

# 2011 Annual General Membership Meeting



THE JEWISH COMMUNITY CENTER OF  
SAN LUIS OBISPO



Jewish Community Center  
of San Luis Obispo

# JCCSLO Accomplishments



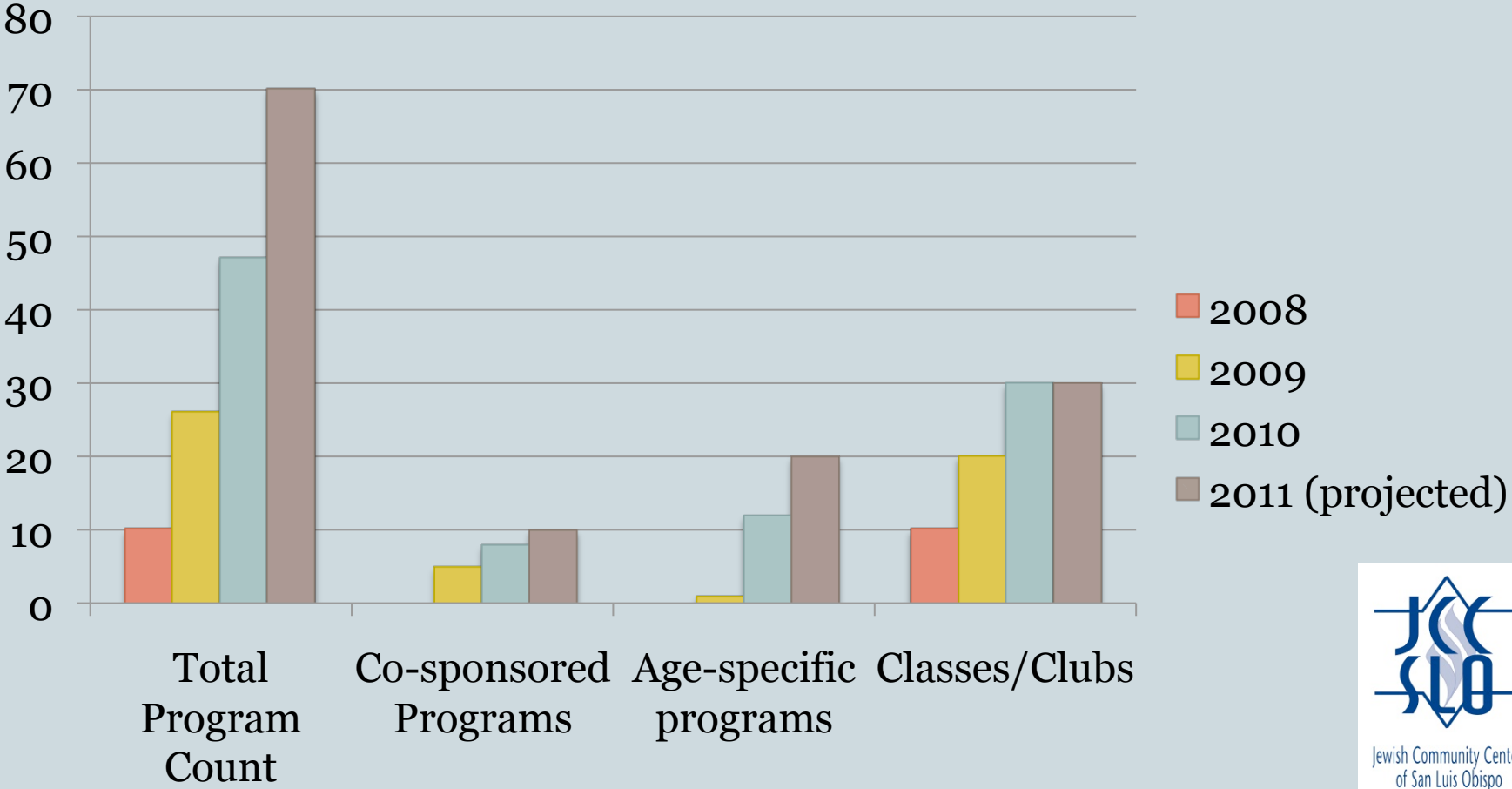
- **VISIBILITY**

- Programming
- Collaboration
- Use of various venues
- Advertising, new marketing materials, and presence in synagogue bulletins
- Online presence: web, FB, e-news
- Focus groups in North & South county
- Affiliation with local non-profit sector and national Jewish organizations



