

# Jewish Peoplehood:

MAPPING THE FIELD IN ISRAEL

---

**OCTOBER 2021**

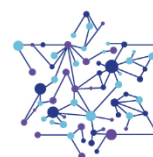
---

Ezra Kopelowitz Ph.D.  
*Research Success Technologies Ltd.*

Shlomi Ravid Ph.D.  
*Center for Jewish Peoplehood Education*



**מיפוי שדה  
העמיות  
בישראל**



**קואליציית  
העמיות**

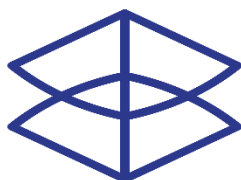
**J E W I S H  
PEOPLEHOOD  
COALITION**

POWERED BY THE REUT GROUP



המנהלת הלאומית לקשרי  
ישראלים והתפוצות  
The National Alliance  
Strengthening Israelis'  
Connection to World Jewry

עמ"י  
AM"י  
חיבורים לחיים



קבוצת ראות  
Reut Group

OUR  
COMMON  
DESTINY

הייעוד  
המשותף  
שלנו

הייעוד המשותף שלנו

OUR COMMON DESTINY

ENTER

The Jewish Peoplehood Alliance  
היוזמה לקידום עמיות יהודית



ההסתדרות הציונית העולמית  
WORLD ZIONIST ORGANIZATION

# Contents

- Jewish Peoplehood: Foundational Principle of the State of Israel ..... 1
- Mapping Project ..... 2
- Executive Summary..... 4
- The Jewish Peoplehood Field ..... 5
  - Leadership ..... 5
  - Organizations ..... 12
- Recommendations - Impact Israeli Society ..... 18
  - Leadership Development ..... 18
    - Recommendation 1: Dramatically Expand Alumni Engagement ..... 19
    - Recommendation 2: Enable the Inspired to take the Next Step ..... 19
  - Reaching the Broader Israeli Public ..... 20
    - Recommendation 3: Peoplehood as a Guiding Principle for Israeli Public Institutions ..... 21
    - Recommendation 4: Create Sector Focused Networking and Professional Development Opportunities ..... 21
    - Recommendation 5: Create Sector Focused Collaborations between Funders, Activists and Influencers ..... 22

---

# Jewish Peoplehood: Foundational Principle of the State of Israel

From Israel's founding period until the present day, Jewish Peoplehood has served as a foundational principle – if not THE principle – of the State of Israel. This centrality is illustrated and reflected in the opening paragraph of the Declaration of Independence.

*“ERETZ-ISRAEL was the birthplace of the Jewish people. Here their spiritual, religious and political identity was shaped. Here they first attained statehood, created cultural values of national and universal significance, and gave to the world the eternal Book of Books. After being forcibly exiled from their land, the people kept faith with it throughout their Dispersion and never ceased to pray and hope for their return to it and for the restoration in it of their political freedom.”*

**While the relationship of Israel to the Jewish People constitutes the Jewish right for a nation state, the concept and understanding of Jewish Peoplehood as it is understood by Israeli Jews is evolving, evoking a variety of interpretations, and eliciting uneven acceptance and appreciation among Israel's Jewish citizenry. The Peoplehood paradigm focuses on strengthening the connection of Jews to the Jewish People, Israelis included.**

Those active in the Peoplehood field share a common understanding that the Peoplehood Paradigm moves Israelis beyond negating the value of Jewish life in other countries (שלילת הגולה), a sentiment with which large segments of the Israeli Jewish public continue to identify.

---

# Mapping Project

## The Jewish Peoplehood field and this Mapping Project

Over the past five years, a growing number and a wide variety of Israel-based organizations, institutions, influencers, and others have worked to advance, enact, and shape the principles of Jewish Peoplehood. These organizations operate not only within Israel, but throughout the Jewish world.

This report presents the field of Jewish Peoplehood in Israel:

- The **Leaders**
- The **Institutions**
- Their **goals**, purpose, and activity
- The **resources** they draw on

This report provides findings from surveys of Jewish Peoplehood professional and volunteer leaders. We offer recommendations for how best to encourage investment and collaboration for future growth of the Peoplehood field in Israel. We provide an understanding of the field, its breadth, strengths and weaknesses, focusing on 3 key areas:

1. **People:** Leadership and personnel development
2. **Meaning:** Articulating an understanding of Jewish-Israeli Peoplehood that resonates with the Israeli public and world Jewry and is able to contend with cultural, religious and ideological diversity.
3. **New Horizons:** Pathways for taking the field to the next level - new target populations, an expanded relationship with Jewish Philanthropy, increased use of media, public relations, and advocacy, etc.

---

## Surveys of Jewish Peoplehood Professionals and Volunteers in Israel

Two surveys provide the data for this report:

### 1. Leaders in the Field

- Internet survey distributed to 400 members of the Reut Peoplehood coalition who in turn shared the survey with their colleagues.
- Survey fielded from July 6 to July 30, 2021.
- 344 individuals took the survey.

### 2. Organizations

- 98 representatives of organizations signed up to participate in-person and virtually at 12 “Peoplehood Hubs” which took place at different locations in Israel from July 13th through August 4th, 2021.
- During the Hub discussions, the representatives filled out the organization survey, and shared the survey with others in their organization to fill out information regarding particular programs.
- In total, 163 individuals completed the survey, representing 60 organizations with 136 programs.

