

PowerNET  
2022 

2022 NJHSA & NAJC Joint Conference

# REALIZING GLOBAL IMPACT THROUGH COLLABORATION

MAY 15-17, 2022



NETWORK  
of Jewish Human  
Service Agencies



Neshama: Association of  
Jewish Chaplains

# REALIZING GLOBAL IMPACT THROUGH COLLABORATION

## Here is how you can benefit with The Network!

Member agency executives, senior staff, program managers and lay leaders from across the globe will gather **IN PERSON** to help chart a direction for each other, allowing the Jewish human service sector to continue its efforts to thrive in a virtual world while honoring our Network's commitment to ensuring diversity, equity, inclusion, and racial justice throughout.



**We are back IN PERSON** and our attendees are eager to make connections with those they have been zooming with virtually in the hotel lobby, after sessions, during breakouts, over happy hour and in the exhibit hall. **This May they will do that at the Marriott in Minneapolis, and you'll be there to shake hands and share swag.**



This year's joint conference will represent the Networks' **twenty-six active affinity groups**, both member and non-member agencies in addition to **affiliate organizations** and **partners, funders**, the **corporate community**, and colleagues from the **European Council of Jewish Communities**.



# DID YOU KNOW HOW NJHSA HAS ADVANCED THE JEWISH SERVICE SECTOR . . . ?

Since the outbreak of the COVID-19 pandemic in March 2020 and the subsequent wave of shutdown orders NJHSA

- ✓ Provided more than 160 calls and webinars providing expert resources and support for over 6,500 professionals and lay leaders to guide them through this crisis.
- ✓ Established a collaboration which ultimately led to the sourcing and group purchasing of essential PPE, totaling over \$2.5m, and supporting over 120 Network member agencies.



“  
The Network has harnessed relationships with national philanthropists and the federal government that might not otherwise be available to us, focusing attention, funding and opportunities for distributing ideas locally and across the network.  
”

Jerry Rubin, CEO, JVS Boston

“  
The thought leadership opportunities to showcase our organization on a national stage have led to increased credibility and sought-after expertise.  
”

Marla Kaufman, Executive Director, JAAN

“  
How we use our time as leaders is more important now than ever before. Spending my time on Network activities is ALWAYS valuable. I always walk away with fresh insights, deeper understanding, and peers I can reach out to for advice and support. Network Membership is one of the best investments we make.  
”

Elise Herzig, Executive Director, JIAS Toronto

## Advocacy

Advocating for legislation and human service policy reform in the United States and Canada.

- Developed a targeted Community Pandemic Response and Recovery Policy Agenda focusing on food insecurity; health and mental health; and workforce and employment.
- Secured expansions of key poverty-fighting programs in the American Rescue Plan: Child Tax Credit and Earned Income Tax Credit.
- Advocated for Inclusion of audio-only coverage from Medicare/ Medicaid for tele-mental health services.



## Best Practices

Promoting and sharing Best Practices through Affinity Groups, Conferences, Learning Cohorts, webinars, newsletters, social media, and an interactive virtual Resource Library.

- Connecting members through **26** Affinity Groups.
- **5,137** professionals and lay leadership attended a total of **162** affinity group meetings.
- **1,800** human service professionals and volunteers attended **2021** conference in partnership with Neshama: Association of Jewish Chaplains.

## Innovation

Leveraging the strength and resources of over **150** member agencies, the Network provides timely and responsive solutions to challenges.

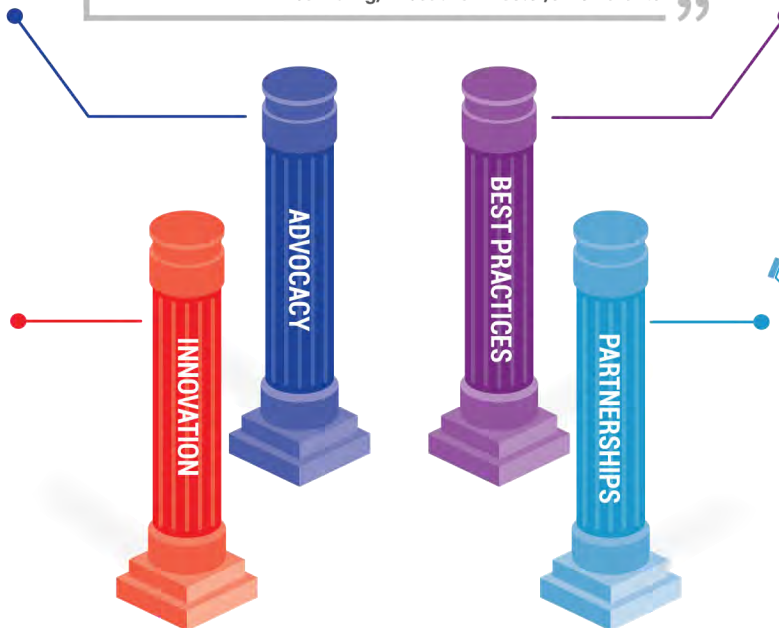
- Employment Services for Persons with Disabilities: landscape analysis completed and best practice program models identified in collaboration with the Corporation for a Skilled Workforce and Respectability.
- Youth & Adolescent Mental Health: facilitating integration and collaboration between clinical providers and Jewish education and engagement organizations with Jewish Federations of North America Teen Funder Collaborative.
- Year **2** Jewish Poverty Challenge: **14** member agencies received consultation and coaching.



