



Connecting the right people to the right opportunity at the right time

What? GrapeVine (previously The Jewish Journey Connector) is a transformative initiative in the Jewish community that combines data aggregation, targeted marketing, and predictive analytics to link the silos of Jewish life. GrapeVine maximizes Jews' connection to Jewish life from 'womb to tomb.' It also changes the community and organizations' approach from program- to individual-focused.

Where? GrapeVine is a winner of the Jewish New Media Innovation Fund competition and is supported by leading foundations in the Jewish community. Grapevine has also established partnerships with several national and international Jewish organizations. GrapeVine is currently in pilot phase in Columbus and Rhode Island, and will be available to come to your community for 2012-2013.

Why? The GrapeVine is intended to be a true "game changer" ensuring that a majority of Jews are connected with Jewish life at any point in time. Successful consumer, social media, and credit card companies invest heavily in data aggregation and predictive analytics. Can we borrow some of this thinking to ensure young Jews participate in a lifelong journey of Jewish identity development? Yes, the GrapeVine will be taking real risks, breaking new ground, and pushing our community and organizations to think differently about ourselves. But we can ill afford not to.

How? GrapeVine will achieve for the Jewish community what Amazon has done for books: GrapeVine suggests programs an individual might like based on prior Jewish involvement, general interests, and life stage; and offers loyalty rewards points and discount coupons in order to encourage participation. Individuals are able to navigate their own Jewish journey by getting connected with the right opportunities, programs, and people that meet their interests and life stage at the right point in time. Using GrapeVine as an engine, organizations are able to place their programs in front of the widest and most targeted audience and keep alumni engaged. Communities can instantaneously track the needs of the community as well as the impact programs have had on participants' long term Jewish identity. GrapeVine's technology makes it easy for individuals and efficient for organizations so the benefits outweigh resistance.

For more information about how your community can get involved, please contact jewishjourneyconnector@measuring-success.com or sacha@measuring-success.com.