### Leaders’ Perspectives on the Relationship of Israeli Jews to Global Jewry

*“The state of Israel is one of the Jewish centers where the Jewish people can thrive, alongside and through a productive dialog with the non-Jewish Israeli citizens.”*

*“The main element in the Jewishness of the state is its responsibility to preserve the Jewish people.”*

*“The Jewish people have a country. There are Jews that choose to live in their country and there are Jews that choose to live in other countries.”*

*“Integration, Israel has a nation (maybe, in some respects the Land of Israel has more than one nation), and the People of Israel certainly have a country.”*

---

# Executive Summary

The survey data presented in this report show that there is a developed field, in that a core group of people are committed to common goals, share similar life stories in terms of their entry into the field and have contact with one another. Dozens of organizations are committed to this field, employing staff for the purpose of Peoplehood, investing substantial budgets, running dedicated programming, all with the goal of impact on Israeli society. **However, in many critical areas the Field is still in a nascent state. We focus on two specific areas for field development that are vital, if the Field is to deeply impact Israeli society and change the manner in which Israeli Jews relate to the global Jewish People.**

## 1: Leadership Development

Critical to any field is leadership. The mapping of the field reveals that its greatest asset are its leaders, a group of individuals who are deeply committed to advancing Jewish Peoplehood. In order to grow this cadre of leaders we recommend: (1) dramatically expanding alumni engagement through alumni programming and engaging former Shlichim; and, (2) providing career development opportunities and professional development training and support, including leadership development tracks, networking frameworks and support for entrepreneurs.

## 2: Reaching the Broader Israeli Public

While the numbers involved in the Peoplehood field are growing, they are small compared to the larger Israeli population. Not enough Israelis in positions of public leadership and authority are aware of and involved in the Peoplehood field. For Peoplehood to infuse the Israeli public sphere and reach all Israeli Jews there is a need to articulate an understanding of Jewish Peoplehood that resonates with the broader Israeli public. For that purpose, there is a need to further articulate and interpret Peoplehood, so it speaks to Israelis in general and the work of professionals in the different areas of Israeli public life in particular.

We recommend working to establish Peoplehood as a guiding principle for Israeli public institutions by: (1) creating sector focused networking and professional development opportunities; (2) creating sector focused collaborations between funders, educators, activists and influencers; and (3) professionalizing the field.

# The Jewish Peoplehood Field

The Jewish Peoplehood field is led by a diverse group, united by a common desire to strengthen the connection of Israeli Jews to the global Jewish People. There are veterans involved in the field for decades, working alongside many newcomers. The leaders are networked, learning from, and supporting one another. Most come into the field through inspiring personal stories in which they “met the Jewish People” abroad either through educational programs or professional experience. Only a minority report having received formal Peoplehood education or training.

These leaders work or volunteer for a growing number of organizations pursuing a Peoplehood agenda over an increasing diversity of institutional sectors in all parts of the Israeli Jewish society. The number of organizations in the field more than doubled in the last 20 years, with 32% entering in the last 6 years alone. The number of new programs has increased even more dramatically. The activity of the organizations is reaching increasingly diverse target audiences.

## Leadership

**Leaders in the Peoplehood field are almost always senior professionals, and just a few are solely volunteers**

Almost all (93%) of the leaders work in the field as professionals, while 6% are volunteers with no professional role. A great majority (80%) of the professional’s work for an organization, with the remainder self-employed (e.g., consultants).

Of the professionals responding to the survey, **70% are in senior level positions**. A third (33%) are full-time “Peoplehood professionals.”

## Motivations for working to Strengthen Jewish Peoplehood

The leaders cite the **impact** of their work as a primary source of motivation. Their influence on Israeli Jewry provides them with meaning and inspiration. Almost as

Professional Positions		
Senior Roles	President	21%
	Vice President	8%
	Division/Department/Unit Manager	25%
	Program Manager	12%
	Program Coordinator	4%
Junior Roles	Staff	2%
	Educator/Content Creator	5%
Other		24%



many cite the virtues of **connecting**, be it connecting Jews worldwide to one another, or their personal connection to colleagues in the Peoplehood field.

**“Impact” resulting from my Peoplehood activity**

A sense of belonging to the Jewish People, that gives a deeper, wider, and a feeling of being part of history, for my work.	74%
A sense of purpose from my work	59%
A sense of meaning from creating social impact*	49%
A sense of importance, from addressing essential and urgent issues for promoting Peoplehood in Israel	49%
A sense of influence, I feel that what I am doing changes reality	43%
Inspiration	37%
Enjoyment	28%

**“Connecting” – ties between Jews around the world and colleagues in the field**

A sense of responsibility for future generations, the state of Israel and the future of the Jewish people*	71%
An opportunity to strengthen personal and professional bonds with Diaspora Jews	45%
An opportunity to create personal and professional bonds in Israel	25%
An intellectual challenge	24%

Smaller numbers cite two other sorts of reasons. They may speak of **Challenges** – be they dealing with challenges facing the Jewish People and the State of Israel, or more specifically of recruiting Israel’s leadership to meet those challenges. In addition, a small number (19%) see working in Peoplehood as a **religious mission**.

**“Dealing with Challenge” – Conscripting Israel’s Leadership to Grapple with Central Challenges**

Creating pioneering and breakthrough approaches for tackling challenges faced by the Jewish people	44%
Creating pioneering and breakthrough approaches for tackling challenges faced by the State of Israel	37%
An opportunity to create personal connections with Israeli leaders*	18%

\* Groups created using Factor analysis. \*\*\* Indicates the core variable, around which the other variables cluster.

