



MyZuzah Moments - June 2, 2023

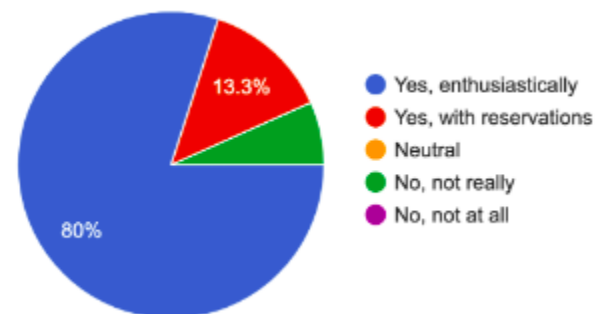
Big things first– next week, we will be distributing a [press release](#) announcing the placement of our **10,000th mezuzah!** It's a notable milestone for our program, and the diversity of **partners (300+)** and **countries (67)** where we have helped our fellow Jews embrace their identity and community is really something. Please share the [press release](#) with any media outlets or professionals that you like– the more people hear about our program, the more people we can include!

This week we collected **feedback about the impact of our Educational Journey Emails** (the series sent to every mezuzah recipient following their dedication). *Frankly, what we learned was better than we imagined!* The open rate of the survey email remains on par with our other communications (**>40%**), and the responses further demonstrate the strong effects of both our mezuzah and educational endeavors. Here are some quick hits:

- **73% of recipients improved their understanding** of Jewish culture, traditions, and history
- **66% of recipients were inspired** to do something new Jewishly, like:
 - Celebrate Shavuot for the first time
 - Things I may have already known are presented to me in the email, sparking me to feel inspired to try to do more engagement with Jewish ritual
 - Seeing these emails more often make me want to do more Jewish than how I grew up

The big question, “**Would you recommend MyZuzah to others interested in exploring or deepening their Jewish identity?**” came back with a whopping **93% approval!**

4. Would you recommend MyZuzah to others interested in exploring or deepening their Jewish identity?



For our final bit of self-congratulations (please forgive me– but we’re proud, and it’s June 😊), our [MyZuzah Program Guide](#) was reviewed by a leading expert in the international Jewish education space, and they shared this message:

I have to say, I am very impressed by your program guide and educational materials. It manages to speak to both the mystical/non-rational and sociological/historical/cultural aspects of mezuzah, it speaks to the diversity of the Jewish world, it gives people the opportunity to think critically and create meaning for themselves, and it includes some acquisition of serious knowledge and skills. That is not an easy balancing act to pull off. Kol hakavod!