training Israeli American community leaders that are change agents within the Jewish Community
   + increasing non-Israeli participation in our activities

5. **Development**
   Building vertical devotions
Criteria - קריטריונים
How we select strategic efforts and activities that fulfill the mission based on the strategy
Develops/strengthens the **hybrid identity**

+ Empowers/engages **change agents**

+ Connects people to **IAC Networks**

+ Potential for **nationwide scalability**

+ Connects between **Israeli-American and Jewish Americans**
Matrix Organizational Structure - מבנה ארגוני

How activities are directed toward the achievement of organizational aims
Transition into organization run by professionals that empower our lay leadership and leveraging human resources across regions.
**board of directors**
Defines the organization’s vision, mission, and policies; Mentor, oversee and evaluate the CEO; Ensure adequate financial resources and involved in fundraising; Protect assets and provide proper financial oversight; Door openers; Represents, mentor and audit the regions

**CEO**
Lead and manage the organization to execute the board’s vision, mission and policies. Defines with the board the organization’s strategy, values, organizational focus, criteria.

**executive team**
- **CFO**
- **CPO**
- **Deputy**
- **COO**

**Regional Directors**
Local community leaders who are part of the National Executive Team, working alongside the councils to fulfill the organization’s mission

**board committees**

**regional councils**
Lead and manage the execution of the board’s vision, mission and policies. Defines with the board the strategy, values, organizational focus, criteria
Nationwide Programs - פלטפורמות קהילתיות
Nationwide efforts, coordinated by the headquarters and implemented by the regions
Program R&D Task Force

Program Director

Chief Programming Officer

Mentors

Program Manager

Regional Director

IAC Mishelanu Interns

Program Management

Regions
The “Buckets”

**Kids 0-8**
- **IAC Keshet**
  - Keila, Safa, Tarbut
  - Family based Hebrew learning community

**Tweens & Teens 13-18**
- **IAC Eitanim**
  - Cutting edge
  - Project Based Learning for middle & high school

**Campus 18-24**
- **IAC Mishelanu**
  - Nationwide student organization lead by Israeli-Americans

**Young Pro 25-35**
- **IAC Bina/DC**
  - Nationwide network connecting Israeli & Jewish Americans around their passion for Israel

**Family Massoret**
- **IAC Shishi Israeli**
  - Family gatherings to celebrate Jewish tradition, Israeli style

**Change Agents**
- **IAC Gvanim**
  - Community Leadership training programs focused on Israeli and Jewish identity

**Change agents**
- **IAC Talks**
  - Speakers bureau lead by Israeli-American

**Building communities**
- **IAC Beyachad**
  - “Do it yourself” activity kits for Israeli-Americans volunteers
  - Nationwide (i.e. Zikaon Basalon, Shishi baMitchach, Sharim etc.)

**Community wide event**
- **Celebrate Israel**
  - Large festivals showcasing Israel to the Israeli, Jewish and non-Jewish communities

**Community Centers**
- **Merkaz IAC**
  - Network of Israeli American community centers and hubs

**Fundamental Elements**

- **Pro-Israel Forum**
  - Training new and existing networks to tell Israel's story and fight BDS

- **Engage**
  - Engage community volunteers to lead IAC and new initiatives

- **Massoret**
  - Jewish heritage based on traditional text

- **Care**
  - Tikkun Olam Volunteerism in the larger community

- **Chug Bait**
  - Small group activities run by volunteers

- **Israel Connection**
  - Connecting to activity in Israel

- **Networks**
  - Connecting the programs to IAC nationwide networks

- **IAC Lead**
  - Developing the next generation of IAC Lay leadership
Network Effect - אפקט רשת
Our programs should ignite nationwide IAC activity and new initiatives run by volunteers
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Operational fundamentals - עקרונות عمل
Guidelines for operations and decision making
Professionalism - מקצועיות
Focus on the mission - התמקד במטרת הארגון
Focus on unique value proposition - מייק על העקר המוספי הייחודי
Entrepreneurship and creativity - יזירות וחדשנות
Leveraging unique assets - מינוך נכסים יהודים
Continuity and persistence - ראיגות והמשכיות
Learning organization - ארגון לומד
Content Based Activity - פעילות ממוקדת תחון
Just do it! Lean development - עשה_WORLD. מחר.
Scalability - פועלת רוחב עם משאבים קשוניים
Sustainability - קיימות
Business Model - مولد אסקי
Sustainable financial structure
Sustainability
Increase investment in development
Increase region’s self-funding
One Million