

2024-2027

# TBE *Together*

Cultivating Connected, Proud,  
Meaningful Jewish Living



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# Dedication

This strategic plan is dedicated to the leaders and members of Temple Beth El, whose unwavering commitment to Jewish living inspires us daily. To our clergy and staff, who embody our mission through their tireless dedication, leadership, and care—your work lays the foundation for a vibrant future.

**Together, we are building a community rooted in sacred responsibility and daring hope.**

*- Temple Beth El Board of Directors (2024)*



**TEMPLE  
BETH EL**

### **Mission Statement**

To cultivate connected, proud, meaningful Jewish living that inspires change in our world.

### **Vision Statement**

A bold Jewish community of deep roots, sacred responsibility, and daring hope.





## GOAL PILLAR #1

### *Infuse all aspects of congregational life with intentional relationship-building and Jewish community*

- ▶▶ *Map and continuously refine TBE's engagement opportunities, approaches, and processes.*

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- ▶▶ *Create a congregation-wide communication strategy to nurture connections, encourage engagement, and increase members' sense of belonging.*

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- ▶▶ *Incorporate relationship-building elements into all TBE initiatives through intentional design and training.*

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- ▶▶ *Align staff and lay resources to meet growing congregational needs for pastoral care.*

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- ▶▶ *Build a comprehensive new member welcome program that develops both engagement and relationships.*

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- ▶▶ *Invest in tools, programs, and staff that facilitate member-to-member relationship building and internal bonds.*

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## GOAL PILLAR #2

### *Invest deeply in the care, retention, and development of our clergy, staff, and lay leadership*

- ▶▶ *Identify strategic staffing needs and implement a multi-year clergy and staff hiring plan.*

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- ▶▶ *Elevate TBE to a leader in compensation and benefits, enabling the retention of extraordinary clergy and staff.*

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- ▶▶ *Invest in expanded professional growth for clergy and staff, including training, coaching, career planning, and advancement opportunities.*

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- ▶▶ *Establish a clear lay leadership development process, rooted in a shared congregational responsibility for the future of the temple.*

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- ▶▶ *Clarify and communicate the roles, responsibilities, and boundaries of staff, clergy, and lay leaders.*

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### GOAL PILLAR #3

*Cultivate a culture of reflection, imagination, and innovation to ensure that TBE's programs and services align with our mission and vision*

- ▶▶ *Create and implement a formal program planning system that rigorously evaluates current TBE offerings while nurturing innovation and experimentation.*

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- ▶▶ *Expand programming that leverages congregational and community talents to reduce time required from staff and clergy.*

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- ▶▶ *Invest in improved technology (communication, administrative, audio/visual, etc.) and higher-caliber data management.*

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# JPRIDE CHARLOTTE

- Foundation Of Shalom Park
- temple israel
- Jewish Federation of Greater Charlotte
- LEVINE JCC Charlotte
- TEMPLE BETH EL
- Jewish Family SERVICES
- HEBREW HIGH SCHOOL
- bbyo
- Charlotte Jewish Preschool



## GOAL PILLAR #4

### *Embrace and enhance TBE's leadership role in serving Charlotte's evolving Jewish community on and beyond Shalom Park*

- ▶ *Convene synagogues and partners to explore new approaches for serving Jews across the region.*

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- ▶ *Explore satellite programming and partnerships beyond Shalom Park to better serve and engage the Jewish community.*

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- ▶ *Upgrade TBE's digital capacity to increase accessibility.*

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- ▶ *Leverage member data to connect TBE members who live far from Shalom Park.*

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- ▶ *Invest in marketing to newly relocated Jewish people and families across our region.*

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## GOAL PILLAR #5

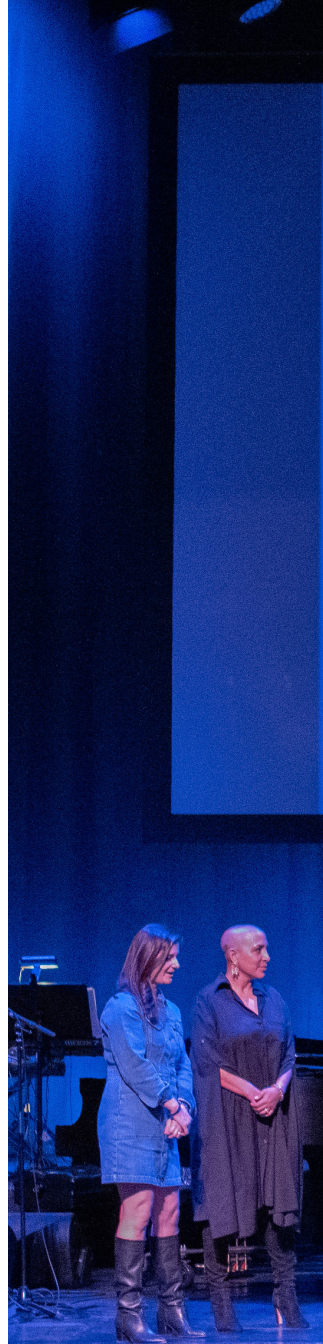
### *Increase TBE's financial strength to support growth and sustainability*

- ▶▶ *Engage external professional expertise to design a five-year fundraising plan that strengthens and evolves the TBE financial model.*

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- ▶▶ *Launch an endowment campaign to ensure the long-term sustainability of TBE's mission, community, and impact.*

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# HAVDALAH

Separating Shabbat  
from the  
Rest of the Week

L'CHAIM  
TEMPLE BETH EL  
*Chans to 80 Years*



*Thank you*

To our cherished congregation, clergy, and staff—thank you for your steadfast support and partnership in shaping the future of Temple Beth El. Your dedication, passion, and commitment to our mission drive the success of our shared journey. As we embrace the next chapter, we do so with deep gratitude for each of you, knowing that together, we will cultivate a Jewish community that is connected, proud, and meaningful.

