



Comprehensive Synagogue Membership Survey



Go beyond anecdotes to hear the true voice of your community & focus your leadership on data-driven decisions

"I feel like I finally have a road map, which as board chair I can use to lead my synagogue to reaching its purpose and potential."

—Synagogue Board President

The comprehensive synagogue survey is already in use by nearly 20 synagogues and 6,000+ members in New York, Montreal, and Philadelphia. Includes suburban and urban synagogues as big as 2,000 members and as small as 200.

Brought to you by



Benefits to My Synagogue?

- Instant strategic plan, clarified vision
- Create alignment between your vision and data
- Shift your synagogue's leadership from anecdotal to data-driven decision making
- Focus your leadership's limited time on the 20% of your hypotheses supported by the data.

What Will My Synagogue Receive?

- Fully administered survey with 60% average response rate using an instrument that is professional-looking, pre-tested, and confidentially administered.
- Custom questions if desired
- Compare scores to your self-defined peer group
- Comprehensive, in-depth reports & analysis
- 1-on-1 consultation to interpret and use the data
- Action plan and communication plan allowing your leadership to gain alignment and focus your energies

When can my synagogue participate?

- Register by January 31 for launch after Pesach
- Prices start at \$4,000 with discounts up to 50% for smaller congregations

[Questions: synagogues@measuring-success.com](mailto:synagogues@measuring-success.com)

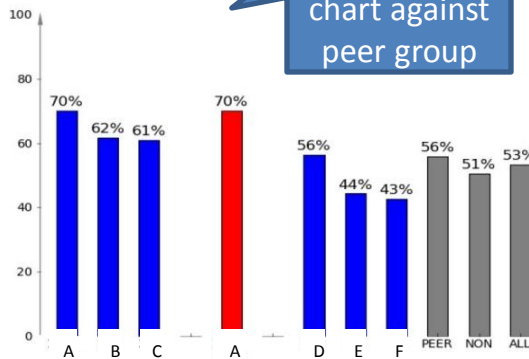
From a recent Jewish listserv:

Question: “We are getting ready to develop or choose a survey instrument. Are you crafting your own or using a packaged survey process?”

Response: “We recently used a firm called Measuring Success. It was a phenomenal experience! Their analysis of data with our team yielded an immediate mini-strategic plan. It was definitely worth spending on it for the results we received.”

Sample Reports

Recommend Synagogue to a Friend
% Strongly Agree

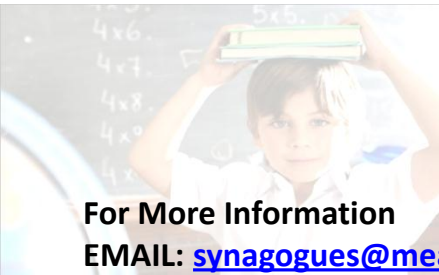


Answer distributions for all questions

Cross-tab reports comparing demographic info

Scale	a. Synagogue helped spiritual and intellectual growth	b. Recommend synagogue to a friend
Strongly Disagree	1%	1%
Disagree	5%	1%
Neither Agree Nor Disagree	26%	2%
Agree	40%	27%
Strongly Agree	29%	70%

Synagogue ID	Age				
	35-44	45-54	55-64	65-74	
Sample Synagogue	Overall (not including skips or DNK)				
Respondents (counts all except skips and DNK)	334	36	84	63	45
Recommend synagogue to a friend (% strongly agree)	70%	67%	77%	76%	64%



For More Information
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