## Partnerships

Securing opportunities for funding, training, consulting, and planning to build capacity and impact for member agencies through strategic and meaningful partnerships.

- Awarded **\$860,023** in capital grants to support **17** member agency food insecurity programs.
- **21** member agencies received expert coaching to advance technology projects.
- **11** member agencies received funding to bring the Uniper interactive platform to at-risk older adults and Holocaust Survivors.



## Financial Savings

Providing members with discounted access to products, services and resources.

### New Vendors



**15%** discount on a wide range of continuing education resources for home care agencies throughout North America.



**20%** discount on financial management software licensing

### Continued Partner Saving Opportunities

Network sponsored Health Insurance, Purchasing Point Group Buying Discounts, Sterling's Background Screening for Volunteers, Galaxy Digital's Volunteer Management Software, and Greenspace Mental Health technology platform.

Join the Network of Jewish Human Service Agencies and Neshama: Association of Jewish Chaplains (NAJC) in addition to a wide range of Network stakeholders including NJHSA agency professionals and lay leadership, spiritual care specialists and chaplains in NAJC, partner organizations, funders, and the corporate community.

This conference will help to chart a direction for each attendee and help the Jewish human service sector to continue its efforts to thrive in our ever-changing world.

You're invited to share your successes and your challenges, your thought processes, and your experiences during these changing times through a variety of workshops highlighting:



Advancing Diversity,  
Equity, Inclusion and  
Racial Justice



Chaplaincy  
Services/Spiritual  
Care



Crisis Response



Growth &  
Change



Workforce  
Development Initiatives  
and Collaborations

# WHY SPONSOR THE JOINT NJHSA & NAJC 2022 INPERSON CONFERENCE?

## The Network



More than 1 million clients served across all faiths



Over 10,000 personnel employed



150 member agencies

- 130 US agencies
- 15 Canadian & 2 Israeli
- 4 individual members



New partnership with the European Council of Jewish Communities

- Attendance including executives, senior level staff, managers and lay leaders from the U.S., Canada, Europe and Israel
- Post conference attendee lists with full contact details enabling evergreen revenue opportunities.
- The opportunity to speak in front of live audiences either before or after a session, introducing your organization and/or the workshop.
- One-on-one opportunity to connect with participants during the Sponsor Showcase.
- Branding placement opportunities on the conference web page, newsletter, through emails on the mobile app, and strategically placed throughout the conference.
- Individual appointments with leads. Meet with attendees during the conference or set up future appointments.

# LEVELS

## Customize your sponsorship to get the greatest value!

All sponsors are entitled to:



Pre and post conference marketing via email, newsletters, website and social media posts



Receive a post attendee report with full contact information



Development and implementation of NJHSA membership engagement plan to establish and/or enhance relations with member agencies



# NETWORK BELIEVER - \$25,000

Your sponsorship as a Believer places you at the head of the room! With naming rights to a signature event your agency will have the opportunity to engage with nearly the entire Conference audience. Participants will hear from you during the signature event of your choice, connecting your brand with face, in person! The sky is the limit with this sponsorship that will out live the conference as we partner moving forward.

