



MyZuzah Moments - December 7, 2023

This week, we polled the ~3,000 recipients of our Educational Journey Emails, who are now 25% of the way through the series. It gave us the opportunity to learn about our continuing impact on the community

- **92%** said that they would recommend us to someone else
 - **55%** of people open and read our emails - *an incredibly high rate!*
- **81%** said that we had enhanced their understanding of Jewish history, traditions, and culture
- **65%** said that we had inspired them to do something new, Jewishly, in their lives

New Jewish things ranged from actively learning about grandparents' traditions, to hosting shabbat dinners, to adding the Jewish calendar to their phone (to live in a "Jewish rhythm"), to even starting daily learning through Daf Yomi! One response particularly highlighted the Jewish mindfulness that our material has helped them to achieve:

Your emails, combined with the turmoil since 7 October, have reinforced my Jewishness, and I've decided that I'm going to have regular Shabbat dinners to which I invite friends. And I am mindfully consuming more Jewish content - books, films, journals, etc. It's not that I had never read this work before, but I am doing so much more intentionally now.

We also got our first real glimpse into the demographic makeup of this community. Rest assured, we'll be diving more into this to better understand and serve everyone!

Gender

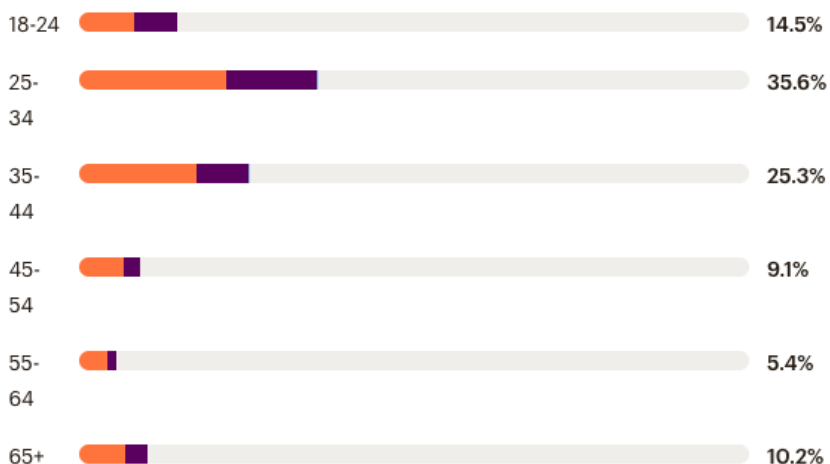
Recipients Opens Clicks



64.7% Female 35.1% Male
0.2% Another Ident 0.0% Unknown

Age Range

Recipients Opens Clicks



Partner Updates:

Beth Israel Synagogue in Owings Mills, MD, hosted an event that drew people from all over the area to create their own mezuzah cases:

The sisterhood at my synagogue had a mezuzah making event with From Broken to Beautiful - we used broken glass pieces to create a fused glass mezuzah. This was a very fun event and well attended. They are already planning to do this again!! Dr. Eric Carr, **Owings Mills, MD**



Iryna Dianova, in **Offenbach am Main, Germany**, received her mezuzah from Rabbi Yaakov Barasch, of the local community center.

Individual Stories:



I heard about MyZuzah through a group chat and I'm super grateful because I just moved and really needed a mezuzah for my door! I really enjoyed the experience of putting up a mezuzah while someone else was around. Esti Garfield, **New York, NY**

Etai Dayani, **Los Angeles, CA**

