****

***Creating More Engaging, Vibrant and Sustainable Jewish Communities***

***through Values, Wisdom, and Generosity***

In today’s society, many Jews — both affiliated and unaffiliated — yearn more than ever to connect with something that infuses their lives with meaning.

If Jewish communities are to remain vibrant and sustainable, we need to answer the question of how living a Jewish life will add value to each of us – both as an individual and as a community member. We need to make clearer connections between how using our age-old religious and cultural values, beliefs, and practices can serve as a filter through which we can deal with and solve life's problems. And we need to leverage our Jewish wisdom and generosity to help people find deeper meaning and purpose in their lives, and help them understand that we are part of something larger and more profound than ourselves.

While there is no one solution to address these challenges, the Legacy Journey® can provide congregants/members, unaffiliated Jews, and mingled-roots families with meaningful activities, programs, and conversations at their place of worship and within their communities to help them uncover and share their Jewish wisdom, values and generational generosity. One or more of the pathways can help individuals and families live their lives with greater intention, compassion, and gratitude, while creating the foundation for more engaging and vibrant Jewish communities.

* Life Reflection Stories, unlike labor intensive memoirs or autobiographies, share our wisdom, life lessons, culture, and family history through short reflective narratives about our life experiences as lived so far, also referred to as our master stories. The reflective process and resulting short stories connect us generationally, clarify our motivations for giving, and help us live our lives with greater intention.
* Ethical Wills/Legacy Letters help share our values, hopes, love, gratitude, and wishes. While it is not a legal document, it is often referred to as the voice of our heart, as it can serve as a family compass providing a clear direction throughout planning and life decisions.
* Making a Difference Plans help us identify our passions and the causes nearest to our heart based upon our family and life experiences. Creating a personal, family, and generational commitment to making a difference can help focus the giving of our time, talents, and resources, while teaching and inspiring the next generations to live compassionately.

The Legacy Journey will benefit many age groups, however, we propose an initial focus on Boomers and Elders (age 50 and better) as these cohorts have fewer life cycle events to link them to their congregation or Jewish communities and their actions often impact multiple generations. This experiential, community-based program will help your congregants/members become more engaged in their Jewish communities, find meaning in their Jewish spirituality/culture, and ensure the vitality of Judaism into current and future generations.

As congregants develop a deeper affinity to their Jewish organizations, they naturally become more engaged in helping to ensure the ongoing viability and sustainability of those congregations. Therefore, the Legacy Journey is also becoming an important tool for development teams and lay leaders to bring a unique, value-added service to help inspire, inform and celebrate congregants’ generational generosity and funding for their organization.

**Custom Legacy Journey Programs**

*Celebrations of Life* offers a variety of Legacy Journey programs and delivery options tailored to your organization’s needs.

* Efficient, engaging, self-paced training and programs for your professionals, staff and board members.
* Legacy Journey programs, events, resources, and keepsakes for your congregants and community.
* Market segmentation and integration planning to maximize your return on investment.
* Ongoing support and outcomes measurement.
* Proven methodologies, resources and best practices to reduce staff workload.
* Consulting, research and strategic partnerships.

We sincerely hope you enjoyed our *Taste of the Legacy Journey.* Please let us know how we can assist you in creating more engaging and vibrant spiritual and cultural Jewish communities.

Tracie Bluse Ward, President & Founder

Barry K. Baines, MD, Vice President