## Believer (4 opportunities)

- 10 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference
- Sponsorship naming toward a months worth of newsletters - sent biweekly to more than 5000 stakeholders
- Includes schedule recognition & pre-signature event remarks.
- Naming & signage of signature event which includes the attention of 99% of the year's participants
- full page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)
- Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- Push notification on the mobile app, increasing attendance at signature event branded with your agency
- Customized annual marketing campaign targeting affinity group audiences, webinars, trainings newsletter
- Pre and post conference marketing to include: email, website, newsletter, mobile app & social
- Pre and post conference attendee report with contact information
- Network Partnership (see Karen Rosen)
- Customized annual marketing campaign targeting affinity group audiences, webinars, trainings newsletter



Sunday Opening  
Plenary Lunch - Saving Jewish  
Organizations from Themselves  
**Jeffrey Solomon**  
Senior Advisor  
Bronfman Family Foundation  
*Sponsored by  
Sandy & Jim Danto*



# NETWORK MINDFULNESS PARTNER - \$20,000

Sponsor the Mindfulness Room and be the company that enables attendees to slip into a quiet frame of mind during this robust Conference. Your name and logo will mark the peaceful space on can go to sip cucumber infused water, release hand tension with medicine balls, and relax and recharge before heading back to network and learn.

## Mindfulness Partner (1 opportunity)

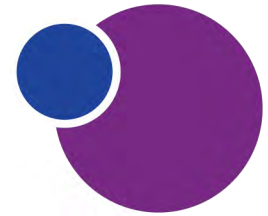
- 7 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference
- Includes schedule recognition.
- Naming and signage of the Network's 2022 Mindfulness Room (chinese medicine balls, spa music, fruit infused water)
- Full page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)
- Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- Push notification on the mobile app encouraging participants to take time for themselves in the mindfulness room branded with your agency
- 2 content articles/blogs, 2 webinars, 1 training
- Pre and post conference marketing to include: email, website, newsletter, mobile app & social
- Pre and post conference attendee report with contact information



# NETWORK FRIEND - \$18,000

## Friend (4 opportunities)

- 7 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference
- Includes schedule recognition & pre signature event remarks.
- Naming & signage of signature event which includes the attention of 99% of the year's participants
- full page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)
- participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket)
  - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- push notification on the mobile app, increasing attendance at signature event branded with your agency
- 2 content articles/blogs, 2 webinars, 1 training
- pre and post conference marketing to include: email, website, newsletter, mobile app & social
- pre and post conference attendee report with contact information



# NETWORK SUPPORTER - \$15,000

## Supporter (1 opportunity)

- 5 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference
- Includes schedule recognition.
- naming & signage of heated outdoor space for gatherings and eating
- half page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)
- participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- push notification on the mobile app, encouraging visitation of outdoor space branded with your agency
- 2 content articles/blogs, 2 webinars, 1 training
- pre and post conference marketing to include: email, website, newsletter, mobile app & social
- pre and post conference attendee report with contact information



# NETWORK CONTENT PARTNER - \$10,000

## Content Partners (4 Opportunities)

- 6 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference
- Support the development of content focused on mental health, self care, refugees, and DEI. Includes schedule recognition & brief breakout session remarks.
- Includes schedule recognition & pre showcase remarks.
- Sponsoring of an affinity group program showcase with naming recognition
- Half page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)
- Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- 4 content articles/blogs a year, 2 webinars, potential for group trainings
- Pre and post conference marketing to include: email, website, newsletter, mobile app & social
- Pre and post conference attendee report with contact information



\$25,000	\$20,000	\$18,000	\$15,000
<b>Believer (4 opportunities)</b>	<b>Mindfulness Partner (1 opportunity)</b>	<b>Friend (4 opportunities)</b>	<b>Supporter (1 opportunity)</b>
10 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference	7 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference	7 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference	5 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference
Sponsorship naming toward a months worth of newsletters - sent biweekly to more than 5000 stakeholders			
Includes schedule recognition & pre signautre event remarks.	Includes schedule recognition.	Includes schedule recognition & pre signautre event remarks.	Includes schedule recognition.
Naming & signage of signature event which includes the attention of 99% of the year's participants	Naming and signage of the Network's 2022 Mindfulness Room (chinese medicine balls, spa music, fruit infused water)	Naming & signage of signature event which includes the attention of 99% of the year's participants	Naming & signage of heated outdoor space for gatherings and eating
Full page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)	full page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)	full page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)	Half page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)
Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking	Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking	Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking	Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
Push notification on the mobile app, increasing attendance at signautre event branded with your agency	Push notification on the mobile app, increasing attendance at signautre event branded with your agency	Push notification on the mobile app, increasing attendance at signautre event branded with your agency	Push notification on the mobile app, increasing attendance at signautre event branded with your agency
Customized annual marketing campaign targeting affinity group audiences, webinars, trainings newsletter	2 content articles/blogs, 2 webinars, 1 training	2 content articles/blogs, 2 webinars, 1 training	2 content articles/blogs, 2 webinars, 1 training
Pre and post conference marketing to include: email, website, newsletter, mobile app & social	Pre and post conference marketing to include: email, website, newsletter, mobile app & social	Pre and post conference marketing to include: email, website, newsletter, mobile app & social	Pre and post conference marketing to include: email, website, newsletter, mobile app & social
Pre and post conference attendee report with contact information	Pre and post conference attendee report with contact information	Pre and post conference attendee report with contact information	Pre and post conference attendee report with contact information
Network Partnership (see Karen Rosen)			
Customized annual marketing campaign targeting affinity group audiences, webinars, trainings newsletter			