## Understanding of Peoplehood

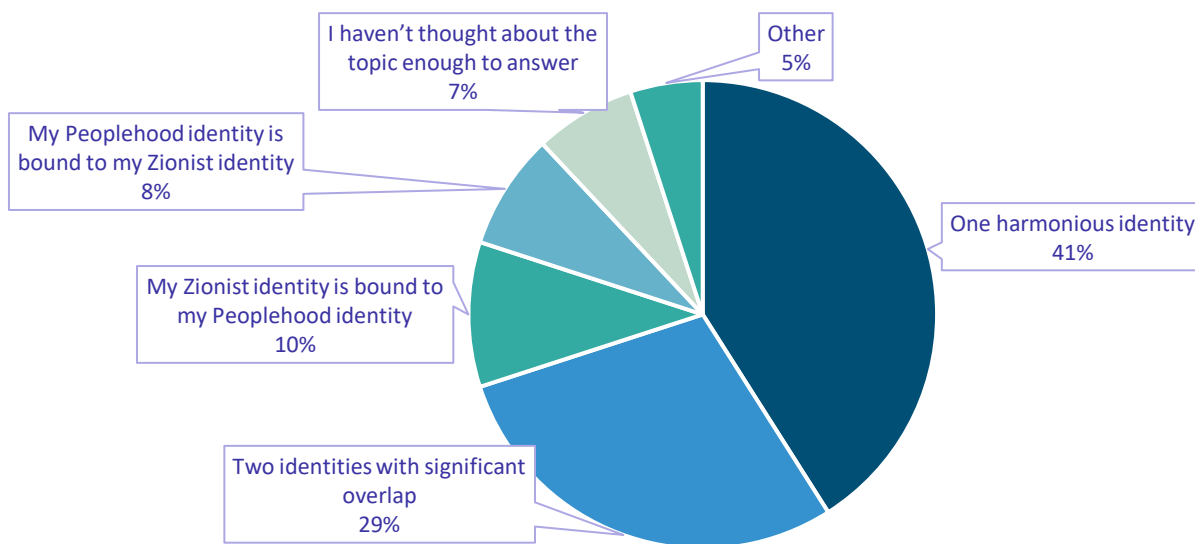
### A People with a State

For the large majority (73%), the relationship of the State of Israel to the Jewish People is one of “a global “People with a State.” Only 3% perceives the opposite relationship in which “the State of Israel has a People.” In other words, the leaders in effect prioritize the Jewish People over the Jewish State, perhaps in contrast with earlier Zionist thought that saw the State as taking precedence over World Jewry and the Jewish People.

### Peoplehood and Zionism

For most of the leaders, their Israeli-Zionist and Peoplehood identities are identical or overlapping. Just 2% state either that there is no connection between them or that the two identities are in opposition to one another.

**Relationship between your Zionist-Israeli identity and your Peoplehood identity**



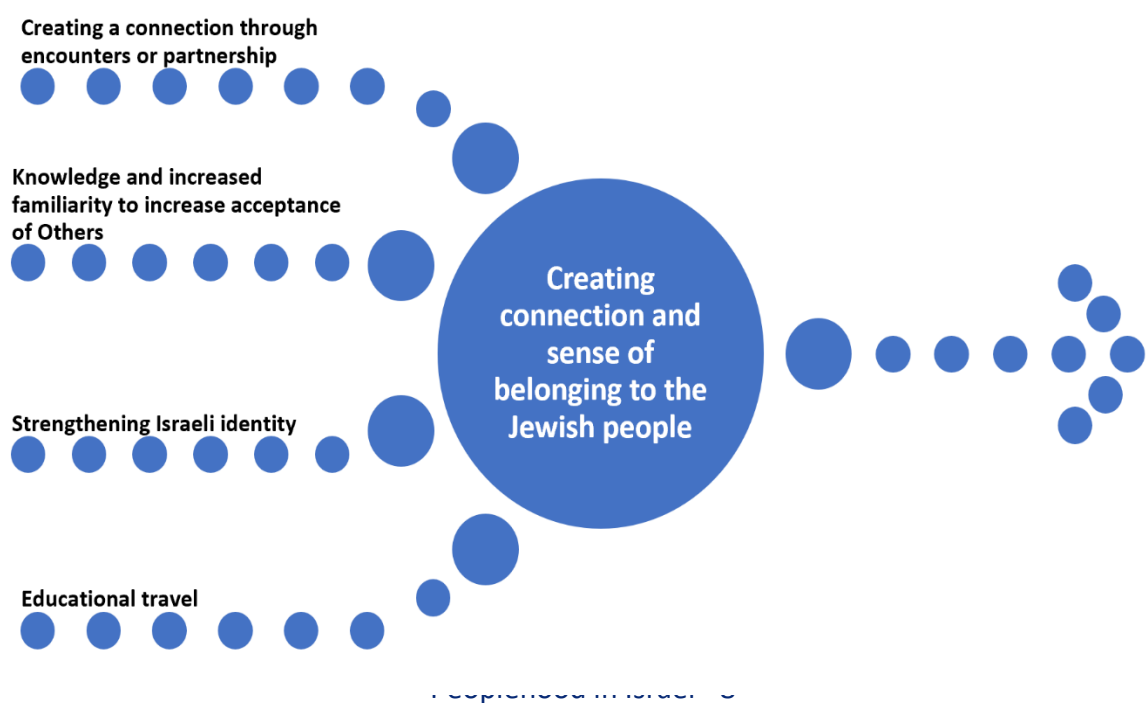
*“My heart beats Peoplehood and my beats Zionism. Two brothers that live together under the same roof, in the same house. They don’t always get along, but they strive to live in peace. My desire to see Israel as a strong and mighty national home for the Jewish people doesn’t need to collide with my desire to see strong Jewish communities that can prosper and grow all over the world.”*

### Strengthening the relationship of Israeli Jews to World Jewry

When asked about the manner in which the relationship of Israeli Jews to world Jewry informs their understanding of Peoplehood, the leaders emphasize strengthening ties between Israeli and Diaspora Jews. Their activities focus on mutual ties between Israel and the Diaspora as well as exposing both populations to each other. For a majority, although not all, the ability of Jews living inside and outside of Israel to learn from one another is a priority.

Focus of Peoplehood Work

Category	Topics that were on the questionnaire	%
The overall objective	Developing a connection and sense of belonging to the Jewish people	86%
Ways to achieve the objective		
Creating a connection through encounters or partnerships	Creating a connection and reciprocal relationships between Israeli and Diaspora Jews	80%
	Creating cooperation and partnerships between Diaspora and Israeli Jews	76%
Expanding the knowledge and acquaintance for the purpose of accepting others	Providing knowledge about Diaspora Jews	73%
	Exposure to the variety of Jewish life	70%
Strengthening Israeli identity	Strengthening the Jewish identity of Israelis through the connection to Jews worldwide	70%
	Strengthening the connection of Israelis to Israel through their connection to Diaspora Jews	54%
Educational travel	Encouraging Israelis to visit Jewish communities abroad	48%



---

## Entry into the Field

Professional and experiential educational experiences are the primary entry points into the field.

