



MyZuzah Moments - August 25, 2023

We just wrapped data collection on the pilot run of our **MyZuzah Email Journey**– this was two rounds of surveys asking the ~300 recipients how they were impacted or changed their behaviors, one sent after the second email to establish a baseline, and the second a month after the final email to gauge a longer-term effect. While we were very pleased to see how well the emails were received with the first survey, the second set of data showed the lasting power of what we've done – with some impacts **increasing over time**.

	<u>May Survey</u>	<u>August Survey</u>
<i>Have these emails enhanced your understanding of Jewish culture, traditions, and history?</i>	76% yes/yes significantly	83% yes/yes significantly
<i>Have these emails sparked your desire to do something new Jewishly?</i>	63% yes/yes significantly	76% yes/yes significantly
<i>Would you recommend MyZuzah to others interested in exploring or deepening their Jewish identity?</i>	90% yes/yes significantly	94% yes/yes significantly

The open-response comments were also very encouraging to read:

- *"The emails are written in such a way that it is relatable, open and welcoming"*
- *"I like the reminder of the email to think about and do Jewish things in my life"*
- *"This sparked my interest to my culture"*
- *"They made me feel that educating my friends is very important"*

Next up, tweaking some of the content and launching the email journeys to **another 8,000 MyZuzah recipients in our database!** We'll repeat the surveys with this cohort as well, for deeper feedback and additional compelling evidence of how MyZuzah propels people forward on their Jewish journey and community development.

Partner Updates:

While college campuses are not a focus of ours, we do have a fair number of campus partners, both **Hillel** and **Chabad**. With students moving in, many of them are making their dorms and apartments feel like home with a mezuzah on the door!

Chabad at UCLA, or “JewCLA,” shared these two photos from Aaron Rahmani and Nicole Fenyes:



In Miami, **Chabad at FIU** provided a smile to Maya Saluk (left):



Ithaca College Hillel's Mazie Rosenthal had this to say about her mezuzah: *I had a mezuzah in my apartment last year and loved it so much my roommate was even asking me where it was! Just makes me feel so blessed every time I walk in :)*



Individual Stories:

Paul David Booth, of **Pueblo, CO**, said *“Toda raba for this Kodesh and Torah fulfilling Mezuzah. I cannot express in words how thankful I am. I am employed in a national defense, emergency personnel, mission essential and a 1st responder government position with on call responsibility. I will not be able to reschedule a dedication, however my Rabbi will, Ha Shem willing. May Adonanu Bless you and keep you in his everlasting love. Very respectfully, David Boothe.”*

Kirsti Ziola of Charlottetown, on **Prince Edward Island in Canada**, found MyZuzah through a Facebook group for parents:

Benjamin Morales, **Huntington Station, NY**



Rebekka Clinton, who lives in **Phuket, Thailand**, marks our first mezuzah in that country! Her message is incredibly moving:

For at least the past 5yrs I've been wanting a Mezuzah to mark my door, but our homes were either not ours or had the intention of not being kept so I never put one up. Finally in our real home not just a house and i was eager to get one but we live in Thailand now and i had no clue how to find a kosher one! Thankfully MyZuzah popped up on google and was able to help me get one, I'm so grateful! Our home feels complete now, and I feel so at peace every time i see it. I found my way back to my heritage on my own since my mom went a different direction and this feels like such a big moment in my journey ☆