\$10,000	\$7,500	\$5,000	\$2,500
Content Partners/Program Showcase Ally (4 Opportunities)	Awards ( 2 opportunities)	Companions	Buddy
3 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference	3 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference	2 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference	
Support the development of content focused on mental health, self care, refugees, and DEI. Includes schedule recognition & brief breakout session remarks.	Naming and sponsorship of the 2022 awards and awards ceremony		
Includes schedule recognition & pre showcase remarks.	Includes schedule recognition & pre signautre event remarks.	Includes schedule recognition & prebreakout session remarks.	
Sponsoring of an affinity group program showcase with naming recognition	Sponsoring of awards ceremony with naming recognition	Sponsoring of session with naming recognition	
Half page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)	Half page mobile app ad (specs to be shared, graphics supplied by sponsoring agency)		
Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking	Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking	Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking	Participation as an exhibitor in the Sponsor Showcase (6 foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
	Push notification on the mobile app, increasing attendance at signautre event branded with your agency		
4 contect articles/blogs a year, 2 webinars, potential for group trainings	2 content articles/blogs, 1 webinar	2 content articles/blogs, 1 webinar	
Pre and post conference marketing to include: email, website, newsletter, mobile app & social	Pre and post conference marketing to include: email, website, newsletter, mobile app & social	Pre and post conference marketing to include: email, website, newsletter, mobile app & social	Pre and post conference marketing to include: email, website, newsletter, mobile app & social
Pre and post conference attendee report with contact information	Pre and post conference attendee report with contact information	Pre and post conference attendee report with contact information	

**\$5,000**

## A LA CARTE

**\$2,500**

### Coffee (3 Opportunities)

- 1 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference \*only included as a la carte\*
- cup or sleeve branded with your logo for the day
- participation as an exhibitor in the Sponsor Showcase (6-foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- pre and post conference marketing to include email, website, newsletter, mobile app & social

### Wi-fi (1 Opportunity)

- Ensure a strong connection while attendees build new connections. Includes branded wi-fi cards.
- 1 complimentary conference registrations - invaluable opportunity to allow agency representatives to mingle and learn with targeted audiences during the conference \*only included as a la carte\*
- participation as an exhibitor in the Sponsor Showcase (6-foot draped table, 2 chairs, waste basket) - 1 hour Sponsor Showcase held during refreshment break offering in person networking
- pre and post conference marketing to include email, website, newsletter, mobile app & social

### Charging stations - Power up!

- naming and sponsorship of charging stations located in a public space and branded with your logo
- pre and post conference marketing to include: email, website, newsletter, mobile app & social

### Havdalah

- naming and sponsorship of Havdalah
- Includes schedule recognition & pre Havdalah remarks.
- push notifications encouraging attendance branded with your agency
- pre and post conference marketing to include: email, website, newsletter, mobile app & social

### Special 2-hour break

- naming and sponsorship of coffee break
- push notifications encouraging attendance branded with your agency
- pre and post conference marketing to include: email, website, newsletter, mobile app & social

**\$3,500**

### Branded swag bags

- bags provided by sponsor

\$1,000



**Branded napkins**

(4 opportunities)

Branded napkins during showcase refreshments, or accompanying a food station

**Branded appetizer station**

(3 opportunities)

An Sunday evening appetizer station branded with your logo.

**Splash page logo for Internet sign on page**

(3 opportunities)

Your logo on the hotel Internet sign in page

**Plenary session catch microphone boxes**

(3 opportunities)

Branded plenary session microphones boxes to be throw around large audience



[Click here](#) to fill out the  
2022 NJHSA & NAJC Joint Conference Sponsorship Forms.

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2022 

## 2022 NJHSA & NAJC JOINT CONFERENCE

REALIZING GLOBAL IMPACT THROUGH COLLABORATION

**MAY 15TH–17TH**

MINNEAPOLIS MARRIOTT CITY CENTER