- **Work:** 44% cite their experience on Shlichut and 42% cite other work experiences.
- **Education:** 42% cite an experiential educational experience, 9% cite schooling or college studies.
- **Collegiality and academic studies play a small role:** Just 6% cite a colleague or friend (outside of their workplace) as reason for their entry into the field. 9% cited their school or college studies.

**First Introduction to the Peoplehood Field**

Through Shlichut	44%
Through an experiential educational experience	42%
Through work	42%
Through family	20%
Through volunteering	12%
Through studies	9%
Other	9%
Through a friend or colleague	6%

**The decision to get involved in the Peoplehood field** -- Among the most frequently cited reasons, often overlapping: 1. Mifgash with Diaspora Jews in Israel, or abroad, 2. an experience at work, 3. childhood education, 4. family, 5. a powerful personal experience that has occurred for abroad or exposure to a role model, and 6. a trip abroad as a youth.

## Leaders' Personal Characteristics

- **Field Experience:** 56% are veterans in the Peoplehood field, with 10 or more years of experience, while 22% are in the Peoplehood field less than five years.
- **Israeli-born:** 80% are Israeli from birth.
- **Women** outnumber men, 57% to 43%.
- **Middle-Aged:** Most of the leaders are in their 30s and 40s, and the average age is 44.
- **Many Orthodox and Renewal, few Haredi or secular Jews:** 22% identify as Secular, 34% are Orthodox but just 1% identify as Haredi. As many as 15% identify with the Jewish Renewal movement. Relative to the Israeli Jewish population overall, Jewish Peoplehood leaders contain about half as many secular Jews and far fewer Haredi Jews. But they have disproportionately large numbers of non-Haredi Orthodox and those who affiliate with the Jewish Renewal movement.

**Leaders' Religious Identity in Comparison to National Israeli-Jewish Population**

		Peoplehood Field	National*
Secular		22%	47%
Orthodox (34%)	Ultra-Orthodox	1%	10%
	Haredi	2%	2%
	National-Religious	15%	10%
	Liberal-Religious	16%	2%
Non-Orthodox (7%)	Conservative	1%	
	Reform	6%	
Traditional (7%)	Traditional-Religious	2%	8%
	Traditional ,not so religious	5%	21%
Jewish Renewal (15%)	Renewed Judaism/Israeli Judaism	15%	
Other (15%)	Just Jewish	13%	5%
	Other	2%	9%
Not Jewish		1%	

\*National data taken from: "Together and Apart: Israeli Jews' Views on their Relationship to American Jews, Religious Pluralism, and the Conflict With Palestinians: Findings from UJA-Federation's Survey of Israeli Jews 2017." Available at: <https://www.ujafedny.org/api/assets/789241/>

## Professional Networks

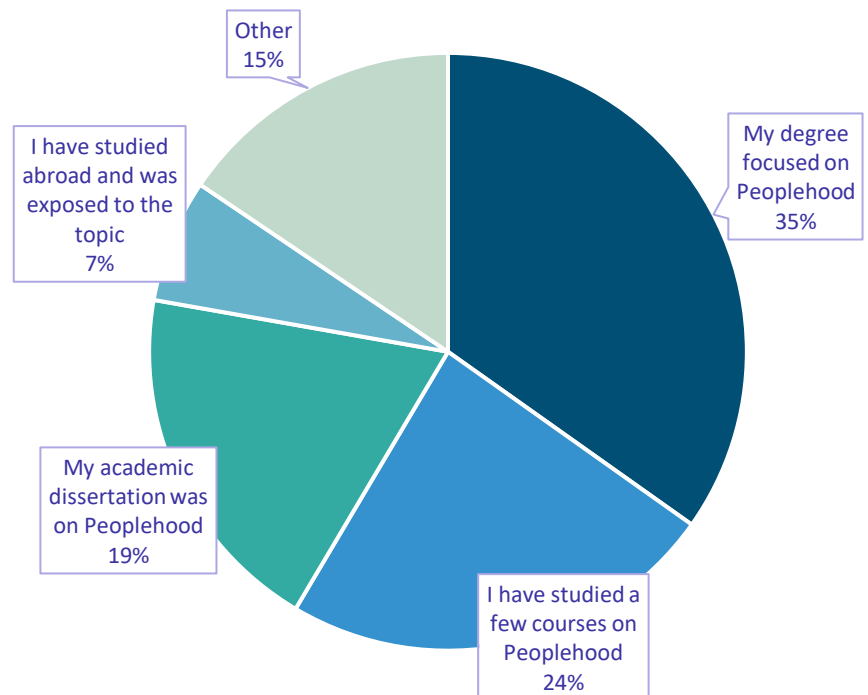
The leaders' network with colleagues. Almost all (96%) of the leaders' report contact with others who are active in the Peoplehood field. Of these, half (53%) are in contact with more than 20 colleagues and just 12% are in contact with fewer than five colleagues. For the vast majority (84%), collegial contact includes discussion and consultation, and in various combinations, collaboration (66%), development of initiatives (59%) and receiving support for their Peoplehood work (51%).

### Education and Training

35% participated in a training course related to Jewish Peoplehood, and 45% report having received professional mentoring.

Of the three quarters who have a graduate degree, one third reported that their degree had a connection to Jewish Peoplehood, and one sixth reported an MA with a Peoplehood Focus. Others report taking courses or writing a research paper touching on Peoplehood.

