



Congregation Beth Mordecai

Established 1897

224 High Street, Perth Amboy, NJ 08861

Office - 732-442-1373 □ Rabbi - 732-442-2431

Web site - www.BethMordecai.org Email – OfficeBethMordecai@gmail.com

*“Come gather ‘round people whenever you roam
And admit that the waters around you have grown
Accept it soon, you’ll be drenched to the bone...*

For the Times they are a-changin’

*The line it is drawn, the curse, it is cast
The slow one now will later be fast
The present now will later be past”*

These lines are an excerpt from the Bob Dylan song “*These Times They are A-Changin’*” and were never more relevant or pertinent to Beth Mordecai’s future than they are today. For the times they are indeed a changin’, not just for the Perth Amboy area, but for Judaism and along with it Beth Mordecai must follow and adapt.

It is a time of Transition and Rebirth not just for Beth Mordecai, but for Perth Amboy as well. The landscape of the surrounding area is changing with the construction of 6000 new homes in South Amboy and Sayreville which are scheduled for completion within the next 2 years, the State has committed \$100 million dollars for the building of a new state of the art high school in Perth Amboy, and N.J. Transit has approved plans to renovate and improve the Perth Amboy train station. It is with this in-mind that we are pleased to announce the launch of our Rebirth Campaign which is a 3 year strategy/fundraising plan that focuses on some short-term needs of the Temple that will in the long run help propel Beth Mordecai into the future. The ultimate goals are to grow and revitalize the congregation, ensure that during this 3 year period the Temple’s operating expenses are covered thereby enabling us to focus on its long-term financial stability and finally to perform some much needed repairs to the building and cemetery.

Broadly, the aspects of the plan are to:

A.) Develop and Implement a Major Membership and Promotional Campaign –

Increasing the membership is key to Beth Mordecai’s overall long-term future.

This aspect of the overall plan has two components and will require hiring an outside marketing or public relations firm to assist us:



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The first being to target these new homes now in the construction phase. A stone's throw to Perth Amboy, we will work with the builders, developers and real estate people to make Beth Mordecai's presence known.

The second is to re-introduce Beth Mordecai to the already established surrounding area.

Webster's Dictionary defines Marketing as "*the process or technique of promoting selling and distributing a product or service*". And that is the very essence of the job at hand. To promote Beth Mordecai and sell our events and our services be they Bar/Bat Mitzvah training, a place to celebrate the High Holidays or say Kaddish. The ability to promote ourselves is integral to our long-term success and marketing Beth Mordecai, the institution, is as fundamental as promoting the specific products. We have a lot to offer, but we are a destination Shul and we need to be able to stand out in an area with a number of choices.

The Institutional Marketing Campaign will focus broadly on all facets of Beth Mordecai. This campaign will have a wide target audience and will require that we cover a wide area. We need to find the inquisitive, those looking for a social outlet, those looking to reconnect with or explore their Jewish roots. Getting the word out, making our presence known, will require Beth Mordecai to be visible in a number of arenas that we do not currently utilize. This campaign will be a vehicle to let potential members know of our existence. .

Project Marketing will focus on announcing specific upcoming programs and activities and potential revenue streams such as the ability to rent Safran Hall for parties or meetings.

But as we said, it is a time of Rebirth and new directions so not only will we be reaching out to the Jewish members of the surrounding area, we will also be reaching out to those interfaith families who are interested in bringing Judaism into the home. It is our hope that by opening ourselves up to this essentially untapped market, we could find ourselves with enough children to necessitate the need of a Sunday/Hebrew school. Also, part of the redevelopment of Sayreville includes a mall and we are once again exploring the possibility of a preschool partnership.

B) **Bridge Funding the Deficit -**

We continue to work tirelessly to reduce the deficit, but as dues and contributions barely meet the day to day needs of the organization, we need to be secure in the fact that these expenses will be



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covered in the short term while we aggressively pursue Beth Mordecai's long-term financial stability.

C) Repairs to the Building –

As you know the roof and repairing the ceiling in Safran Hall was the focus of our Yizkor Drive. U

D) Upgrades to and Perpetual Care of the Cemetery

The cemetery is also in much need of repairs and improvements. The pathways need to be repaved and easier accessibility for those unable to climb the steps is a high priority for us.

Additionally, the perpetual care of the cemetery is costly. Having the cemetery is an enormous responsibility. Growth of the fund that will enable proper maintenance and respect for those now buried and those who will be buried is crucial.

As this is a 3 year plan, we are seeking the sum of \$276,000 to be paid over a 3 year period. The Board of Trustees believes in and is so dedicated to this campaign that it has already pledged the sum of \$60,000. Once you have made your pledge, there are a variety of ways to schedule payment. Options include paying the entire sum upfront in full, pay one-third annually each year of the 3 year period or we can charge your credit card monthly. No amount is too little or too great.