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# Program History

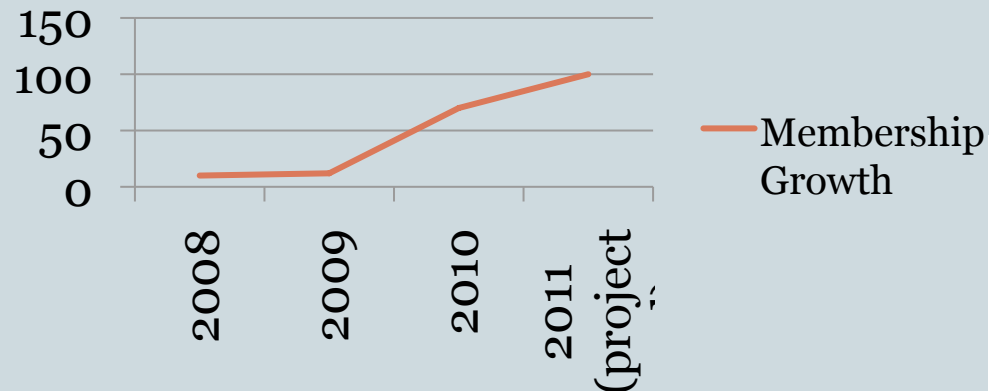


# JCCSLO Accomplishments

- **Funding**

- Program underwriters
- Increase in private donations by membership
- Successful grant proposals
- Explore land leases
- Event fundraisers

## Membership Growth



# JCCSLO Accomplishments

- **Capacity Building**

- Develop leadership on Board and committees
- Establish formal budget
- Revise bylaws
- Recruit Membership Coordinator
- Develop ED leadership and formalize position

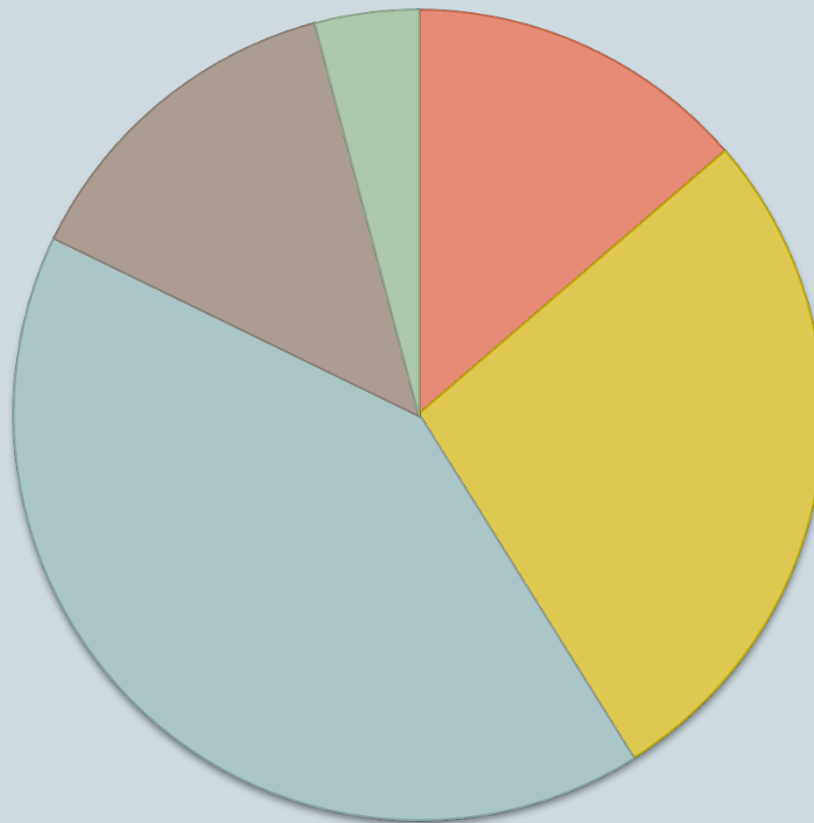


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# Growth Opportunities



## 2011 Programs



- Co-sponsored Programs
- Age-specific programs
- Classes/Clubs
- Special Events
- Social Services



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# JCCSLO Growth Potential

## ● VISIBILITY

- Programs
  - ✦ Youth
  - ✦ Senior
  - ✦ Social Services
- Community Outreach
  - ✦ Public Relations campaign
  - ✦ Townhalls to capture public interest
- Online/Print
  - ✦ SLO Jewish Calendar
  - ✦ SLO Jewish history
  - ✦ Social media
  - ✦ Regular bulletin

## ● FUNDING

- Robust Annual Campaign
  - ✦ Local Programs/Budget
  - ✦ Israel and International Jewish communities
- Develop Legacy Program
- Sustainable operating budget

## ● LAND DEVELOPMENT

- The Ranch project
- Bridge/Community Garden

## ● LEADERSHIP





Let's hear it for JCCSLO's future!



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