Academic Studies' Relationship to the Peoplehood

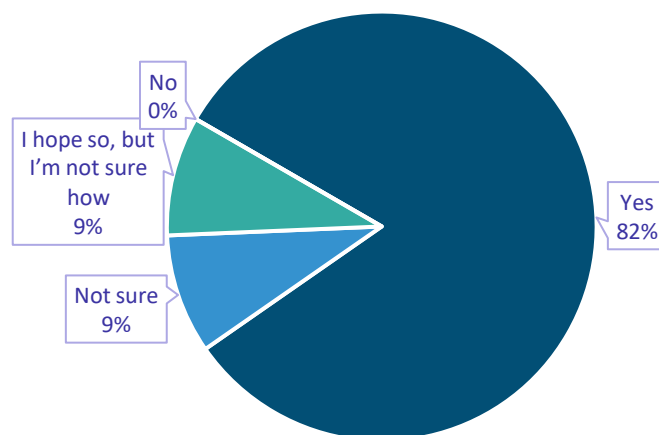


### Intention to Remain Active in the Field

Large numbers expect to remain active in the Peoplehood field, both as professionals and as volunteers. Commensurately, over 4-in-5 see Jewish Peoplehood as an indispensable part of their career.

Planning to stay active in the Peoplehood Sector in the future

	Yes
Professionally	83%
As a volunteer	78%



Peoplehood sector is part of future professional career

## Organizations

### Influence Israeli Society

Almost all (86%) the organizations aspire to have a greater influence on Israeli society in the area of Jewish Peoplehood. Most (58%) report acting to grow their Peoplehood activity in the past year. To grow their influence, the four areas given highest priority are growing numbers of participants, developing existing programs, and creating partnerships with Israeli and Diaspora Jewish organizations (chart on this page).

**Organizations' Focus for Expanding their Influence**

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
A 20% growth in the number of program participants	1		412	46
Developing pre or post programs for existing activities	2		361	41
Creating partnerships with Israeli organisations	3		294	41
Creating partnerships with Diaspora Jewish organizations	4		273	40
Reaching new target audiences with whom we do not yet have expertise	5		252	33
Running a network or programs for alumni	6		239	32
Publicizing Peoplehood focused content that is relevant to Israeli audiences	7		195	27
Increasing the number of staff focusing on Peoplehood	8		176	27
Recruiting senior personnel with connections to lead Peoplehood focused work in our organization	9		87	14
Offering grants for organizations or activists promoting Peoplehood in Israel	10		74	13

## Sectors with Peoplehood Activity

Organizations are active in a broad range of sectors, with the largest concentrations operating in three general areas:

1. **Education**
2. **Leadership development**
3. **Civil society** including Jewish Renewal, social change and activism, philanthropy and research.

Organizations with a public sector focus comprise a small group, along with small numbers of organizations focused disparate areas of activity such as academia, the media, culture and the business sector.

### Sectors within which Peoplehood Organizations Work

Education	Experiential Education	65%
	Formal Education	32%
	Educational Tourism and Programs Abroad that involve Israelis	30%
Leadership	Leadership and Training Programs	49%
	Spiritual Leadership	18%
Civil Society	Jewish Renewal Organizations	33%
	Civil Society	33%
	Diaspora Jewish Organizations and Federations with Presence In Israel	24%
	Accelerators For Social Initiatives	21%
	Foundations and Philanthropy	15%
	Social Justice Programs	13%
	Research Institutions	12%
	Environment and Sustainability	5%
Public Sector / Government	Knesset (Israel's Parliament)	12%
	Local Municipality	12%
	IDF	11%
Other	Academy	22%
	Immigrants / (Israel-Diaspora) Bridge Populations	21%
	Culture, Art and Heritage Sites	17%
	Israeli Communication Sector	10%
	Business Sector	5%

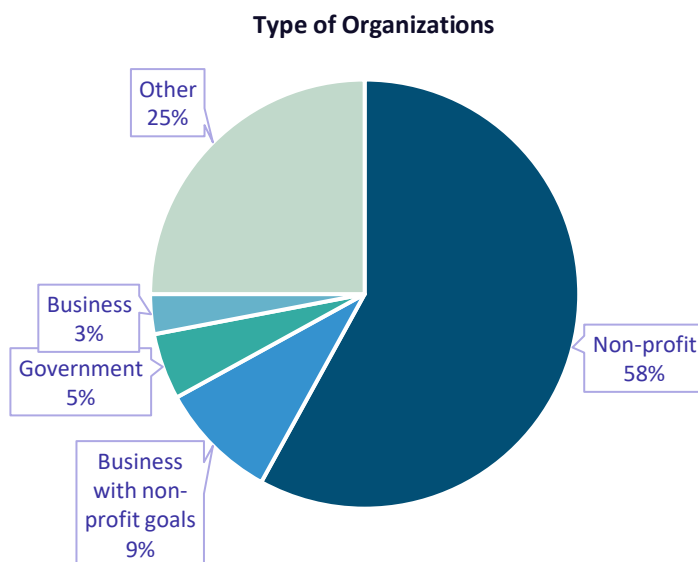


## Years in Field

Most (53%) of the organizations entered the Peoplehood field since 2000 – and 32% in the past 6 years. 17% report their organization working in the Peoplehood field prior to 1970.

