

November 2, 2010

Vision-Mission-Strategy-UVP

Statements from NYC strategic seminar

Purpose and Mission

To secure a birthright gift for every eligible young adult to have a transformative Israel experience that strengthens their Jewish identity and connects them to the Jewish people and to Israel.

Strategy

- To secure the funds for realizing BRI's mission through on-going fundraising, endowment, revenue enhancement, alumni and partners' commitment, etc.
- To improve the substantive and logistical quality of the BRI program in order to ensure high impact and satisfaction
- An integrated and disciplined approach to the brand that provides a seamless experience to participants from registration, orientation, trip to immediate post-trip engagement
- To introduce the BRI idea to the entire eligible cohort
- Build strong relationships with key strategic partners such as trip providers, Hillel, BR NEXT, Federations and JAFI.
- Evidence-based project: constant research and evaluation that informs decision-making
- R&D for constant refinement

Unique Value Proposition and Values

To participants:

- Free trip
- A gift from the Jewish people
- A introduction / orientation to IL
- Globally Jewish scope / experience
- Mifgashim
- Needs-blind
- Global / universal common experience

To Jewish World:

- Largest Jewish experience reaching 50% of total cohort
- Pluralistic experience
- Clearing house of potential leadership
- Acquisition point to Jewish life (more than Bar/Bat Mitzvah)
- Engagement for minimally connected
- Common Jewish experience

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- Source for long-term experiences in IL (ex – Masa)
- Exposure of Israelis to Diaspora life
- Impact on parents / families
- Match making after J-Date
- Global scope (not just USA or IL)
- Universal eligibility
- Aliyah for non-orthodox Jews
- Unique partnership around J world
- Largest tour operator (\$\$)

Values

- Pluralism: denominations, political views, etc.
- Mutual responsibility / universal eligibility
- Zionism and Peoplehood
- Full responsibility for safety and security (trip providers / regulations)
- Zero tolerance to substance abuse and violence
- Evidence-based operation
- Professionalism and quality of staff
- High uniform and binding program standards (buses, hotels, food,
- Top tier educations experience
- Innovation: market and product leadership
- Environmental awareness
- Social interaction
- User friendly / Costumer-centered
- Brand stimulates energy
- Evaluative consistency
- Continuous learning and improvement
- Strong partnerships
- Global support network
- Long-term impact