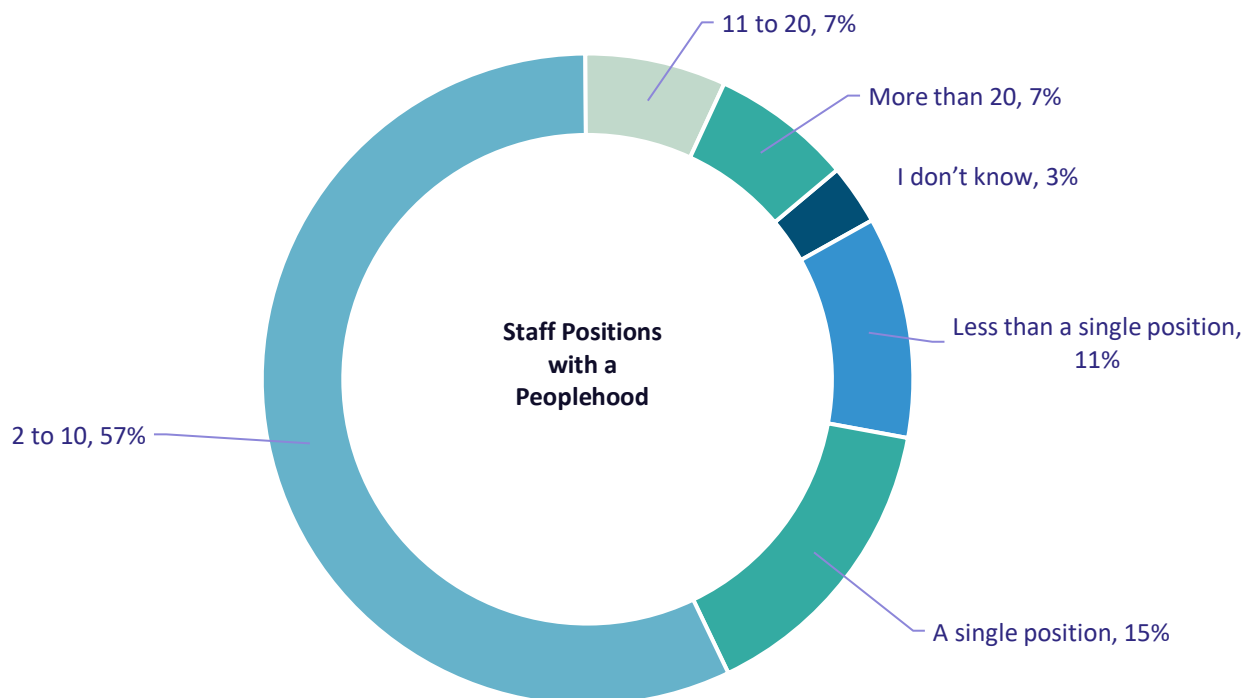
## Type of Organization

Two thirds (66%) are non-profit organizations, 3% are business organizations, with the remainder including government, academic, national organizations such as the Jewish Agency and the World Zionist Organization, philanthropies and Israeli offices of North American Federations.



## Staff

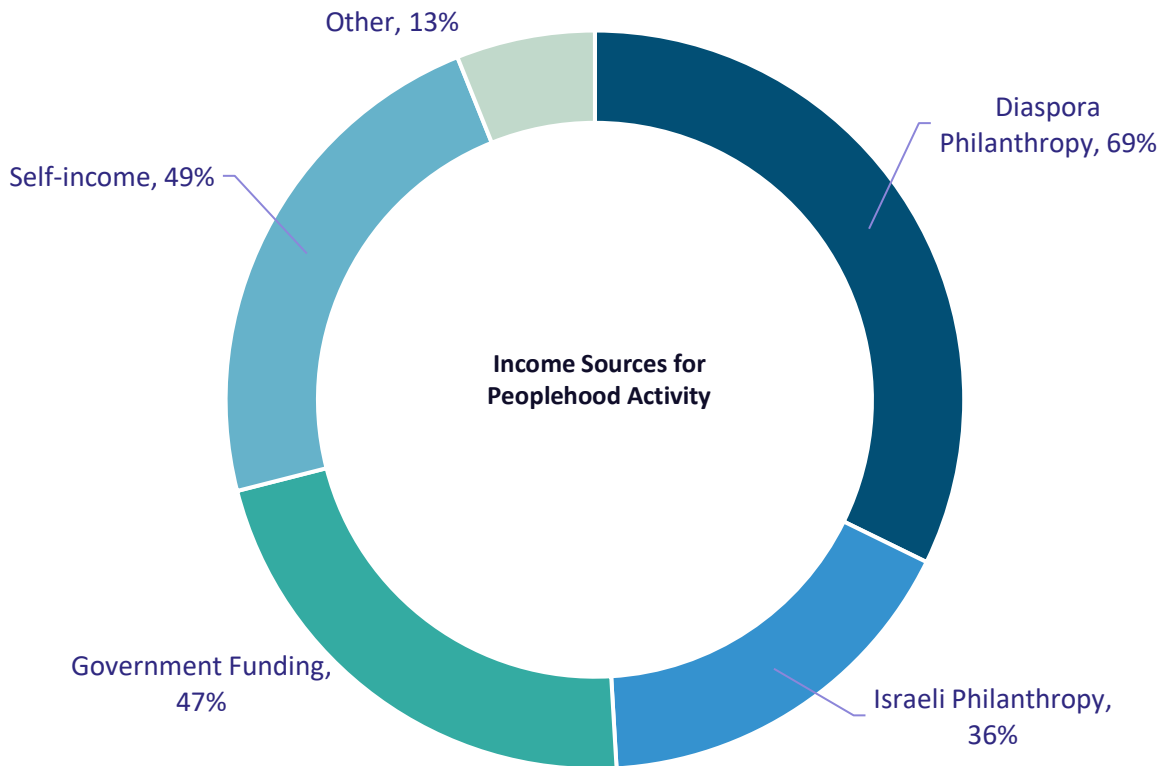
As many as 83% of responding organizations report employing staff with “Peoplehood” as part of their job description. Of those organizations 26% have one full time position or less, 57% between 2 and 10 positions, and 14% report 11 or more positions.



---

## Peoplehood-Focused Budgets

Organizations or programs (within large organizations) reported a wide diversity of budgets - from no dedicated budget for Peoplehood activity to a budget of 13.6 million NIS. The average reported budget is 1.8 million NIS.



## Income Sources

Diaspora based philanthropy is the largest source of income, reported by 69% of the organizations. Other income sources include Israeli philanthropy (36%), the Israeli government (47%) and operational income (49%).

---

## **Location – Israel & abroad, especially N America**

Most organizations (63%) report nationwide activity, with the remainder focusing on areas located throughout Israel. Over two thirds (71%) are active abroad, with 47% reporting activity in N America, a third are active globally, with small numbers in other parts of the world including Europe, South Africa and Australia.

---

## **Partnerships**

Almost all (94%) of the organizations report active partnerships with organizations in Israel or abroad. For 27% the partnership is focused on a particular activity. For 23%, the partnerships are focused on running an ongoing program. A third (32%) report other forms of long-term partnerships.

---

## **Volume of Activity**

Organizations report programs with a wide range of participants and hours that each participant participates on average.

- 47% work with between 11 and 100 individuals on an annual basis. 27% report more than 500 participants in the programs, with some government and national organizations reaching a million or more annually. 7% of the organizations work with fewer than 10 individuals annually.
  - 40% of the organizations report that their programs require between 11 and 100 hours of commitment annually. 26% report participants participating over 100 hours annually. 21% require up to ten annual hours per participant. 13% have no set requirement for time that their program participants commit to.
- 

## **Leadership Development**

Two thirds of the organizations offer professional development as part of their ongoing work; only 13% offer the staff external professional development programs. As many as 27% offer no professional development at all.

## Target Populations

**Age Groups:** The organizations work with all adult age groups. Only a few work with children (12 years and younger), with the prominent exception of the Ministry of Education and national organizations focused on schools.

**Sectors:** The areas with highest activity are among teens in schools and youth movements, students in mechinot and university, educators and shlichim, leaders and activists. The public sector and army receive relatively lower levels of attention.

**Jewish Identity:** Organizations are active in a wide range of Jewish populations with 59% serving the general public. At least 40% of the organizations focus on activity with a particular Jewish sector, such as Dati Leumi, Hiloni, Masorti or Pluralistic.

Target Populations by Sector

<b>Students / Children / Teens</b>	Youth movement and youth organization participants	35%
	High School students	35%
	Junior High School students	25%
	Elementary School students	20%
<b>Students</b>	Academia	31%
	Army Preparatory Programs) Mechinot(	29%
	Graduate Students	18%
<b>Educators and Missionaries</b>	Teachers	35%
	Counselors	30%
	Pre-Army Service Year (Shnat Sherut)	22%
	Former Shlichim	21%
	Emissaries	20%
<b>Leaders and Activists</b>	Leaders	35%
	agents Social activists and change	29%
	Volunteers	25%
	Board members	22%
	Managers	20%
<b>Public Sector and Military</b>	Public Servants	25%
	Elected Officials	18%
	Soldiers	14%
	Officers	6%
<b>Other</b>		36%

**Socio-Economic Status:** Just 18% of the organizations focus on weak socio-economic populations.

**Alumni:** Half (52%) of the organizations report alumni-focused programming. Of those, 44% report less than 1000 participants, 21% between 1000 and 10,000, 18% between 10,000 and 100,000, with 8% reporting that they reach 100,000 or more alumni.

---

# Recommendations - Impact Israeli Society

The survey data presented in this report show that there is a developed field, in that a core group of people are committed to common goals, share similar life stories in terms of their entry into the field and have contact with one another. Dozens of organizations are committed to this field, employing staff for the purpose of Peoplehood, investing substantial budgets, running dedicated programming, all with the goal of impact on Israel society. **However, in many critical areas the Field is still in a nascent state. We focus on two specific areas for field development that are vital, if the Field is to deeply impact Israeli society and change the manner in which Israeli Jews relate to the global Jewish People.**

## Leadership Development

Critical to any field is leadership. The mapping of the field reveals that its greatest asset are its leaders, a group of individuals who are deeply committed to advancing Jewish Peoplehood.

The cadre of leaders is growing with 22% of the leaders entering the field in just the past six years. Yet, there is room to dramatically expand the numbers of professionals and volunteers and build a cadre of future leaders. In particular, the small number of dedicated volunteers (just 6% of the respondents) points to a critical area in which the development of lay leadership and large numbers of volunteers can enable the organizations to ramp up their activity and dramatically expand their impact.

The Peoplehood field currently offers relatively limited pathways for enabling volunteer and professional participation. The ability to offer diverse personal and formative experiences regarding peoplehood are critical for developing future leadership. Including:

1. **Models:** Establishing new models to provide personal and professional formative experiences
2. **Follow Up:** Follow up Leadership engagement programs for alumni of Peoplehood programs and for returning Shlichim
3. **Careers:** A significant expansion of career opportunities and networking
4. **Professional Development:** Career support & multi-level training (only 35% of active members received professional training)
5. **Senior Leadership:** Emphasizing the need to nurture senior leadership

- 
6. **Israel-Diaspora:** Structured relations between Israelis in the field and their professional and voluntary counterparts in the Diaspora.

We recommend first steps focusing on two areas.

***Recommendation 1: Dramatically Expand Alumni Engagement***

Partnership and Twinning programs, Taglit, Shlichut and Heritage Educational Travel Programs are examples of the many existing frameworks that bring Israeli Jews into meaningful exposure with world Jewry. Almost all the leaders who responded to our survey came into the field through these educational or professional opportunities. Like the leaders, **there are large numbers of Israelis who have participated in similar Peoplehood experiences** who are not active in the Field.

This massive potential pool of future volunteers and professionals remains largely untapped. There are two prominent examples arising from the mapping research.

1. **Alumni programming.** We learn that 52% of organizations currently run alumni-focused programming. Developing the current alumni work, encouraging other organizations to engage their alumni, and offering national level opportunities for alumni of all the Peoplehood organizations is a vital first step to dramatically expanding the human resources of the Peoplehood field.
2. **Former Shlichim.** Of the alumni populations, Shlichim are the lowest hanging fruit. These are the thousands of individuals sent out each year by the Jewish Agency, the WZO, the JDC and other organizations for two months to several years, to contribute to Jewish life abroad and strengthen the connection of world Jewry to Israel. 44% of the Leaders report that their first exposure to the field was through Shlichut. These highly motivated individuals are committed to the good of the Jewish People and are very likely to respond to meaningful volunteer and professional opportunities.

***Recommendation 2: Enable the Inspired to take the Next Step***

There is a need to develop a trajectory of involvement in the field based on two steps: 1) Offer opportunities for professional and volunteer participation; and 2) for those already involved as a professional or volunteer offer training and career support.

**Step One: Entry level opportunities for professional and volunteer participation**

Alumni of Peoplehood programs are often inspired by their exposure to world Jewry. Program alumni in Israel should be offered opportunities to act on their desire to contribute.

---

## Step Two: Professional/volunteer training and career support

For those who have already opted in as professionals or volunteers, especially as only 35% of them had formal Peoplehood training, there is a need to support and deepen their involvement, including:

### 1. Professional development and volunteer training

- Leadership development tracks for both senior and mid-level leaders
- Professional development tracks to enhance the effectiveness and impact of the field's professionals.

### 2. Networking frameworks for learning and dialogue with Israeli peers as well as with Peoplehood leaders in other countries.

### 3. Support for entrepreneurs, providing professional resources and tools to enhance effectiveness and impact.

## Reaching the Broader Israeli Public

The concept of peoplehood should be a guiding principle for the public sector, including national institutions, municipalities, and those involved with national security, with the needed financial support for developing the necessary resources, platforms partnerships. To achieve this ambitious goal **there is a need to articulate an understanding of Jewish Peoplehood that resonates with the broader Israeli public.**

Currently the “Negation of the Diaspora” narrative continues to govern the discourse and public opinion. For that to change the main educational and socializing agents of Israeli society must integrate a Peoplehood agenda. For example, there is initial work occurring in schools, youth movements and Community Centers, that is sparking robust Peoplehood content development. This work needs to be ramped up from what are currently pioneering circles to include public institutions nationwide.

Peoplehood as it is embraced by the respondents to this survey holds a message that is right for the times. Peoplehood contends with the cultural, religious and ideological diversity of the Jewish People. Moreover, there is an acceptance that Jewish Peoplehood should speak to the sensibility of each generation, enabling Jews of all ages, social and ideological backgrounds to experience a consciousness of belonging to the Jewish People. That Peoplehood Consciousness includes a feeling of personal connection to other Jews worldwide, a sense of being part of a historical Jewish People and the responsibility to act for the good of Jews in Israel and abroad. **However, this**

---

**narrative is not currently reaching the broader Israeli public in an effective manner. An effort to further articulate and interpret Peoplehood, so it will resonate with Israelis is a priority.**

The following are recommended first steps for reaching the broader Israeli public.

***Recommendation 3: Peoplehood as a Guiding Principle for Israeli Public Institutions***

**There is a need to dramatically expand the presence of the Peoplehood field in the Israeli public sector.** While the numbers involved in the Peoplehood field are growing, they are small. Not enough Israelis in positions of public leadership and authority are aware of and involved in the Peoplehood field. Only a small percentage of the leaders and organizations in the field work for, or with national Israeli government institutions, local municipalities or the army. Prominent examples include pioneering work by some organizations with the Ministry of Education for recruiting and training Heads of School to the Peoplehood field, educational and training programs for Israeli army officers, and lobbying efforts to increase Israeli government investment in the field.

For the Peoplehood field to break through to the broader Israeli society, it is essential for a much larger number of Peoplehood leaders and organizations to focus on lobbying and working with Israeli State institutions, politicians and senior public officials to instill Peoplehood as a fundamental axiom upon which government decisions, legislative efforts in the Knesset, education in the school system etc. is predicated.

***Recommendation 4: Create Sector Focused Networking and Professional Development Opportunities***

Given the small numbers of Peoplehood leaders in the public realm there are not enough people to advance the conversation in each particular sector. For example, the importance of Peoplehood to the national security of the State of Israel. Most of those who deal with peoplehood are educators, graduates of leadership programs or activists in civil society. As a result, there is currently no developed worldview of the manner in which the security of the Jewish state is shaped by the relationship between Israel and the Jewish world, and how the actions of the Israeli government affect the well-being of Diaspora Jewish communities.

Hence, we recommend applying the above leadership development recommendations to focus on specific sectors. The mission includes exposing Israeli public sector leaders



---

to the Jewish world, addressing core issues of Zionism, around the significance of Israel's status as the nation state of the entire Jewish people. With a focus on the security sector, existing work will be expanded upon to integrate Peoplehood as a core ethos for the IDF's Zionist values and every soldier's professional identity.

***Recommendation 5: Create Sector Focused Collaborations between Funders, Activists and Influencers***

Reaching the Israeli public requires both human and financial resources that are extensive enough to match the challenge. Currently the Field is overly dependent on Diaspora funding as a financial resource and Educators as a human resource. **The challenge is to break through the “education bubble” and enable educators to join forces with Peoplehood leaders and activists who are in areas of philanthropy, media, public relations, and advocacy that are not currently associated in a significant way with the Peoplehood field.**

Building on the previous recommendation, here too we recommend a sector focused approach. In every sector of Israeli society there are philanthropists, experts, leaders and influencers who are dedicated to advancing the sector and should be recruited to Peoplehood focused activism. If sector focused coalitions of Israeli activists are created, it will be possible to create a Peoplehood language and mission that is relevant to each sector, and dramatically increase local funding sources from government budgets and private Israeli philanthropy. Peoplehood focused strategic planning research for each sector is needed.

***Recommendation 6: Professionalize the Field***

Peoplehood is still an undeveloped ‘profession.’ There is a need to further develop literature, establish foundational texts and provide professional Peoplehood training. Gaining recognition as a formal area of professional expertise is critical for the development of the field in general, and for recognition by public institutions for processes of professional development and accreditation.